Come to Veishea

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"THE best yet!" say Iowa State College students about their 16th Veishea which they are conducting May 13, 14, and 15. And it is going to be the best yet. There'll be more to see and more to do than ever before when Iowa State puts a characteristic cross section of its activities on exhibition.

Veishea will open officially Thursday morning when Allen Whitfield, Des Moines lawyer, gives the address at the dedication of the new $7,000 fountain in front of Memorial Union. President Charles E. Friley will accept the fountain for Iowa State, and a special feature of the opening ceremony will be the presentation of the new college marching song which will be played by the Iowa State College Band.

Among the hundreds of visitors which throng to Ames for the annual exposition are several hundred high school students who come to attend the Homemakers' and Ag Congresses. At the Homemakers' Congress, high school girls hold discussion groups which relate to their particular agricultural problems. For those who come to Veishea to learn as well as to be entertained, the divisional open houses offer a wealth of opportunities all day Friday. Each department on the campus is on display in an effort to show visitors the types of activities which are being carried on in the various classes.

In Home Economics Hall, spectators are taken on an extended tour of the building and shown exhibits of classroom work. The Applied Art Department displays designs, metal crafts, weaving, and other crafts by artistic students. The Textiles and Clothing Department invites inspection of clothing construction and selection, while the Household Equipment Department demonstrates the newest and most modern household appliances.

The culmination of the tour brings visitors to the model tearoom of the Institutional Management Department. Here those famous cherry pies are to be found. Over on the Engineering side of the campus, prize construction plans are exhibited; the manufacture of articles from waste farm products and soybeans is explained; huge machines demonstrate themselves deafeningly; and free movies are given explaining major engineering projects.

The Division of Agriculture proudly presents its prize livestock and modern barns; a trip through the dairy industry building is a small education in itself. Always one of the most popular of the open houses, the dairy display consists of a tour through the modern dairy plant and demonstrations of cheese and ice cream making, ice cream decorating, and milk pasteurization.

Also included in the Agricultural open houses is the greenhouse exhibit where small individual orangies are given away, and the Forestry Department displays class maps and summer camp pictures.

In the Department of Landscape Architecture are found displays of prize-winning plans of homes, estates, parks, recreational centers, housing projects and gardens.

In the basement of Agricultural Hall, the presses of the Journalism Department are in full motion—the Iowa State Student is on the press—and all the campus publications are exhibited in the editorial room of the Student.

In the meantime the Division of Industrial Science puts on some excellent displays. The Psychology Department has movies relating to child study; Physics Open House shows rotating flames, curved mirrors and new X-ray apparatus; Chemistry Open House presents odd and fascinating chemical phenomena; geology displays fluorescent minerals and fossils; and zoology and entomology have collections of foreign and American insects, birds and other animals.

Animal demonstrations are featured at the Veterinary Medicine Open House. There visitors learn why a horse can stand two or three days and still rest and sleep. A trip through the clinic is of educational value.

Extensive though the educational part of Veishea may be, the entertainment side has not been neglected in any way. The Veishea Vodvil begins the activities on Thursday afternoon. This popular program, which is repeated Thursday night, consists of eight

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Veishea
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clever skits which depict campus life and are written and produced by various organized houses and dormitories. Cups are awarded to those groups presenting the best stunts.

Also on Thursday evening is the first presentation of the Veishea play, "The Torchbearers," dramatized by the Iowa State Players Association. This play, with its cast and production staff of students, will be repeated on Friday evening.

The Spring Concert, produced by the Girls' Physical Education Department and the Girls' Glee Club, will have its initial performance Thursday afternoon and be repeated Friday afternoon. This feature of Veishea was inaugurated last year and proved to be so popular that another concert is being given this year. The concerts are chiefly concerned with dancing and singing. H. M. S. Pinafore has been selected as this year's Veishea Nite Show.

Veishea also brings a multitude of athletic events. Thursday afternoon a polo and a baseball game will occupy sports fans and Thursday night the swimming circus, a first class water pageant, will be presented. Friday afternoon there is another baseball game and a tennis meet, while the College Cossacks, a troupe of 30 stunt riders, vie with the other two events in attracting the Veishea visitors. The swimming circus is repeated Friday night. Saturday afternoon brings a polo game and track and golf meets.

Other miscellaneous Veishea features include the luncheon Saturday noon to which students take their mothers, and the Cardinal Key and Mortar Board tapping at the base of the campanile Saturday afternoon.

The highlight of Saturday's Veishea events is the annual Veishea Parade at 11 o'clock Saturday morning. The parade is made up of floats representing different departments of the college and various organized houses and dormitories. Prizes are awarded to the best floats in the separate classes.

The 1937 Veishea offers an abundance of activity, education and entertainment. This year, more than ever before, is the time to spend the Veishea days in Ames and see VEISHEA, Iowa State at work and at play.

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