Chapter IV

PEOPLE, PROGRAMS, PROGRESS - 1913-1936

It was quite apparent when President Starns resigned in September 1910, that one of the major problems facing the next president would be that of housing students, particularly women. Two presidents and two acting presidents served during this period. Each of the next three presidents, Pearson, Hughes and Friley, faced similar housing problems, the problems varied in degree rather than in kind. Each of them was involved in the expansion of residential housing, each made a change in the housing administration, each faced social changes demanded by the student body, and two of them went through war periods. The acting presidents, Stanton (1910-1912) and Knapp (1926-1927), were kept busy with many administrative problems of the College and consequently did not devote much time to housing problems.

This chapter will cover the important events in housing during the entire administrations of President Pearson and President Hughes. Housing during President Friley's administration will be discussed in the next chapter.

Residential Housing 1912-1926

When R. A. Pearson became president on September 1, 1912, the enrollment was approximately 1830 and there was residential housing
for 88 women or less than one-half of one percent of the total enrollment. President Pearson pushed for a large enrollment even though housing was taxed to the limit. The idea, of course, was that the larger the enrollment the greater the chance for adequate legislative appropriations.

In May 1913, Mrs. Cunningham, advisor to women, was having a real problem locating housing for women. She said that Margaret Hall would be reserved for only freshmen women the next fall. She said furthermore, that she should be provided with an automobile, or if this is too expensive, with a horse and buggy because she said that she had walked many miles trying to find suitable places for women to live. The fact that Margaret Hall was reserved for freshmen women forced upperclass women to form clubs which later became sororities.

Another thought expressed in 1913 was that men's halls should be a series of cottages housing 25 men each. Board would be furnished through student organizations or private individuals. Many thought at that time that crowding hundreds of students into Old Main caused a lack of cooperation with the Administration. Also, the students were never satisfied with a boarding place operated by the College.

Even though the enrollment was expanding and the housing situation critical, President Pearson issued a statement on September 13, 1914, that housing would be available for all who wished to enter
Iowa State. He said that scores of houses had been erected during the summer and others enlarged, also that a new women's dormitory would be finished at an early date.

The situation described on September 15, 1914, by Mrs. Cunningham, advisor to women, will give an idea as to the crowded conditions and the real need for women's halls. The statement in the Iowa State Student of that date is as follows:

"Iowa State Co-eds are all housed. Everyone of the Iowa State girls will be taken care of in spite of the crowded housing conditions said Mrs. Cunningham yesterday."

"The Beardshear House (Lincoln Way Cottage) has been taken over as an annex in addition to the Holden House (Georgia White House) and forty-four girls are living in these houses. Margaret Hall has been made to accommodate 130 girls by placing cots in Clio Hall (a room in Margaret Hall for the Clio Literary Society) and crowding things together generally. Room for about 75 girls have been made by friends of the College who have given over spare rooms until the dormitory (Lyon Hall) on the south side is ready. Mrs. Pearson is entertaining two girls at the Knoll until they can find permanent quarters."

Editorials occurred in the Iowa State Student in September 1919, February 1920, October 1920, and February 1921, stressing the need for more student housing. An editorial of October 1, 1920, mentions that the enrollment was the largest in the history of the College and although it seemed that everyone would be housed it reminded the people of Ames that there had been occasions when freshmen, on the eve of registration, were unable to find a room
or sleeping quarters except for a cot in a hallway and there were occasions when students spent the night sleeping on their luggage in the city park unable to find a bed of any kind.

The residential housing program under President Pearson was expanded physically and also was improved from the standpoint of administration, but the most important event of this period was the new method of financing construction of residence halls.

FINANCING PROGRAM AUTHORIZED

Before the Fall of 1925, all residence halls had been built from funds granted by the State Legislature. On April 3, 1925, the General Assembly authorized the State Board of Education (Board of Regents) to borrow money for the future erection of residence halls. Income was pledged to meet the financial obligations. At the beginning of the program only room rent was used because the food service was under a private caterer, Florence Walls, and the income from the rental of space was negligible. Later, when the University took over the food service, all income was pledged to take care of the obligations. At the beginning of the financing program, money was borrowed on promissory notes pledged to banks and insurance companies and the interest rate was often as low as two percent. This method of financing construction was followed until September 24, 1964, when the program of issuing revenue bonds was established under President Hilton. The revenue bond program will be discussed in a later chapter.
The Physical Plant

The history of each of the permanent halls, Lyon (1915), Freeman (1916), Barton (1918), Birch (1922), which were built during the 1912-1925 era and which are in use today will be discussed in the last chapter.

There were many temporary units used during this period, the most notable of which was a unit known as The Lodges. Other temporary units included Lincoln Way Cottage, Georgia White House, Norton House and Welch Avenue Cottage. Food service provided in Alumni Hall and in the Maples Tea Room, which was located in the present Music Hall, also filled a real need during this period.

The Lodges

By 1919, the enrollment had increased so much that the urgent need for greater housing facilities was again apparent. George T. Baker, President of the State Board of Education at this time, announced that the State Legislature had authorized erection of a dormitory building at Iowa State College to house 200 girls.

Due to a pressing shortage of time, materials, and funds, it was found necessary to construct "temporary" residences for the girls. These were to be in the form of large colonial-style wooden structures. Plans for classroom buildings of the same type were also made, but later abandoned. Materials were obtained from army surplus supplies and construction was rushed to completion during the summer of 1920. These halls were erected in a short time with
the help of student labor. In fact, throughout the building process, nearly four-fifths of the working force were college men. This system was a comparatively new one on the campus and much credit was given by superintendent of grounds, Thomas Sloss, to the willing and able help of the students.

The buildings were to be located east of East Hall (Freeman). The cost was to be within a $130,000 limit with the understanding that the plans would be reduced if it was found that the entire cost would run over this amount. Work was begun immediately, but with a great deal of difficulty. It was no easy task to build four buildings at such a low cost. Every effort was made to cut down as much as possible on expenses. By eliminating closet doors, dormer windows, window weights, window and door frames, and transoms, much money was saved. No shower baths were placed on the second floor - tub baths were substituted. The last wing was not started until a definite idea of how much the cost of the first three wings was to be. The latter part of July showed that there would be a balance of about $11,000 from the amount appropriated for the three units. Considerable material was on hand which would not be used otherwise. The furniture for the fourth unit had been purchased, therefore the superintendent was authorized to proceed with the fourth section.

The Lodges were of wood construction, informal in design and plan. The floors were full of splinters which frequently pushed through thin-soled slippers worn by the girls. The simply built recreation hall that joined the two Lodges was the scene of pro-
bably the gayest parties and dances held on the campus.

The Lodges were intended to be temporary only and to be used for 10 years. Instead, students were living there 20 years after construction. The buildings were utilized probably long after their normal period of usefulness had ended. In fact, Will Rogers commented during his visit to the campus in 1925, "When I was shown the campus, my guides pointed out some large brick buildings saying, 'That's where we keep the cows.' Then they pointed out another group of handsome brick buildings and said, 'That is where we keep the pigs.' I inquired about the old wooden buildings on the east side of the campus and they answered, 'Oh, that's where the girls stay!'"

The authorities realized the inadequacy of the Lodges and appointed a committee to investigate them and make a survey of the repairs and improvements needed. The committee reported that the only wise action would be complete reconstruction of the residences. Accordingly, the Lodges were razed in 1937 to make space for the new Elm and Oak Halls.

In spite of the admittedly inadequate accommodations of the Lodges during the last years of their use, the girls who lived there were quite satisfied with their lot. They all seemed to feel a more intimate comradeship with their neighbors than was possible in the more permanently constructed residence halls. Everyone agreed that while better buildings were necessary, they were very sorry to see the Lodges razed.
In the Fall of 1931, since Oak Lodge was no longer necessary for housing women, 30 men moved into its east wing and lived under a cooperative program. This was the first such undertaking for men students on the campus. A senior student, Henry Schwane, later Colonel Schwane, acted as head advisor for the group. The only other help employed was a woman cook. In a couple of years, the entire Lodge was occupied by men living cooperatively - in all, 120.

Financially, it was a successful undertaking. The men were happy in their life there. They made and carried out their own rules, which were rather severe at times. They insisted on taking entire care of their hall cleaning - which did not at all times seem up to standard in the eyes of the administration. When it became necessary to raze Oak Lodge in the summer of 1938 in order to build Oak Hall on the same location, the men urged that a place be given them where they could continue their cooperative life. Meals had not been served in Hughes Hall for some time and the dining room and kitchen were idle. In the fall of 1938, Hughes Hall was assigned to the Oak Lodge men to live under a cooperative program.

Lincoln Way Cottage

This house, as of this date, houses employees of the department of residence. It was originally known as the Beardshear House and was sold to the University by President Beardshear's wife. In 1915, it housed 20 girls known as the Lakota Club. It was an annex for the women's halls from 1915 to 1921. In 1918, it was used as an
emergency hospital for women. Men from Friley were housed there in 1942-43, during the first year of World War II.

Georgia White House

As of this date, it is the home of the Chief of Campus Police, Fred Tonne. It was moved to its present location back of the chemistry Building in 1925. The house was built by Mrs. Lampheer and was later known as the Holden House. It was located east of the men's gymnasium where the present north section of Helser Hall now stands. It was used to house women at various periods and was known as Margaret Hall Annex, 1913-1919, and as Westgate Cottage, 1919-1929. It was a co-op during 1924-28 and housed graduate women in 1929-30 and foreign women in 1956. It was also used as a "nurses house" for a few years.

Norton House

This house was built by a Mrs. Ellis and was later known as Gray Cottage. It was located across the street from the Knoll and housed 14 girls in 1922-24. It is now located on the Tower Road Loop and is used by film production of WOI-TV.

Welch Avenue Cottage

This house, located at 209 Welch Avenue, was used to house approximately 14 women students. People in Ames donated furniture to help in the emergency. It was occupied during the year 1919-20.
The Maples Tea Room

Faculty and students on campus during the period of 1922-1928 remember affectionately the pleasant surroundings and good food provided in the Maples Tea Room. This facility was located in one of the oldest residences on the campus now known as Music Hall. The house was built in 1869 as a residence for Professor Jones of the mathematics department. Over the years it has provided residence for: General Geddes (1874-78), E. W. Stanton (1879-1919), Mrs. Stanton (1920-1922) and finally it housed the Maples Tea Room from 1922 to 1928. The music department occupied it from 1929 until the present date.

The Maples Tea Room was opened the first part of January 1922, and was available for service until the Memorial Union was opened for food service on September 24, 1928. Mrs. Fern Stover, class of 1916, was the first manager. Later, Miss Mabel Anderson, who was the food director of the Memorial Union for many years served as manager.

Housing Administration

The housing administration during Pearson's tenure occupied the time of many individuals, but no one person had the full responsibility. Miss Florence Walls continued as a private caterer to provide food service in the women's halls. Mrs. Emily Cunningham, who had served as matron at Margaret Hall, was made advisor to women in 1914 and was also made a member of the faculty. She was responsible
for seeing that the women were housed until her retirement in the late fall of 1918.

Miss Frederika Shattuck served as advisor to women during the remainder of the academic year, 1918-1919. Miss Shattuck came to the University from Wisconsin in 1907. She was professor and head of the department of speech for many years. She became involved in the revolt on social rules which demanded extension of hours for social events. She breathed a sigh of relief when a new advisor for women was appointed to begin in the fall of 1919.

The September 22, 1919, issue of the Iowa State Student had the following headline, "New Dean of Women OK, Says Reporter." The article said that Miss Hazel Harwood, the new dean, hails from the University of Illinois and that her first big job was to find rooms for all of the girls that were arriving. She did not like the term annex and consequently changed the names of the houses and annexes to Cottages, such as West Gate Cottage, Lincoln Way Cottage, etc.

Actually, Miss Harwood had the title of advisor to women when she first arrived, then dean of women, 1921-23. Miss Harwood was a graduate of Vassar. She married Dr. H. E. Bemis of the department of veterinary medicine in 1923 and they moved to the University of Pennsylvania. Harwood House in Lyon Hall is named for her.

Mrs. Julia Stanton, the second wife of Dean Stanton, replaced Miss Harwood as dean of women. She served from 1923 until her death on December 14, 1928.

John E. Foster of the State Department of Education was appoint-
ed dean of men in September, 1922. Although he was involved in the planning and organization of Hughes Hall, he gave up his duties as dean of men before getting really involved in residential housing.

In addition to this staff, there was a committee known as the Student Accommodations Committee, later known as the Student Housing Committee.

The War Years 1917-1918

Iowa State University has withstood testing under pressure to provide housing and food service for military personnel during two world wars. The first test came during the administration of President Pearson, the second under the administration of President Friley.

President Pearson was called to Washington during this period and E. W. Stanton was again made acting president. As was to happen again during World War II, the University was called upon to train units for military service. On April 15, 1918, the first unit of 500 soldiers was sent to Iowa State for training as auto mechanics, blacksmiths or machinists. At the end of each period they were replaced by another contingent. Approximately 6000 men went through this program.

A second program was known as the collegiate program which was called the Student Army Training Corps. On October 1, 1918, twelve hundred students were inducted into the Army under this program.

Contracts for housing and food service were made with the gov-
ernment. The mechanical group was housed in improvised barracks
built under the west bleachers and a few temporary buildings were
built south of the men's gymnasium. When the first contingent
arrived, neither permanent food service nor housing was ready,
consequently the first group of mechanical trainees was housed
temporarily in the men's gymnasium and fed at the cafeteria in
Alumni Hall. The Iowa State Student notes that the soldiers were
moved to the barracks on April 20, 1918, and also noted that the
first group of 500 were served at the College Inn (Alumni Hall)
in record breaking time and that the soldiers said that the grub
was good and plentiful.

The collegiate group was housed in 24 fraternity and five
club houses.

Food service for both groups was installed in the men's gym-

nasium and the Iowa State Student of October 4, 1918, mentions
that 2300 soldiers were fed that day in fifty minutes. Fortunat­
ely, the war ended in November. The University had trained 2000
men in the vocational section and had inducted 1600 into the col­
legiate program, a very appreciable contribution to the war effort.

Happenings Preceding Pearson's Resignation

Student unrest is always of concern to personnel administ­
ing housing and food service programs. Successive generations of
students seem to get embroiled in many controversies with the Uni­
versity administration, but women's hours and athletics have pre­
vailed as controversial subjects off and on during the last fifty years. Other events of Pearson's years as president related to housing and food service included the Memorial Union campaign for funds and his foresight for acquiring land for future expansion of residence halls.

Women's Hours

In recent years, the elimination of hours for women and liberal visiting privileges for women in men's residence halls have been accepted. The following letter from President Pearson published in the Iowa State Student on April 15, 1919, shows how different the thinking of that day compares with the thinking 50 years later, April 1969:

A Message From The President

The Knoll
Ames, Iowa
April 15, 1919

TO THE STUDENTS OF IOWA STATE COLLEGE:

I deeply regret that illness makes it impossible for me to meet and talk with many of you concerning some questions that are receiving considerable attention just now.

1. I believe we all want to arrive at a reasonable and right conclusion in reference to hours for dancing. This question was first presented by the Women's Guild and later a petition was received from a number of men students. An increase of more than 100 percent in time for dancing was asked for and one-half of the asking was granted.

The Social Committee considered the matter carefully before announcing this conclusion. Many of us have been very busy during the recent weeks and I think it is not necessary for me to explain
the regrettable delay in the action. It was never intentional.
The decision of the Social Committee proved to be disappointing
to a considerable number of students, and on the request of the
Cardinal Guild, the whole matter is to be taken up again. That
could not be done in time to make an announcement for last Satur­
day and the Board of Deans approved the request of the Cardinal
Guild to suspend or alter the rule as to closing dances last
Saturday night so that it would apply at 11:45 instead of 11:15
o'clock. I presume they will take similar action for another
Saturday night if final decision cannot be made prior to that
time.

Now that the subject is open again for consideration let us
take it up in an open-minded way. There must be some good reasons
for a rule which has persisted as long as the eleven o'clock rule
has been in force in this college. There are good reasons, also,
for making a change. All phases of the subject will be reconsidered
and will be discussed with representatives of the students and with
others. It will be very difficult to do this if the minds of the
people who are considering the matter are made up in advance.

When all the reasons for and against are weighed and a new
decision is announced or the old decision confirmed, let us take
the action as the result of an earnest effort to arrive at the
right conclusion and let us stand by the action loyally.

2. A much more important question than the one above is our
attitude toward college rules. I can hardly bring myself to be­
lieve that good students in this college would intentionally vio­
late a college rule, and I wish every student who feels that he
would violate a rule would solemnly ask himself or herself whether
such action is really justified. The world is seeing some of the
results of lawlessness and we know some of the leaders of such move­
ments. I do not want to think there are such leaders or followers
or even that there is such a spirit at Iowa State College. Today
the question of law abiding citizenship versus lawlessness underlies
the future of civilization. Should not a state educational institu­
tion lead in law observance and good order? One could enumerate
a long list of sacrifices that have been made by faculty members
for students and these are usually appreciated. If there were no
other reason for respecting a rule of the faculty, there is the sufficient reason in our respect for the faculty itself.

As for the circular which was distributed at one of the dances when the lights were suddenly extinguished for this purpose, I have little to say. It is anonymous and it calls harsh names. It makes false statements and does not use good English. It appeals to all students to violate college rules. I am sorry for the author. Such a person is his or her own worst enemy. The best representatives of student sentiment have condemned this piece of work. Broad minded and experienced men and women can differ in judgment on a proposition and yet be friends.

3. Let us think more of our exceptional facilities and opportunities. I am sorry to read or hear the statement that there is no way to enjoy one's self at this college. I would like to see a list of twenty kinds of wholesome enjoyment most desired by college students and then a showing as to how this institution compared with others in furnishing these forms of amusement, exercises and relaxations. We should profit from such a list if there is opportunity to do so. We do not have some of the so-called advantages enjoyed by students in Chicago University where street cars pass every forty-five seconds, moving picture shows crowd one another, and theaters and other expensive attractions can be reached in an hour's time. Without doubt, very many of the best students in Chicago University would gladly sacrifice these and other so-called city advantages for what they could find at Iowa State College. Are not some of the things we lack more than offset by our well arranged campus and splendid buildings and our chimes and the beautiful surrounding country? Will we forget our gymnasium, which is one of the best in the United States, and our fine athletic field and large play grounds?

If we lack in ways to enjoy ourselves, are not we ourselves largely to blame? Why do we not have more interclass and club and fraternity contests in athletics, debating and games? And why not more dramatics and music? And why not more hikes which are so popular at some of the institutions where they are less convenient than here? Why not more parties and receptions? Why do we not give better patronage to good entertainments that come to Ames? And to
the fine, inspiring Sunday services? We ought to have a bowling
alley and a roller skating place and other such facilities if they
are really wanted and as soon as funds can be found to provide
them. All of the advantages of a University Union might be possi­
ble if we could unite in planning and working for them. Great re­
results may be expected when such a community as this works together.
The college officers are more than willing to do all they can.

Above all, let us not forget that we have here an educational
establishment and a staff which are second to none and that our
graduates are widely sought for and are given preference in many
places. It is gratifying that there is no complaint as to the
educational work of the college. Let us supplement this with the
aid of good team work which will provide a variety of amusements
and social activities and wholesome exercises that will be a real
benefit to very many of us. Will the students appoint a special
committee having representatives of all the leading student or­
ganizations to take up these questions in cooperation with a com­
mittee to be appointed by the college?

Yours truly,
R. A. PEARSON, President

Athletic Embroilment

Another item causing student unrest 50 years ago was the
athletic embroilment causing students to take sides concerning the
administration's request for the resignation of the athletic dir­
ector. Although it did not involve residential housing, it was
an important historical event during Pearson's administration.

The real cause of the controversy centered around a losing
football team. Charles Mayser who was the popular choice to
succeed the resigned athletic director, Clyde Williams, attempted
to improve the situation, but after the threatened resignation of a second football coach, the athletic council requested in May 1923, the resignation of the director himself. Mayser's supporters rallied vigorously to his support and there were many campus demonstrations resulting in President Pearson agreeing to a hearing before representative students. Members of the athletic council tried in vain to secure harmony within the department and finally presented charges of inefficient leadership. Mayser alleged unfair treatment and unethical methods on the part of certain members of the council. In the end, Mayser resigned and the council was reorganized to bring about faculty control. The new council had a membership of six faculty, two alumni and two student representatives.

The Memorial Union

In 1919, students were complaining about the lack of amusements near the campus saying that only two amusements were available, athletics and dancing. One result of this complaint was the start of the campaign for the Memorial Union in 1920.

Housing Foresight

President Pearson had disagreements with the Board of Education (Board of Regents) on many items, but the only item concerning housing was his recommendation to purchase all of the land in the block now occupied by Westgate Hall for the expansion of men's residence
halls. Twenty-five years later, the Board saw the wisdom of his plan. He was twenty-five years ahead of his time.

Residential Housing 1927-1936

The increasing enrollment during the Hughes administration brought housing to a top priority for women students. The young men not affiliated with fraternities were absorbed in roaming houses and private homes, but the increasing emphasis on inducing young women to try public co-education increased the enrollment of women and created a housing problem that made the University feel that it had an obligation to meet.

During Pearson's administration, the physical foundation of a women's housing system was laid with the additions of Lyon, Barton, Freeman and a section of Birch. When Hughes became president, there was an enrollment of 4047 and residential housing for 913, mostly women. In the fall of the last year that Hughes served as President (1935-36), there was an enrollment of 4412 and residential housing for mostly women of 1062.

Hughes came to Iowa State with many educational ideas and as someone said it involved a combination of small college paternalism with a zeal for administrative instructional efficiency. He instituted many programs for helping students. Among them, the Ward System, Junior College Counseling, personal attention to solving problems of the fraternities, teacher evaluations, elimination of the positions of dean of men and dean of women, and the twenty year
In the housing area, the physical plant was enlarged, the housing administration reorganized, and cooperative halls established.

The Physical Plant

The expansion of the residence physical plant during President Hughes' administration included the occupancy of Hughes Hall, the construction of Welch Hall and the acquisition of the Gables (International House). The history of both Hughes and Welch Halls will be included in the last chapter.

The Gables (International House)

The historic house, The Gables, which once occupied ground now occupied by Buchanan Hall, was built in 1880 by A. S. Welch, first president of Iowa State. It was named "House of Seven Gables". The house, built by President Welch, had a slate roof containing seven small stone faced gables.

The house was rented by the Welch family to successive presidents, William I. Chamberlain (1886-1891) and William M. Beardshear (1891-1899). Although Beardshear recommended buying the house for future presidents, his request was never granted. Consequently, Dr. Millikan Stalker, first head of the school of Veterinary Medicine, bought the house in 1899 as a home for himself and his two sisters. Dr. Stalker died in 1909.
The Gables served as a home for families and fraternities (Kappa Sigma 1922-1927, Sigma Alpha Epsilon 1927-1928). When Dr. Stalker died in 1909, he willed the house to his two sisters who lived in the house until they both passed away in 1922. The house then became the property of Mrs. Julia Swearingen, another sister who lived in California. Mrs. Swearingen died in 1928 and the house then became the property of Iowa State College. It was used as a home for foreign students and as a meeting place for the Cosmopolitan Club and was known as the International House from 1928 to 1963.

The Gables or International House as it was known in later years survived five fires. The first, shortly after Dr. Stalker moved in; the second, in 1912; the third, in 1922 when the Kappa Sigma fraternity occupied the house; the fourth, in 1951 when the roof was gutted by fire; the fifth and final fire was intentionally set by the Ames fire department to clear the area needed for the graduate hall (Buchanan Hall) to be constructed on the vacated site.

Reorganization of Housing Administration

Previous to the drastic changes made by President Hughes to be effective September 1930, the organization of the Housing Administration was rather confused. The dean of men, J. E. Foster, had organized and been responsible for the men's program in Hughes
Hall, the only men's hall. The office of the dean of men was dis-
continued at the beginning of the fall of 1930 and the President's
office took over the responsibility temporarily. Jim Hardwick was
directly in charge of Hughes Hall from September 1929 to November
1930 and was followed by Mr. and Mrs. Wallace Barron who served for
over two years. All of them made real contributions to the pro-
gram.

In the women's halls the dean of women, Mrs. Julia Stanton,
had the responsibility for the program. She served from 1923 until
the time of her death in December 1928. Mrs. McGlade became acting
dean of women and served in this capacity until the changes that
were made in the administration in September 1930.

Food service was administered by Florence Walls as a private
concession, but she cooperated well with the personnel in charge
of housing.

In January 1930, President Hughes announced that there would
be a change in what he called the "Department of Women". He said
there would be three divisions in the new organization. There would
no longer be an office of dean of women. Mrs. Madge McGlade, who
had been acting dean of women, would become director of housing and
would have charge of the residence halls and sorority houses in so
far as they were regarded as part of the University housing system.
Miss Frances Sims, who was head of textiles and clothing at the
time, was appointed Assistant to the President and director of
personnel for women. Mrs. Iza Merchant was made director of social
Residence in 1940 and she served in this capacity until 1946 when J. C. Schilletter was appointed Director of Residence.

Mrs. McGlade made a real contribution to the University in the residence halls system. Construction of Roberts, Elm, Oak and sections of Friley-Hughes Halls (1939-1942) all were completed when she was director. She placed emphasis on high standards of leadership and her efforts through the years resulted in a start toward student government in the halls. She was always interested in the welfare of the students at Iowa State. Her boundless energy and enthusiasm have always been remembered by all who knew her.

It is important to note that at the time Mrs. McGlade served as director of residence she was responsible to the director of personnel, M. D. Helser. After the reorganization in 1946, the director of residence was made responsible to the business manager, B. H. Platt (later vice president for business and finance), and after the last reorganization in 1967, the director of residence was made responsible to the vice president for student affairs, W. H. Layton. This administrative detail is mentioned here mainly to show the difference in the concept of housing administration as exhibited by three presidents - Hughes, Friley and Parks.

Cooperative Halls

Although Westgate Cottage had been run as a cooperative house
for 16 girls for four years beginning in 1924, the idea of cooperative living grew with the financial needs of students during the depression years. Barton Hall went on a cooperative plan in 1928, Freeman Hall adopted the cooperative program soon thereafter, and in 1931 when Oak Lodge was no longer needed for women it was assigned to men as a co-op. By February 1936, over 300 students were on a cooperative program. There were 150 men in the Oak Lodge and 172 women in Barton and Freeman Halls. After Oak Lodge was torn down in 1937, the men requested and were granted a cooperative program in Hughes Hall.

The food service was supervised by staff people from home economics who advised on menus and food buying. In the women's halls the women did all of the cooking, dishwashing and other labor required. This was also true in the men's halls, but they had the assistance of a full time cook.

Although many students were able to remain in school with the help of cooperative living during this period, neither the need nor the demand continued after World War II.

One of the home management houses was run as a co-op in 1963, 1964 and 1965.

Social Life

By today's social standards, the era of President Hughes was extremely conservative, also paternalistic. For example, the Iowa
State Student finally got permission from the President to publish cigarette ads, providing that no reference was made to women smoking. Also, after much discussion, women were finally allowed to smoke only in the Cyclone Cellar of the Memorial Union. Sunday movies were not allowed in the Fourth Ward. There was also a campaign to extend the curfew on Friday nights from 10:30 p.m. until 12 midnight when President Hughes resigned.

The students of that day were also conservative and the following pledge was printed in the Iowa State Student on February 25, 1930, by the men of Hughes Hall:

Men in Dorms Adopt New Pledge
to Aid in Upholding Standards

Because they believe that only through cooperation can a large group live together successfully, the students living in the men's dormitory met and drew up a pledge to aid in upholding high standards. The following pledge was adopted:

"Believing that the moral standards of Iowa State College are dependent upon the moral cleanliness of each individual student, I wish to cooperate by keeping my own standards high."
"I believe that gambling and drinking intoxicating liquors have no place in the life of a clean college. I desire to cooperate by doing my part to suppress any actions or habits which tend to lower the standards we are striving to attain."
"I believe that smoking in the dormitory is unsafe, unsanitary and out of harmony with the spirit of the dormitory."
"As long as I am a member of this dormitory group, I will attempt to uphold these standards to the extent of reporting to the council, or any member thereof, any man whom I know to be violating these regulations."

"According to Jim Hardwick, resident advisor, the students believe the new pledge will create a more cooperative spirit. Each
boy will have a part in upholding the standards of the dormitory and carrying out the regulations decided upon."

"The program and policy of the boy's dormitory is worked out by the council composed of 18 students, 9 freshmen elected by the residents of the dormitory and 9 upperclassmen who act as student advisors. The council has the power to formulate a program and determine policies, make recommendations and specify rules (not already determined within the college rules) and to make recommendations in disciplinary cases. The plan has worked very well to date, according to Mr. Hardwick."

It is also interesting to note today a comment made in the Iowa State Student on April 7, 1936. The quotation is as follows:

"To compare Iowa State of 1886 with that of today, 1936, is like comparing Sing Sing to a Cyclone Twister. By comparison, the liberality of 1936 fairly floors grandpa and his ex-collegiate wife."

"If the 50 years ahead of 1936 bring about as much change in the social rules at Iowa State as the past 50 have done, only time and Buck Rogers can foretell what will be the situation."

Time passes on and today, 1969, with no hours for women (except freshmen), no restrictions on smoking, liberal visiting privileges for women in men's halls and vice versa, co-ed undergraduate halls, students demanding a voice in the administration and with liberal attitudes toward dress and manners - one wonders what time will foretell by 1986.

In 1928, the women residents of the residence halls organized the Dormitory Council, an overall government for the undergraduate
halls of that day. It was renamed the Women's Residence Association (WRA) in 1953.

One of the accomplishments of the Hughes' administration that was mentioned most often at the time of his resignation was the twenty year program. In 1935, when this report was published, the section on housing of students mentions that plans should be made to house 1030 women in the residence halls by 1940 and it was doubtful that it would ever be necessary to house as many as 2000. It mentions that the men's program is very inadequate but does not even propose what should be done. It also mentions that the debt for the construction of residence halls should not exceed $275,000.

In the fall of 1968, over 2600 single women and over 4400 single men occupied residence halls and over 1300 occupied married apartments. The residence hall debt on July 1, 1968, was over $29,000,000.

The idea of separate halls for freshmen was prevalent in 1935 and Mary B. Welch West (Welch Hall) and Mary B. Welch East (Birch) were reserved for freshmen women, Hughes for freshmen men and Margaret Hall for graduate women.