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It's Veishea Time Again . . .

By Ella Gertrude McMullen

IN THE spring—May 5, 6, and 7, to be exact—the fancy of the Iowa State campus lightly turns to thoughts of gaily costumed night shows, open-houses, a May queen's crowning beneath the campusile, cherry pies as only Ames Co-eds can bake them, a half-mile of gaily bedecked floats in the parade, seeing old friends, and all the other joys that make up Veishea, the annual Iowa State College exhibition.

This is the eleventh year that Veishea has been celebrated as a three day all-college affair. Previous to 1921, several departments staged individual expositions and the success of these projects led to the organization of our present Veishea. The name is made up of the initial letter of each of the college divisions—"V" for Veterinary, "E" for Engineering, "IS" for Industrial Science, "HE" for Home Economics, and "A" for Agriculture.

The 1932 Veishea is individual in that it has successfully met one of its worst enemies before the usual meeting time arrives. This enemy, Depression, was discarded early in February with a campaign in which the students of Iowa State College underwrote Veishea for 1932 by purchasing coupon books containing tickets for all the Veishea features for the three days. The books are styled after the coupon books of commercial concerns and sold for one-half the sum of the individual admissions. Rumor has it that many Co-eds bought two of the coupon books since this is leap year.

Cherry pies—hundreds and thousands of them—will again be welcomed by all visitors to Home Economics Open House on Friday afternoon, May 6. Each year the students tempt you with the traditional cherry pies, better than mother used to make.

“What dress shall I wear today?” “How can I refinish Grandfather’s beautiful old chair?” “Which washing machine is best?” These questions and many more will be answered in the home economics exhibits, demonstrations and style showings. The high school girls of Iowa will also be given a chance to enter contests and exhibits in Veishea this year through the organization of a brand new department, Home Economics Education, by the Veishea Central Committee. This department corresponds to the Future Farmer meetings held in previous years for high school agriculture classes.

In addition to seeing Iowa State at work through the open houses, visitors on the campus will see the college at play as well in the annual May Pete, Moving Up Ceremony, athletic contests, Scout Vodvil and the Night Show. Over 2000 students will be involved before all plans are completed and if student backing and enthusiasm are a fair basis for judgment, the 1932 Veishea will be the biggest ever!