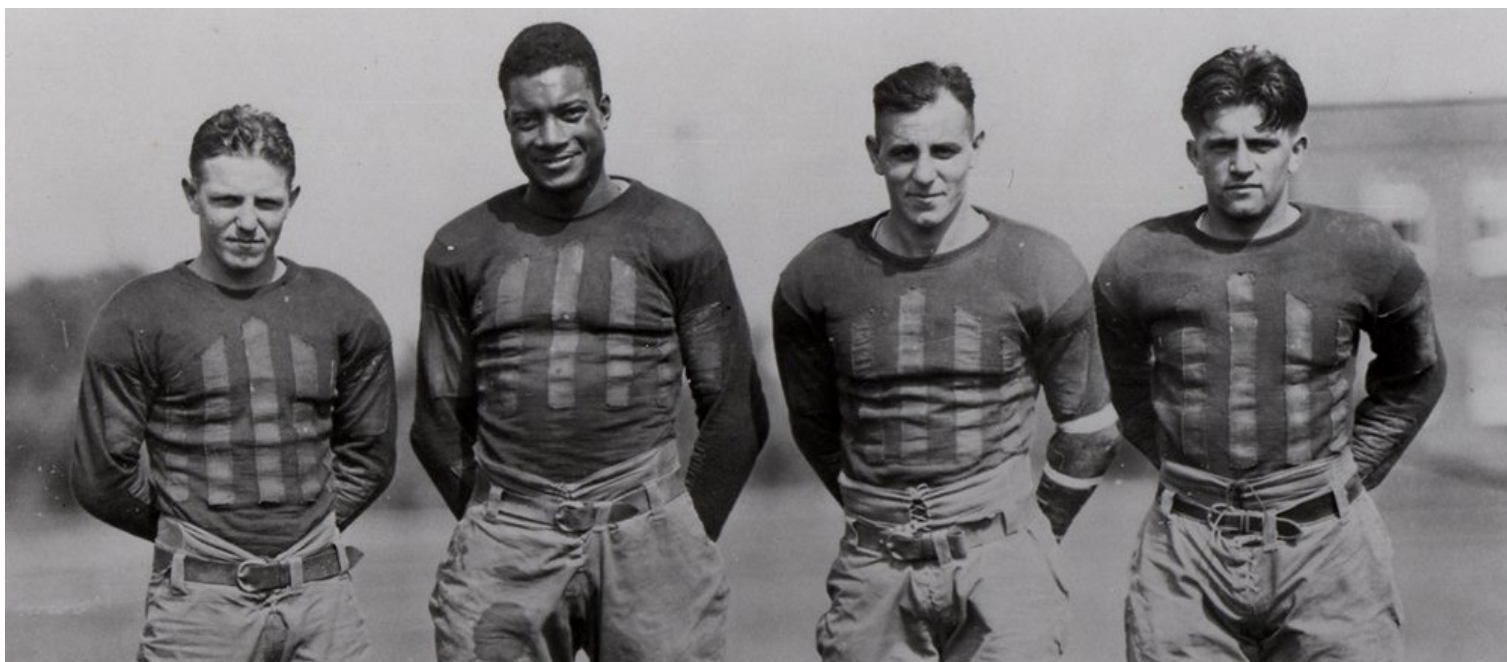




TRADITIONS



TRADITIONS AND HISTORY

Founding

The purpose of Iowa Agricultural College was to give the sons and daughters of the working farmer an education. Higher education had traditionally been denied to women. The college's second president, A. S. Welch, summarized the purpose of the college memorably in his inaugural speech on March 17, 1869:

"The Iowa Agricultural College and Model Farm, the nation's first land-grant college, opened its doors in 1868. Its first class of 26 students graduated in 1877. The college was renamed the Iowa State College of Agriculture and Mechanic Arts in 1898, and became the Iowa State University of Science and Technology in 1959."

Campaniling

Since the story of the campanile is a love story, the Campaniling tradition makes sense. Today, the original 10 bells have increased to 50, and their influence has grown exponentially. A student officially becomes an Iowa Stater when he or she is kissed under the campanile at the stroke of midnight.

"Our (educational reform of this institution) is the withdrawal of the ancient classics from the place of honor which they have largely held in our college curriculum, and the liberal substitution of those branches of natural science which underlie the industries of this beautiful state. The other is the free admission young women on equal terms with young men."



TRADITIONS

School colors

The saga of Iowa State's colors began in the 1890s and is best told through quotations from the I.A.C. (Iowa Agricultural College) student newspaper. Originally, silver, black, and gold were selected, chosen for the following reasons noted somewhat tongue in cheek in the paper: "The college colors are thought by all to be a wise choice and the committee deserve our praise...The first, a silver denoting the mechanical department on which is engraved the violet colors the letters, "I.A.C." Next yellow signifying the golden harvest which is claimed by the generals. Last, black, denoting death, assigned to the Vet Department who kill but never cure."

But the new colors proved difficult to use. On May 2, 1899, the paper reported: "Rumor has it that the ISC colors are soon to be changed. May the day hasten. The silver, gold, and black have for some time adorned our standard, and right royally have they been carried. But these colors as a college emblem almost approach the bounds of superfluity."

And then October 3, 1899: "The matter of colors has proven a stumbling block and this is not to be wondered at. As we have stated before, the silver, gold, and black are approaching their last days. They are pretty, but absolutely impossible to use in any way that would uniform our athletes...so the colors adopted for a college athletic team determine what shall be the colors of the college. It follows then, that we should be very careful in this matter...We should be conservative and careful in this matter. What the Council does now will probably hold for all time and they must not blunder this time."

October 10, 1899: "At Thursday's Council meeting the special committee appointed to investigate and report on suitable colors for the sweaters, reported in favor of a cardinal sweater with a gold letter...This is a commendable improvement and makes a distinctive and striking set of colors. From the prominence of cardinal and gold at the Nebraska game, it is evident that common consent will very soon adopt these as the college colors."

Cy

In 1954, members of Iowa State's Pep Council decided that Iowa State needed a mascot to symbolize new spirit for the athletic teams. Since a cyclone was difficult to depict in costume, a cardinal was selected, from the cardinal and gold of the official school colors. Pep Council ran a contest to select a name for the new mascot. The winning entry, "Cy," was submitted by 17 people. The first to submit the name, Mrs. Ed Ohlsen of Ames, won a cardinal and gold stadium blanket.

Cyclones

Iowa State became the Cyclones after they leveled Northwestern in 1895. As the Chicago Tribune (9/29/1895) noted: "Northwestern might as well have tried to play football with an Iowa cyclone as with the Iowa team it met yesterday. At the end of 50 minutes' play, the big husky farmers from Iowa's Agricultural College had rolled up 36 points, while the 15 yard line was the nearest Northwestern got to Iowa's goal."



TRADITIONS

Festival of Lights

Iowa State's tree lighting tradition was first celebrated in 1914-1915, and was then discontinued until 1946. Since that time, the event has come to symbolize holiday music, campus carriage rides, visits to the Farm House, and candles on campus. Over the years, what was originally a Christmas event has been changed to become more inclusive, commemorating the entire holiday season. In 1988, the Iowa State Singers sang the following words, penned by ISU student James Tener, "This tree we light may signal to all our community; this tree we light may signal to all our hopes for humanity." Today, seasonal festivities like WinterFest have taken the place of the Festival of Lights.

Homecoming

Alumni first began returning home for an official Homecoming in 1912. Since then, the celebration continues to entertain both young and old Iowa Staters, with traditional events, including tailgate parties, fireworks, lawn displays, "Yell Like Hell" cheering competition, and mass campaniling. Several times throughout the past decade, the Student Alumni Association Leadership Council has coordinated the efforts of hundreds of students who volunteer their time to help Story County Habitat for Humanity build a house.

Lancelot and Elaine

It was the climax of VEISHEA, 1935. A large float, shaped like a swan and carrying flower-bedecked and white-robed Iowa State maidens, emerged from a smoke screen and glided its way to the middle of Lake LaVerne. And then the plaster swan unloosed its feathered passengers: four swans.

Two of the swans were named Lancelot and Elaine by student Jean Nesinwanger, who won \$10.00. Since that time, there have been numerous Lancelots and Elaines (including a pair of trumpeter swans reintroduced to their original Iowa habitat) and in 1944, 1970, and 1971 cygnets (baby swans) were born. Swans take a mate for life unless one of the pair dies or is moved away.

Lake LaVerne, the home of Lancelot and Elaine, was created with a \$10,000 donation in 1916 by LaVerne W. Noyes. Noyes, a wealthy Chicago philanthropist and member of the first graduating class of 1872, funded a lake in what had been a three-acre marsh area, fed by College Creek. Another Iowa State tradition: If you walk around Lake LaVerne silently three times with your beloved, you are destined to be together.

The University Mace

A new tradition was born at Iowa State in 2004 with the creation of a presidential mace to be carried at commencement ceremonies. The bronze, silver, and tiger maple mace brings new life to traditions and images of Iowa State. Like the ancient Roman standard-bearer, a mace leads a ceremony with tradition and grandeur. Dating back to ancient Egypt, the first maces were weapons. The mace began to evolve from a weapon to an ornamental symbol of power when it was carried by the royal sergeants-at-arms and stamped with the royal arms. As time passed, the mace began to be carried at academic processional and recession during commencement, inaugural ceremonies, and at other key ceremonies. The mace symbolizes the academic authority of Iowa State University and is a common symbol among colleges and universities.



TRADITIONS

VEISHEA

Imagine planning an event like VEISHEA, but with no office space for student meetings and no financial reserves. The year was 1922, and the VEISHEA Central Committee was meeting for the first time. They met at Beardshear (the Memorial Union hadn't been built yet), and for each meeting they had to ask a janitor to help them find and unlock a room. But the administration was solidly behind their effort: to combine the celebrations of the different divisions (today called colleges), which had resulted in too many unauthorized student holidays. The engineers skipped classes for their St. Patrick's Day parade; the home ec women skipped for their May Day dance; the aggies skipped for their Ag Carnival. But could one festival combine all the traditions of the separate divisions -- veterinary medicine, engineering, industrial science, home economics, and agriculture?

The answer was a resounding "yes!" Not only did the student planners combine the first letter of each division to name the festival, they also wove together a combination of traditions that has stuck: College open houses, a student musical performance ("Stars Over VEISHEA"), canoe races, a parade, and, of course, cherry pies.

VEISHEA was a top campus leadership opportunity for more than 90 years and provided opportunities for entertainment and campus celebration each spring. VEISHEA was canceled permanently by President Steven Leath in 2014 following a riot that caused thousands of dollars of property damage and seriously injured one student. The celebration had been marred for years by violent disturbances, the cumulative effect of which led to the beloved celebration's demise.

The Zodiac

Who knows what prompted that first student to step over the bronze zodiac relief of the floor of the Gold Star Hall in the Memorial Union? But for more than 70 years, subsequent students have done likewise, understanding that to step on the zodiac is to ensure that they will flunk their next exam. (It should be noted that staff, faculty, and alumni members also detour the enchanted circle, indicating the solemn belief that bad luck may befall more than just test-takers.) The bad luck can be dissipated by throwing a coin into the Fountain of the Four Seasons directly outside the door, but most students don't want to risk it.



TRADITIONS

FACES AND PLACES

John V. Atanasoff

In 1939, an Iowa State alumnus and professor named John Vincent Atanasoff began work on a revolutionary machine. Frustrated by the time it took to solve algebraic equations, Atanasoff created a machine the size of a small desk, using 300 vacuum tubes, rotating drums, and cards. It would be 58 years before the world fully credited the Iowa State professor with inventing the first digital electronic computer. Today, you can see a working replica of the computer (the only one in the world!) in the lobby of the Durham Center.

George Washington Carver

George Washington Carver was Iowa State's first African American student and faculty member. He received his BS in 1894 and was asked to remain at Iowa State, where he worked on his MS (received in 1896) and directed the botanical greenhouse. In some of Iowa State's early extension efforts, Carver traveled throughout Iowa, lecturing about plants. When he left Iowa State to join Tuskegee University, he did not forget his alma mater. "I have no words to adequately express my impressions of dear old I.S.C. (Iowa State College). All I am and all I hope to be, I owe in a very large measure to this blessed institution."

Carrie Lane Chapman Catt

Carrie Lane Chapman Catt—an Iowa State alumna who devoted most of her life to the expansion of women's rights around the world as well as international peace—is recognized as one of the key leaders of the American women's suffrage movement. Her superb oratory and organizational skills led to ratification of the 19th Amendment to the U.S. Constitution granting women the right to vote in August 1920.

Christian Petersen

Christian Petersen, a Danish sculptor who was Iowa State's sculptor-in-residence from 1934 to 1955, has made his mark on the campus like no other artist. Works like *The Fountain of the Four Seasons* in front of the Memorial Union, *Boy and Girl* in the Parks Library, *the Marriage Ring* in MacKay Hall, *Conversations* in front of the Oak-Elm residence halls, and *the Gentle Doctor* at the College of Veterinary Medicine, illustrate Petersen's love for the Midwest. "An artist is one of you," Petersen said. "Very much one of you. He must be in your hearts, and you in his."



TRADITIONS

Jack Trice

Jack Trice, Iowa State's first black athlete, was also the first athlete to die for Iowa State. On the night of his first football game, October 5, 1923, Jack wrote in a letter on some hotel stationery, "My thoughts just before the first real college game of my life: The honor of my race, family & self is at stake. Everyone is expecting me to do big things. I will. My whole body and soul are to be thrown recklessly about the field tomorrow. Every time the ball is snapped, I will be trying to do more than my part. On all defensive plays I must break thru the opponents' line and stop the play in their territory. Beware of mass interference. Fight low, with your eyes open and toward the play. Watch out for crossbucks and reverse end runs. Be on your toes every minute if you expect to make good." During the first half of the game he had so anticipated, Trice suffered a broken collarbone. He continued to play during the third quarter, until he was thrown on his back and trampled by three Minnesota players. He died three days later. Four thousand students and faculty members attended his funeral service on central campus.

The Campanile

The story of the campanile is also a love story. Edgar Stanton graduated with the first class at Iowa State in 1872. He spent 50 years on campus as a student and faculty member, becoming the head of the department of mathematics, secretary to the Board of Trustees, dean of the junior college, vice-president, and on four different occasions, acting president. His first wife was Margaret MacDonald Stanton, first dean of women. When she died, July 25, 1895, she had been closely identified with the university for almost twenty-five years. Stanton wanted to establish a monument so all students and friends of Iowa State would remember her. He finally decided to purchase and have installed a chime of 10 bells in a detached tower on central campus. President William M. Beardshear helped him choose the site, and the state legislature appropriated \$7,500 for the construction of the tower and its clock.

Stanton died September 12, 1920, and his will provided that after certain bequests were taken out, the residue of his estate should be turned over to the university for furnishing a memorial to him. His second wife, Julia Wentch Stanton, and the children, decided to request that the university install 26 additional bells, thus forming a musical instrument which became known as the Edgar W. and Margaret MacDonald Stanton Memorial Carillon.

Farm House

The Farm House holds a special place in the hearts of Iowa Staters. It is our first building, constructed in 1865 as both a home and an office building. It was home to deans of agriculture until 1970, when Dean Floyd Andre moved out. There was talk of razing the old building, but the time was right for a rebirth. The Farm House Museum opened its doors on July 4, 1976. Today, the museum attracts more than 8,000 visitors every year and is one of the first ways that Iowa State reaches out to K-12 students.

A cherished tradition is the Farm House's winter holiday events, including making Victorian decorations, sampling period treats, and taking a horse-drawn wagon ride from the Knoll to the Farm House.



TRADITIONS

The Hub

Today, the Hub's main attraction is its array of food options, but once it really was the hub of student activity. Originally built in 1892 as a station for the Dinky train, which provided transportation between downtown and campus, it was later used as a bookstore and post office. Today's building has been rebuilt, but it includes a piece of timber from the original train station.

Lake LaVerne

Lake LaVerne, the home of Lancelot and Elaine, was constructed and landscaped in 1916, a gift of LaVerne Noyes, an 1872 Iowa State alumnus. Older alumni remember skating on the lake, but today the practice has been discontinued. Many Iowa Staters remember another tradition: Walk silently around the lake with your beloved, and you are destined to be together.

Marston Water Tower

Surrounded by today's high-tech engineering buildings, the Marston Water Tower is a reminder of yesterday's legacies. Built in 1897 by Anson Marston, the first dean of the Iowa State College of Engineering, the 168-foot-tall tower supplied water to the campus in its early days and was the first steel water tower west of the Mississippi. Today, it is on the National Register of Historical Places. On special occasions, flood lights illuminate its hardy structure.

Memorial Union

The Memorial Union is the result of a group of students with a dream and an action plan. They believed that they could combine two campus needs; a building for social activities and events and a memorial to World War I veterans. They successfully raised money, and from its beginning in 1927, the organization was a nonprofit corporation, independent from Iowa State, and governed by a Board of Directors, half of which was composed of students. The status of the Union changed in January 2003, when the Union became part of Iowa State.

Morrill Hall

Morrill Hall has watched the history of Iowa State unfold. Built in 1890, the building was named after Justin Smith Morrill, who introduced the Land Grant Act, making Iowa State possible. The building has watched students climb its steps to attend chapel and to browse in the library. It shuddered when pranksters of the 1800s sneaked a cow into its chapel. It watched students attend zoology, entomology, and geology laboratories.

The building sat empty from 1998-2005. Construction crews began work in the spring of 2005 to renovate the building. When the renovation was completed in 2007, Morrill Hall became home of the Christian Petersen Art Museum, the Center for Excellence in Learning and Teaching, and the Textiles and Clothing Museum. Contributions from more than 3,200 private donors accounted for the majority of the funding needed to give new life to the 114-year-old building.



TRADITIONS

SONGS OF IOWA STATE

ISU Fight Song

*O we will fight, fight, fight for Iowa State,
And may her colors ever fly.
Yes, we will fight with might for Iowa State,
With a will to do or die,
Rah! Rah! Rah!
Loyal sons forever true,
And we will fight the battle through.
And when we hit that line we'll hit it hard ev'ry yard for I. S. U.*

Rise Sons of Iowa State

*Fighting sons we sing to you,
Keep you spirit ringing true;
Make our valor carry on,
And you'll see the battle through,*

Chorus

*Rise sons of Iowa State,
And proudly raise our flaming banner to the sky;
Lift our ringing challenge valiantly,
Let our fighting war cry ever be "Victory!"
Bold sons of Iowa State,
keep marching onward ever near the vic'try gate;
There to consecrate our everlasting loyalty.
Rise! Iowa State.*

For "I," For "S"

*For "I", for "S", forever
For Iowa State all the way,
Let's go! To show them what the gang's all here for
Go! To show them how the Cyclones cheer.*

For "I", for "S", forever

*For Iowa State do it right!
It's time to climb up on the vict'ry wagon,
Fight! Iowa State, Fight! Fight!*



TRADITIONS

Bells of Iowa State

James C. Wilson (1900-1995) was a member of Iowa State's English faculty from 1928-1931. He had to resign due to his lack of a Ph.D., and prior to his departure, he submitted a college song candidate for a song contest sponsored by the Iowa State Club of Chicago.

Jim and his wife, Alice, moved to Chicago where as he notes, "We (in addition to their two babies) had \$212 in cash from my last paycheck, our five-year-old Chevrolet, and the tent." He won first place with "The Bells of Iowa State," and the family was able to purchase a small cottage on Lake Michigan.

"When I wrote "The Bells of Iowa State," I thought then that it had much more depth and emotion than your basic football fight song," Wilson said. "Its continuing popularity leaves me very pleased, not so much because it's my own song, but because it has had such a good effect on those who have been touched by it."
(The Iowa Stater, June 1983)

The "Bells of Iowa State" Current Alma Mater

*Green Hills for thy throne,
And for crown a golden melody,
Ringing in the hearts of all
Who bring thee love and loyalty.*

*Dear Alma Mater,
Make our spirits great,
True and valiant,
Like the Bells of Iowa State*

Alma Mater (Replaced by Bells of Iowa State)

*Stately stands our Alma Mater
On the Western plain.
From her halls and to her glory
Raise we now our strain.*

*Gather now and lift her praises;
Sing them loud and free (true).
Come, ye loyal sons and daughters
Hail to I.S.C. (I.S.U.)*

Museum. Contributions from more than 3,200 private donors accounted for the majority of the funding needed to give new life to the 114-year-old building.