

The Years of Change

By the turn of the century Upper Iowa University had grown to a faculty of 26 full time instructors, and the campus consisted of six buildings. College tuition and incidental fees were raised to \$14 for the fall term, \$12 for the winter term, and \$10 for the spring term. The library fee was set at 25 cents a person. Laboratory fees ranged from \$1.50 to \$5.

Board for the student, whether in the University boarding rooms or in private homes in town, cost between \$18 and \$40 for a term of 12 weeks. Eighteen homes located within 500 feet of the campus were available for student lodging and boarding.

A summary of attendance, which was shown in the 1900 catalogue, revealed 91 in the regular College; 100 in the Academy; and 85 in the Normal School. There were 48 enrolled in the Art Department; 111 in the Conservatory of Music; 119 in the School of Oratory; and 65 in the Business College. Deducting for duplication, the University had a total student body of 401.

The chief problems of this period centered upon securing more endowment and extending and strengthening the influence of the institution upon

the life of northeastern Iowa in a spiritual and cultural way.

Although an article in the school newspaper stated that "athletics are booming," football did not catch on at first at Upper Iowa, at least so far as attracting a following of student fans was concerned. Gate receipts became so low, in fact, that a meeting was held in the Chapel one day, to "educate the ignorant into the intricacies of football, in order that the non-attenders . . . could not excuse themselves by saying 'I don't understand the science of it, so I don't enjoy the game.'"

Interest mounted, however, and a varsity athletic team was banqueted for the first time in November 1899, when Professor Wildman had the undefeated football team of that year as his guests. One of the halfbacks on that team was John E. Dorman, who was later to become athletic director at Upper Iowa University.

In 1900 the Normal School, in compliance with a ruling of the State Legislature, was expanded "to provide for more competent and better trained teachers without additional expense to the tax payers." Professor Arthur E. Bennett was elected dean of the school.

A major contribution to the academic life of Upper Iowa under Benton's administration was achieved when it was announced that Andrew Carnegie had given the University \$25,000 with

which to build a library. The gift was made possible through Colonel David B. Henderson, a former student, a member of the old University Recruits, and a personal friend of Carnegie. Henderson was then serving as Speaker of the House of Representatives in Washington, the first person from west of the Mississippi River to hold that position. The following letter from Carnegie accompanied the announcement:

My dear Friend — You will receive a cheque for \$25,000 which you can use as you think best for your alma mater for her permanent interests, preferably for a library. I think any institution that made so much of a Scotsman is entitled to some recognition.

In subsequent correspondence Carnegie requested that the new facility be called the "David B. Henderson Library" and work on the project was started. On November 11, 1902, the new library was dedicated, and a new president, Thomas J. Bassett, D.D., was inaugurated. During the quiet administrations of Bassett, 1902-1905, and William A. Shanklin, A.M., D.D., 1905-1909, Upper Iowa secured a firm financial standing.

Campus life in the early years of the Twentieth Century was described in an unsigned article which appeared in the *Collegian* on December 5, 1932. The writer, in recalling the "good old days," stated:

The well-dressed co-ed boasted one new party dress a

year and last year's number re-decorated with new collar, cuff, and sash. The girls all wore black stockings purchased for 20¢ a pair. For school wear there was the good old blue serge skirt, pleated, and three to five shirt waists. Coats were all wool but untrimmed with fur. Kid gloves were worn on Sunday and to receptions. Wool gauntlets were for everyday. We each had one hat and stocking caps. No one wore anything but high black shoes; patent leather tips for best. Five dollars worth of good white muslin would make all the underclothes a girl needed for the four years. They were made by hand with tiny stitches and yards of crochet or tatting; what could be nicer for corset covers and ruffled petticoats?

There weren't even movies to spend money on. The first picture show in the present Masonic Hall was an extravagant innovation charging 5 and 10 cents admission.

Once a year the freshmen and sophomores were permitted to give a banquet. They each invited a guest, so most of the upper classmen were included to one or the other event. These banquets were given at an out-of-town hotel — West Union, Strawberry Point, or Oelwein. It was a half day's trip to either of the first mentioned, and a day's trip to Oelwein. I remember going to a freshman banquet in West Union. We went by auto, but got stuck once in the mud, once in the sand, and twice on a steep hill. It snowed that night, so we came back in a bob sled.

Every Saturday night the boys had society to which we were invited. Every Monday night the girls had society, to which they were all invited. There were no clubs or secret organizations. Once a month they gave a frolic in the rooms above the library. We played "Captain Jinx" and "Happy is the Miller." Dancing and card playing were strictly forbidden, but what a lot of fun we did have dodging the rules.

The Bassett-Shanklin era was marked by continued growth and improvement. The college was rated in Class A, being one of six so classified in the State at that time. The President's Home, across the street from the west entrance, was purchased and remodeled in 1909 into the present Colonial-type structure. A total of \$150,000 was added to the endowment of Upper Iowa.

Dr. John Dorman, who had gone into dental practice in Fayette with his father in 1904, began working with the University athletic teams in an unofficial capacity in 1905. At that time the school did not have a football coach; instead, the boys on the team elected a manager who ran the ball club.

In 1907 the Board of Athletic Control asked Dorman to accept the position as general manager for the football team. The November 2, 1907, *Collegian* reported that Dorman "accepted the job on the condition that an emergency sum of \$100 be raised. The Board has already formulated the plans to secure this money by subscription."

This simple beginning blossomed into one of the most amazing coaching histories of any era. Dr. Dorman remained at the helm of Upper Iowa's athletic program until 1960, when he stepped down as director. He remained actively connected with athletics as advisor until his death in 1963.

During the intervening half century and more "Doc" collected many honors, including an Achievement Award from the Football Writers

Association of America in 1955, and selection to the Helms Athletic Foundation Hall of Fame in 1956. He was the first small-college football coach to be honored by either group. Writing in his *The Iowa Conference Story*, J. E. Turnbull declared: "His record of six championships, one outright and five ties, is tops for an Iowa Conference coach."

The year 1908 marked a half century of honorable history for Upper Iowa. The speakers that year for the commencement week exercises were of national and international fame. They included John R. Mott; James M. Buckley of New York; William Larrabee, one-time governor of Iowa; and three bishops of the Methodist Church.

At the annual class day exercises that year the gift of a memorial gown was presented. The gown and accompanying cap were of lustrous peacock blue taffeta. At the top, on each side of the front opening were embroidered the figures "1908" in red and yellow, the class colors.

The presentation of this gown to the rising senior class was the last number of the commencement exercises. Since that time the "Passing of the Gown" from the president of the senior class to the president of the junior class has continued, with each class embroidering their numerals on the garment. The original gown was filled and retired in 1947 and a new one purchased. Both are kept on display at the University.

The next year, the Class of 1909 presented to the University the Memorial Arch which now marks the west entrance to the campus. The gift was made in honor of President Shanklin, who retired that year, passing the administration over to Richard Watson Cooper, D.D.

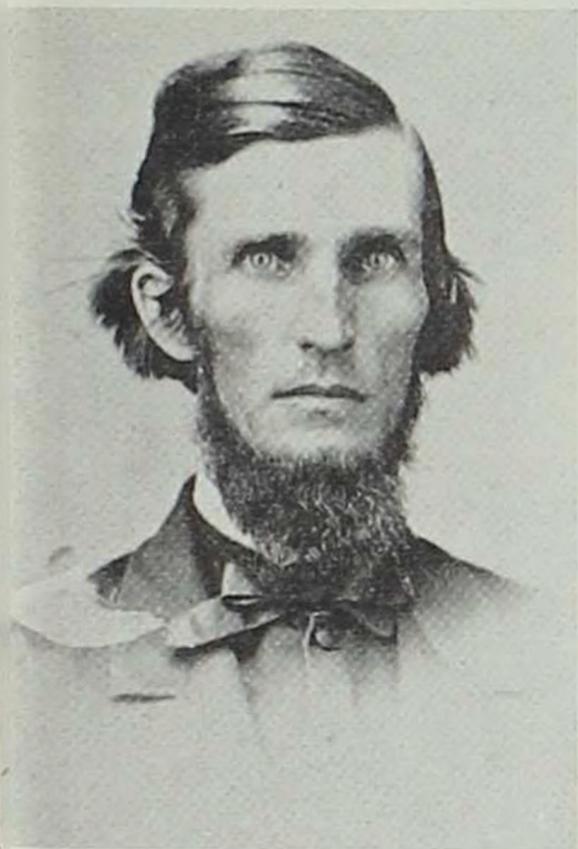
Rules at the University were again relaxed somewhat, with the catalogue of 1910 stating:

The authorities of the college desire to encourage a spirit of self government among the students, and all organizations tending to foster this spirit among them, such as the literary societies and the Young Men's and Young Women's Christian Associations and kindred organizations, receive the personal encouragement of the Faculty.

It is our aim to secure as far as possible such conditions of life as shall tend most to contribute to the physical, intellectual, moral, and spiritual development of the student.

It had been the custom for years to confer three different degrees upon those graduated from the three distinct course areas: art, philosophy, and science. However, by action of the faculty on March 10, 1910, it was decreed that "henceforth the Upper Iowa University will confer (only) the degree Bachelor of Arts on all graduates of the College of Liberal Arts and Science, provided the degree of Bachelor of Science may be conferred upon students doing major work in the sciences if they so elect." The wholesale awarding of Master's degrees upon persons "holding the Bachelor's degree of three years standing" was

PRESIDENTS
OF
UPPER IOWA
UNIVERSITY



LUCIUS H. BUGBEE, 1857-1860

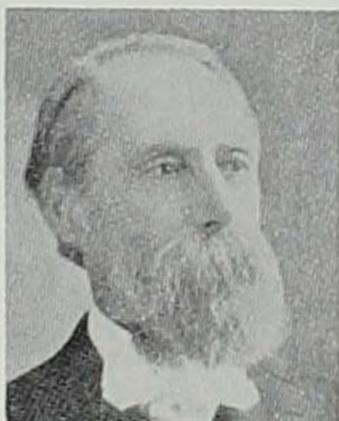


EUGENE E. GARBEE, 1952-

Not pictured:
Wm. Brush, 1860-69
Charles N. Stowers, 1869-70
Byron W. McLain, *1870-72
*Acting



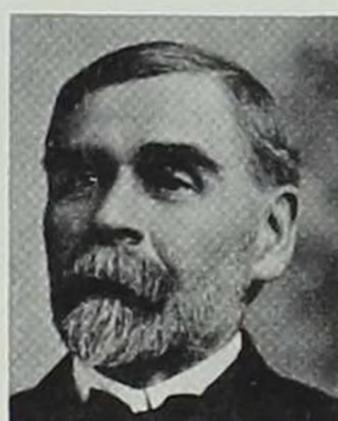
RODERICK NORTON
1872-1873



J. W. BISSELL
1873-1899



G. P. BENTON
1899-1902



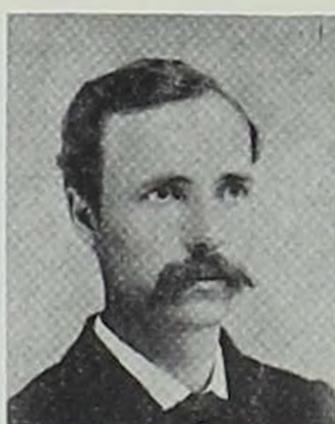
THOMAS J. BASSETT
1902-1905



WM. A. SHANKLIN
1905-1909



R. W. COOPER
1909-1916



C. P. COLEGROVE
1916-1920



JOHN W. DICKMAN
*1920-21; 1928-1931



J. P. VAN HORN
1921-1928



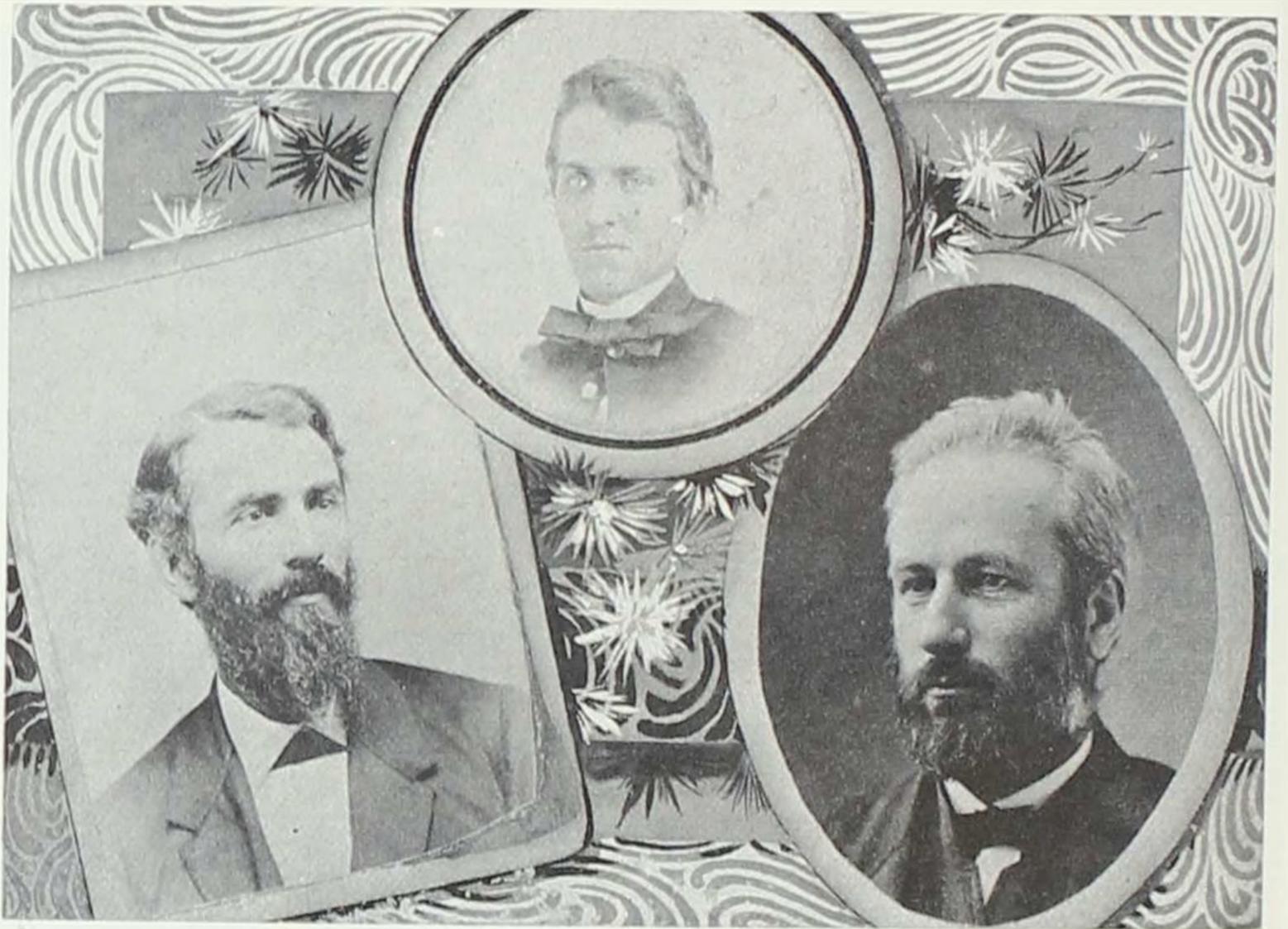
WM. C. MONGOLD
*1931; *36-38; *52



A. E. BENNETT
1931-1936



V. T. SMITH
1938-1952

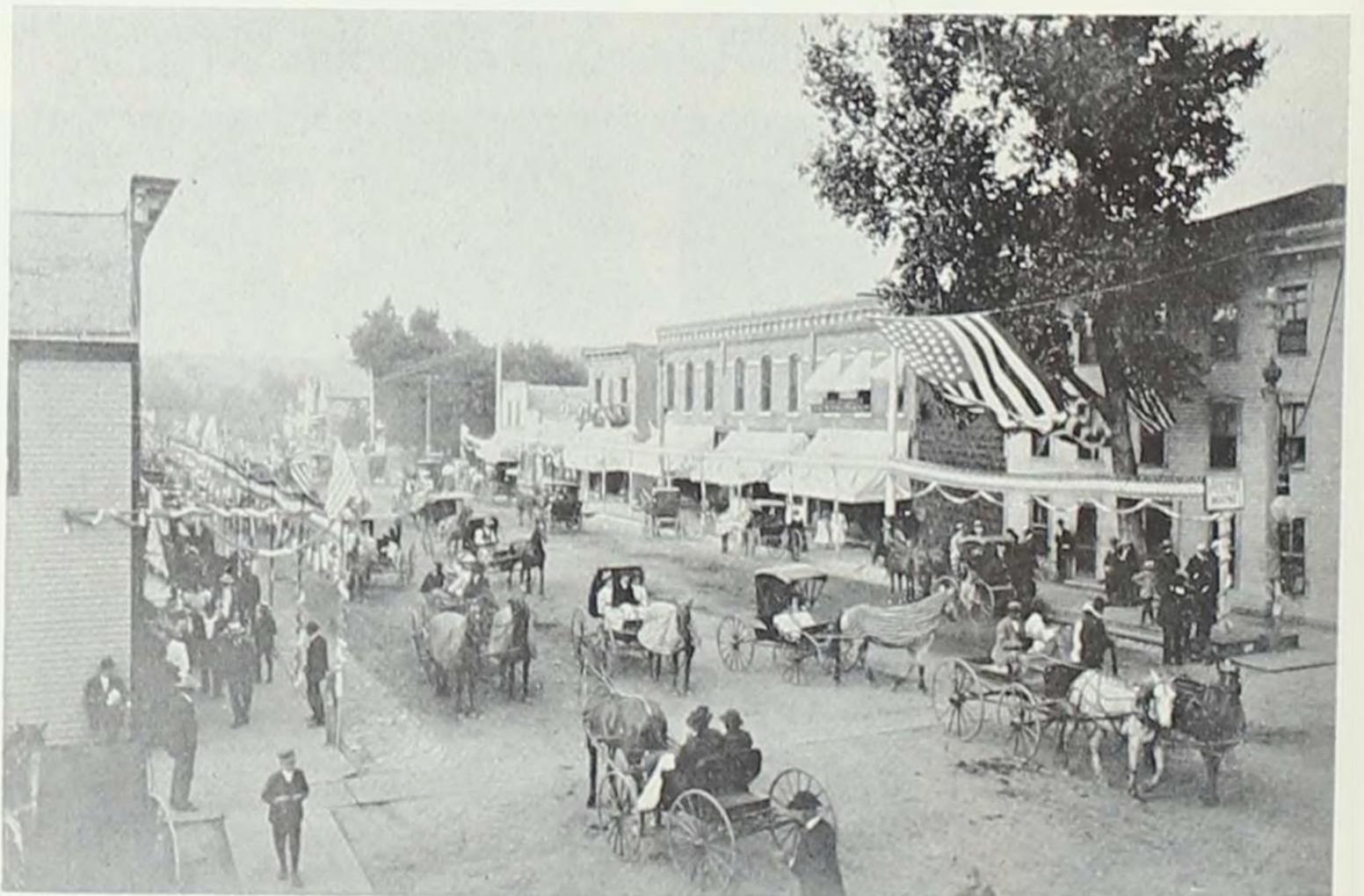


Capt. W. W. Warner, Commanding Officer "University Recruits 101," Co. C,
12th Iowa Infantry.

FIRST GRADUATES

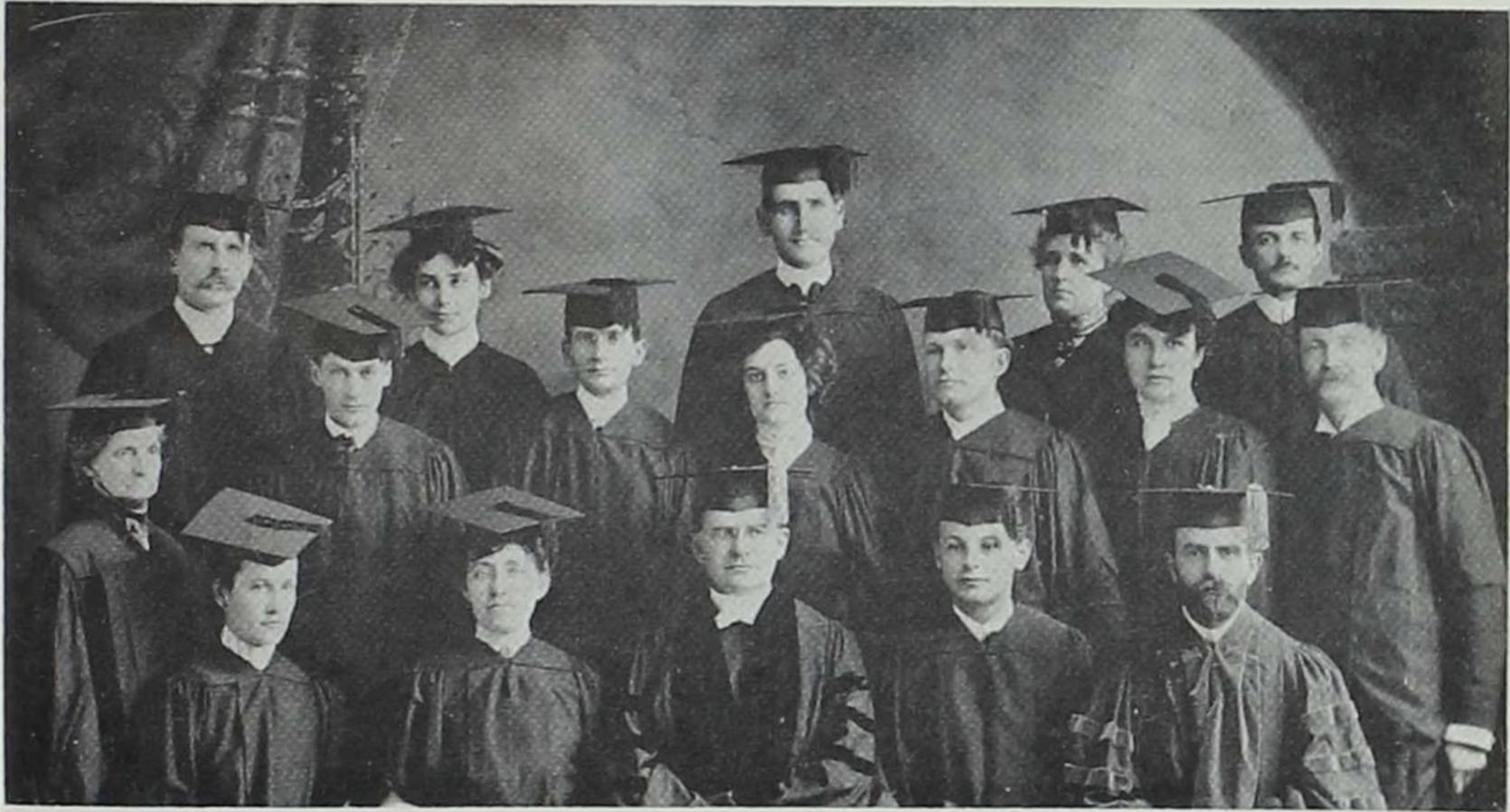
Jason Lee Paine — first bachelor of
arts degree, 1862.

John Everett Clough — first bachelor
of science degree, 1862.



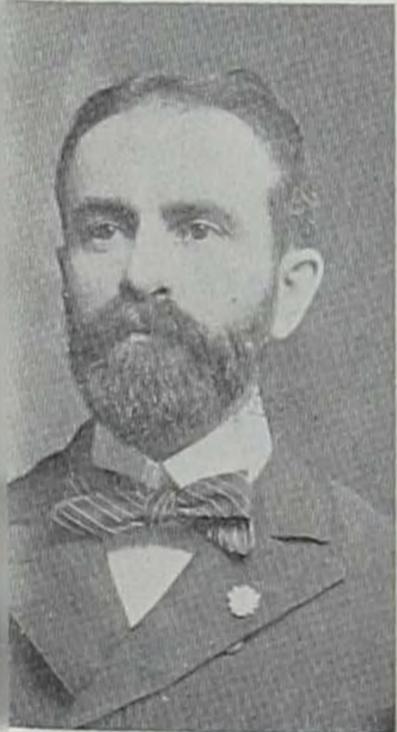
Fourth of July celebration in downtown Fayette around 1900. Picture looks north on
Main Street from its intersection with State Street. Note wooden sidewalks and dirt
streets.

SOME EARLY UPPER IOWA PROFESSORS



President Guy Potter Benton (first row center) and Upper Iowa University Faculty about 1900.

Distinguished Former Upper Iowa University Faculty.



BRUCE FINK
Science



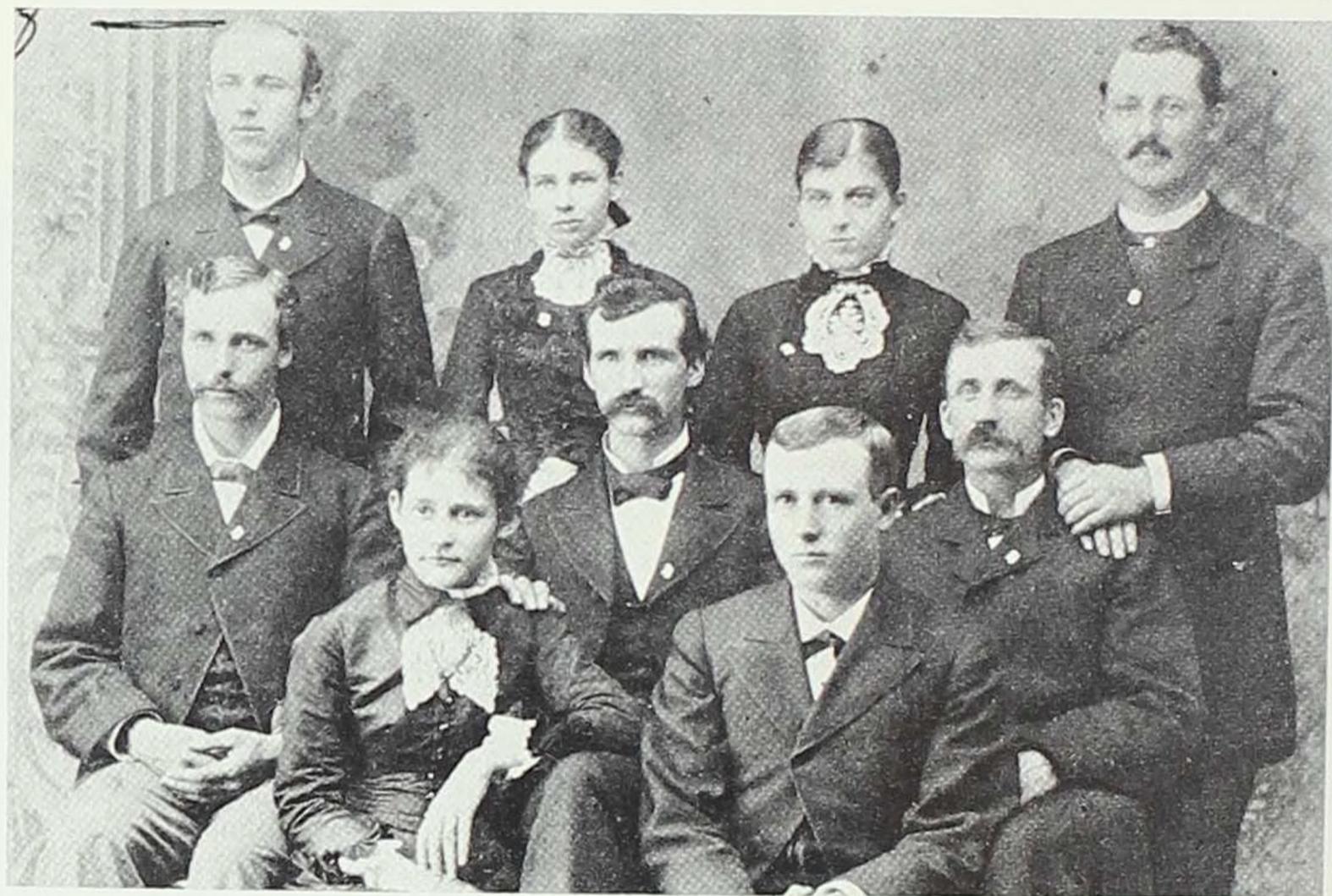
H. E. HURD
Business



J. W. RUGGLES
Music



RAYMOND DEMING
Mathematics



Senior Graduates — 1881. Pictured at left, center row, is C. P. Colegrove, who was to become president of the University in 1916.



Sophomore Class of 1890 shown on the steps of the old Chapel building.



Clean Up Day — 1903. The student body was divided into groups and each assigned an area of the campus to clear of leaves and trash accumulated during the winter.



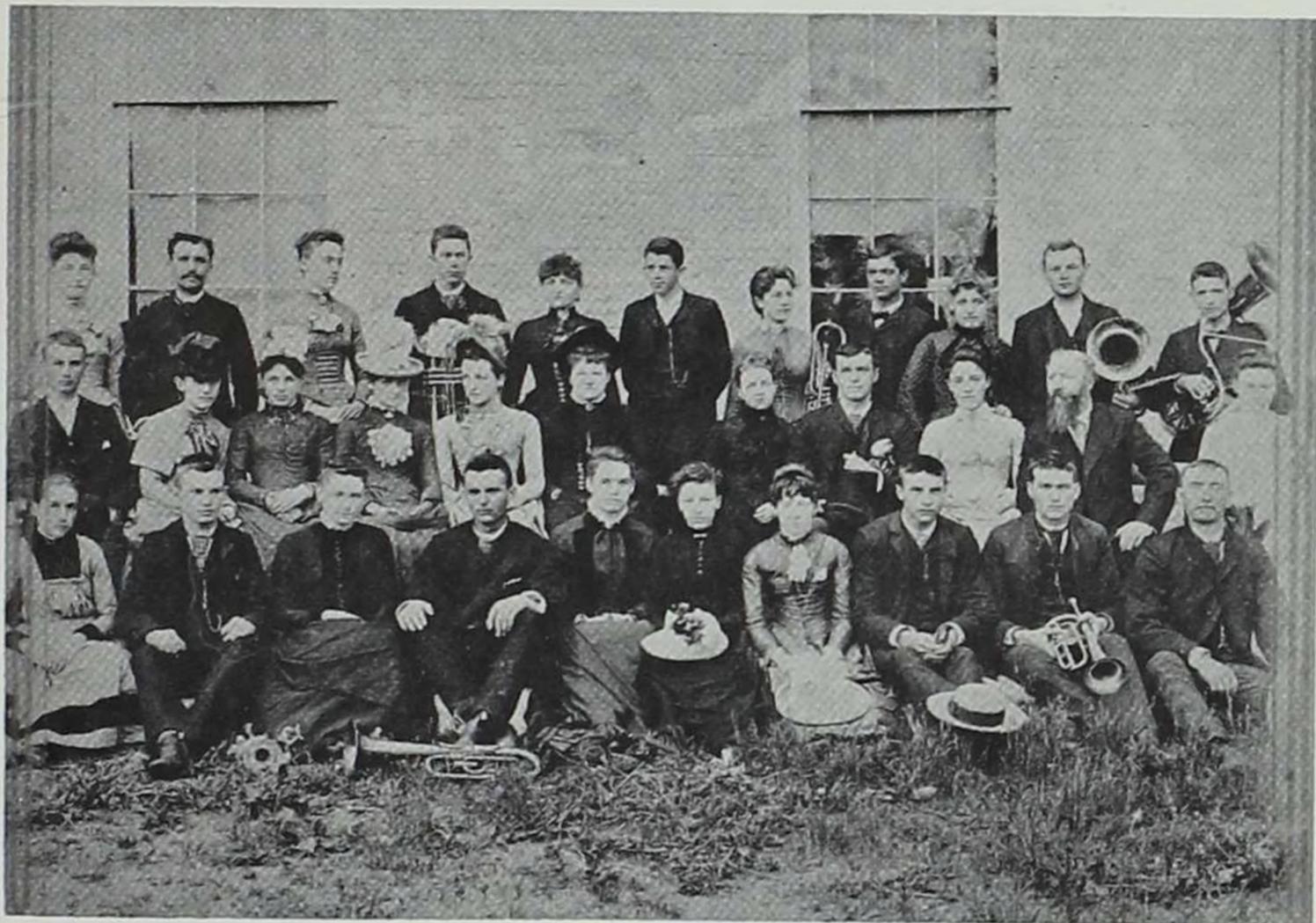
Student Reception at Upper Iowa B. U. S. T. in 1911.



Women's Quartette at Upper Iowa University about 1892.



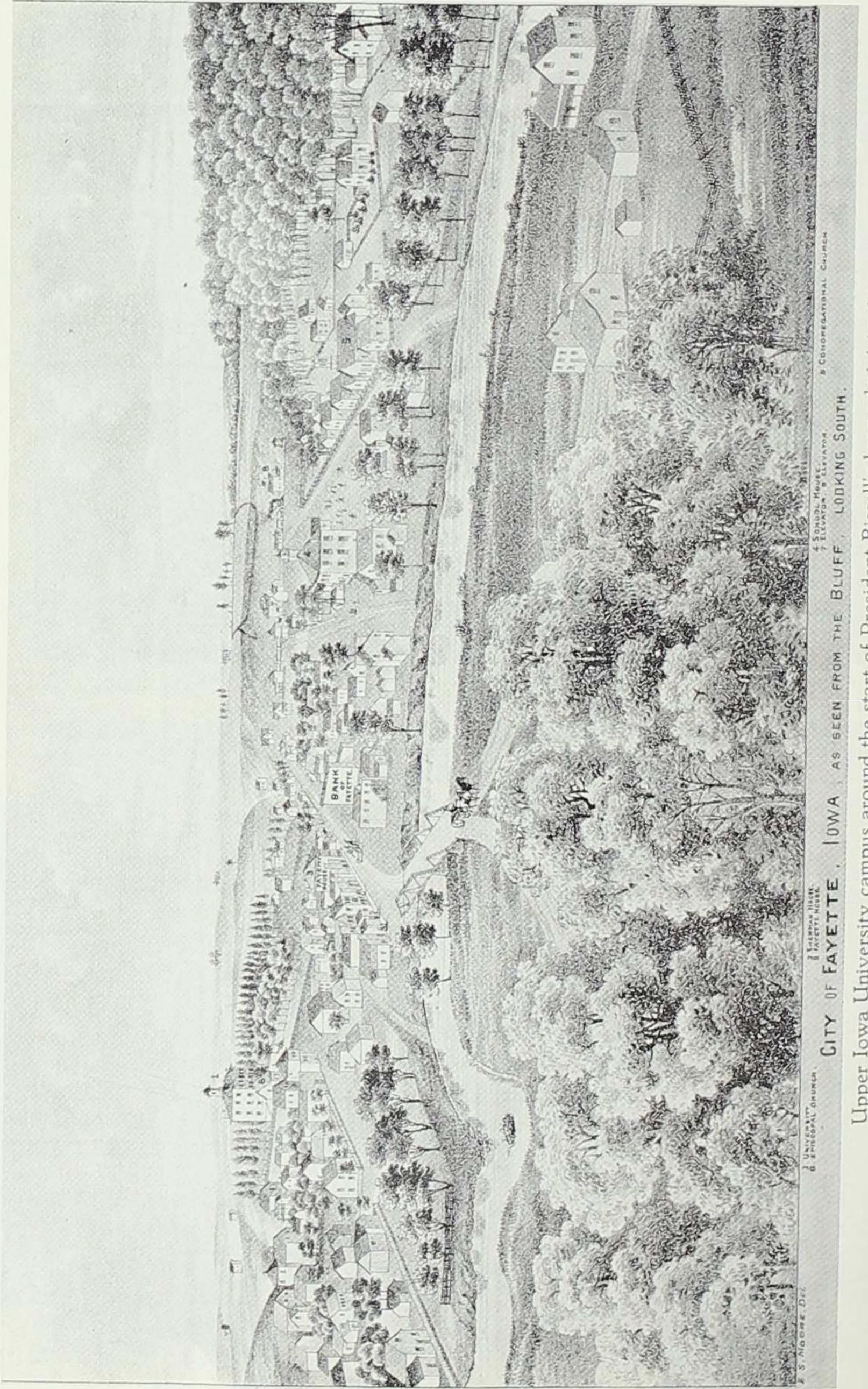
Women's musical group at Upper Iowa about 1886.



Students in the University's Conservatory of Music — June 12, 1888. Prof. J. W. Ruggles, director, is shown second from right, center row.



Upper Iowa University Orchestra — 1913.



1 UNIVERSITY
2 EPISCOPAL CHURCH
3 FAYETTE HILL
4 FAYETTE HOUSE
5 SCHOOL HOUSE
6 ELEVATOR
7 ELEVATOR
8 CONGREGATIONAL CHURCH

CITY OF FAYETTE, IOWA, AS SEEN FROM THE BLUFF, LOOKING SOUTH.

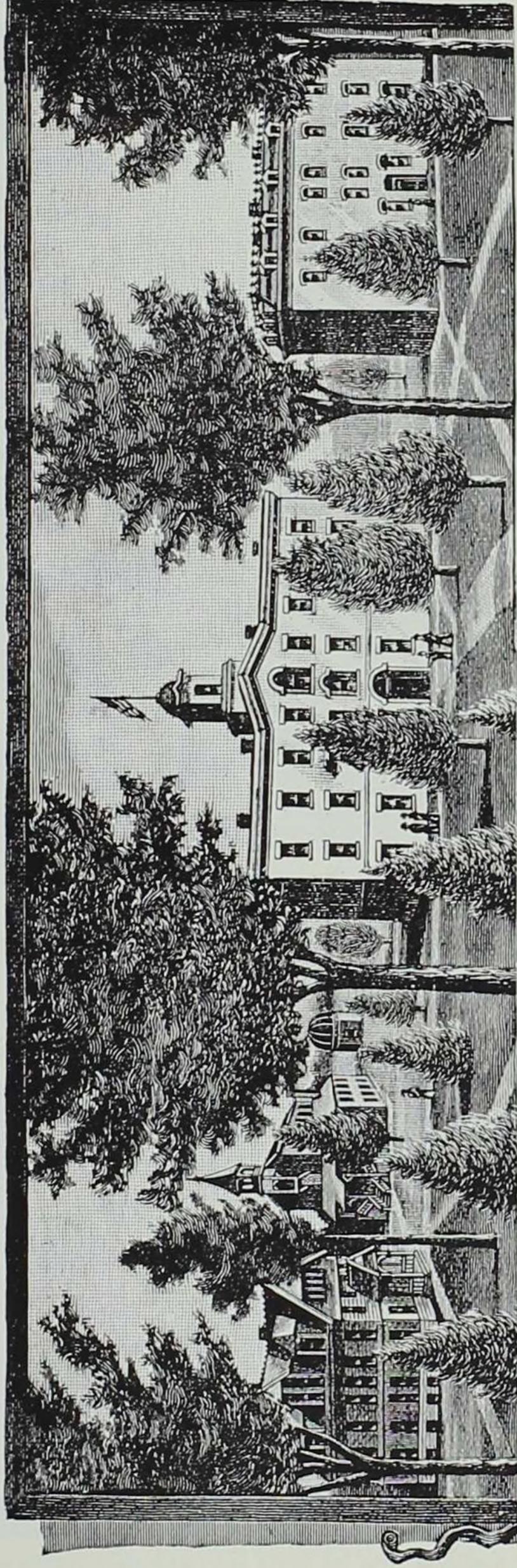
Upper Iowa University campus around the start of President Bissell's long administration.

John W. Bissell, A. M., D. D.,
PRESIDENT.

UPPER IOWA UNIVERSITY.

Fred C. Eastman, A. M., Ph. D.,
SECRETARY OF FACULTY.

FOUNDED IN 1857.

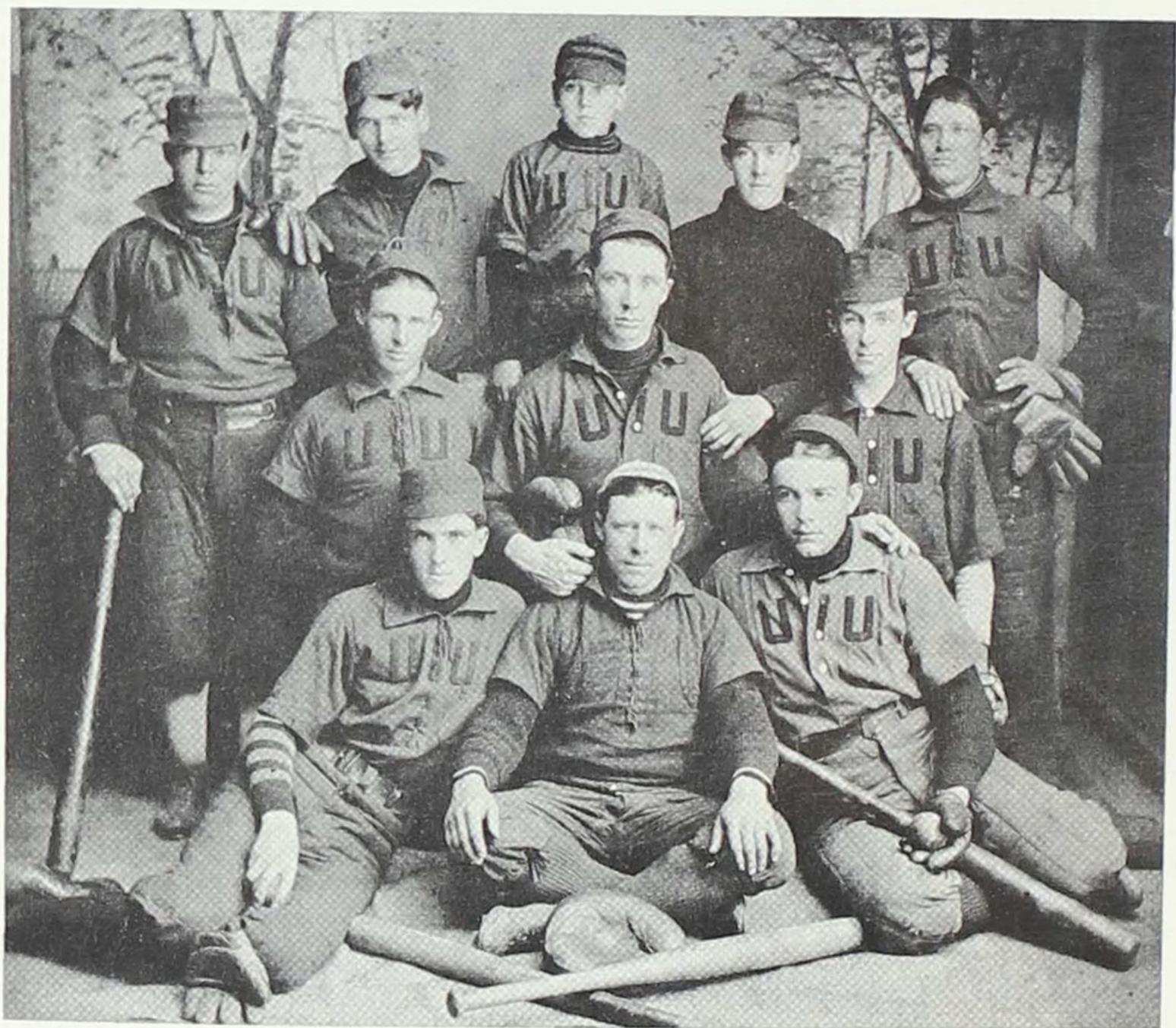


Science Hall and Business College. Chapel. Observatory.

Main Building.

Ladies' Hall.

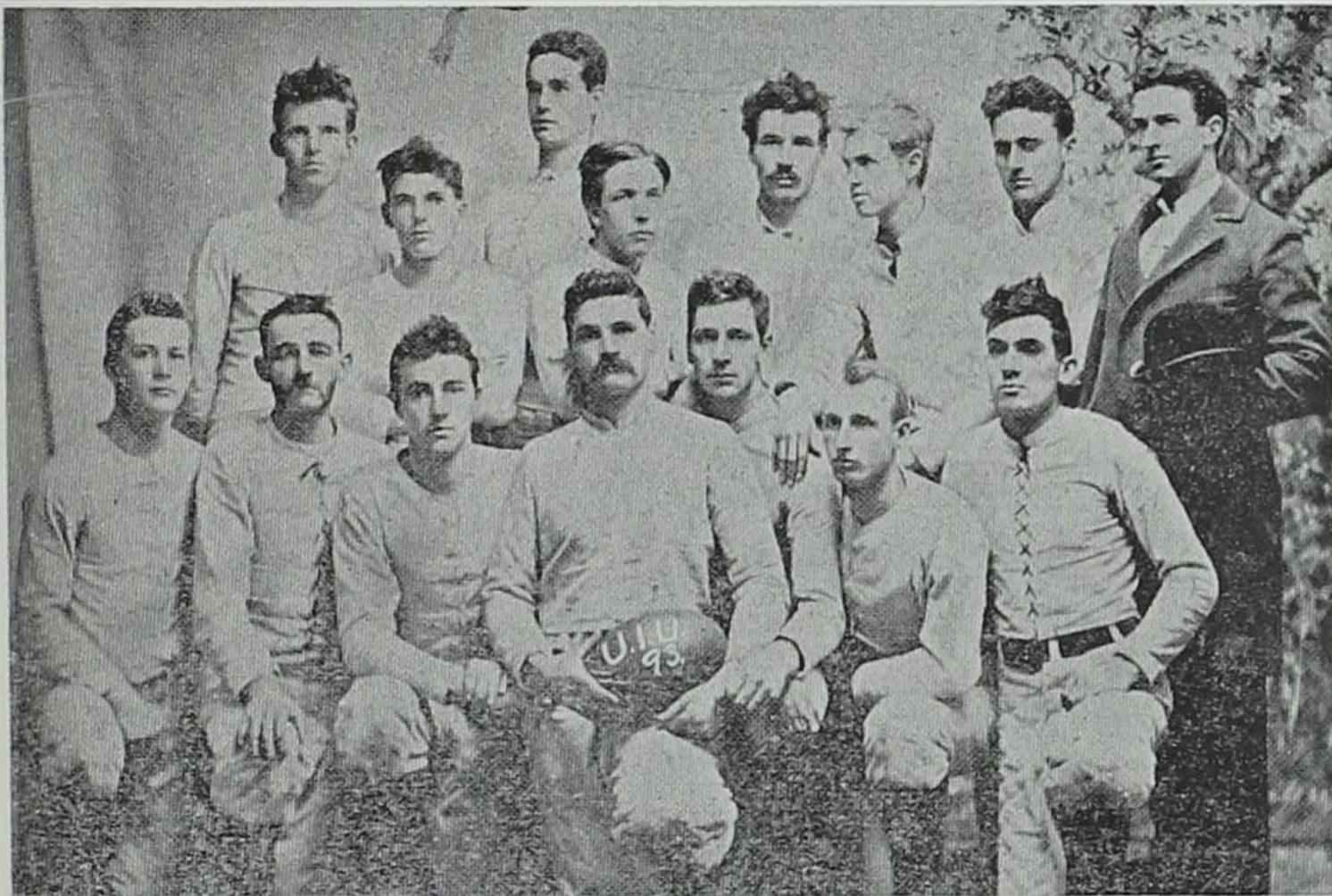
Upper Iowa University campus around the close of President Bissell's administration about 1899.



Baseball team of 1900 showing Dr. John Dorman, second from right, top row, as a student.



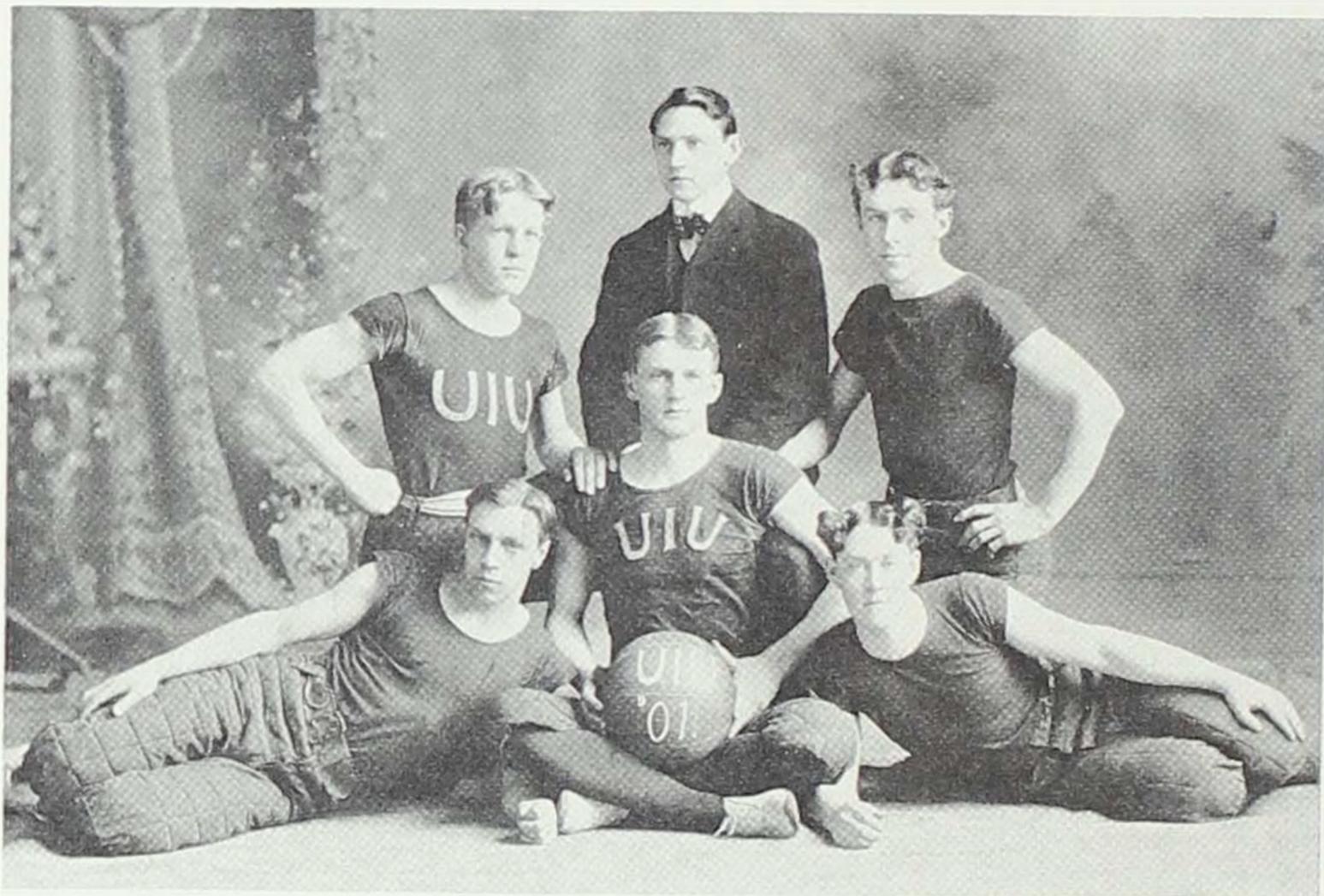
Coach John Dorman shown with his Iowa Intercollegiate Baseball Champions of 1956.



Upper Iowa's first football squad — 1893. The team ended the season with 1 win, 1 loss, and 1 tie.



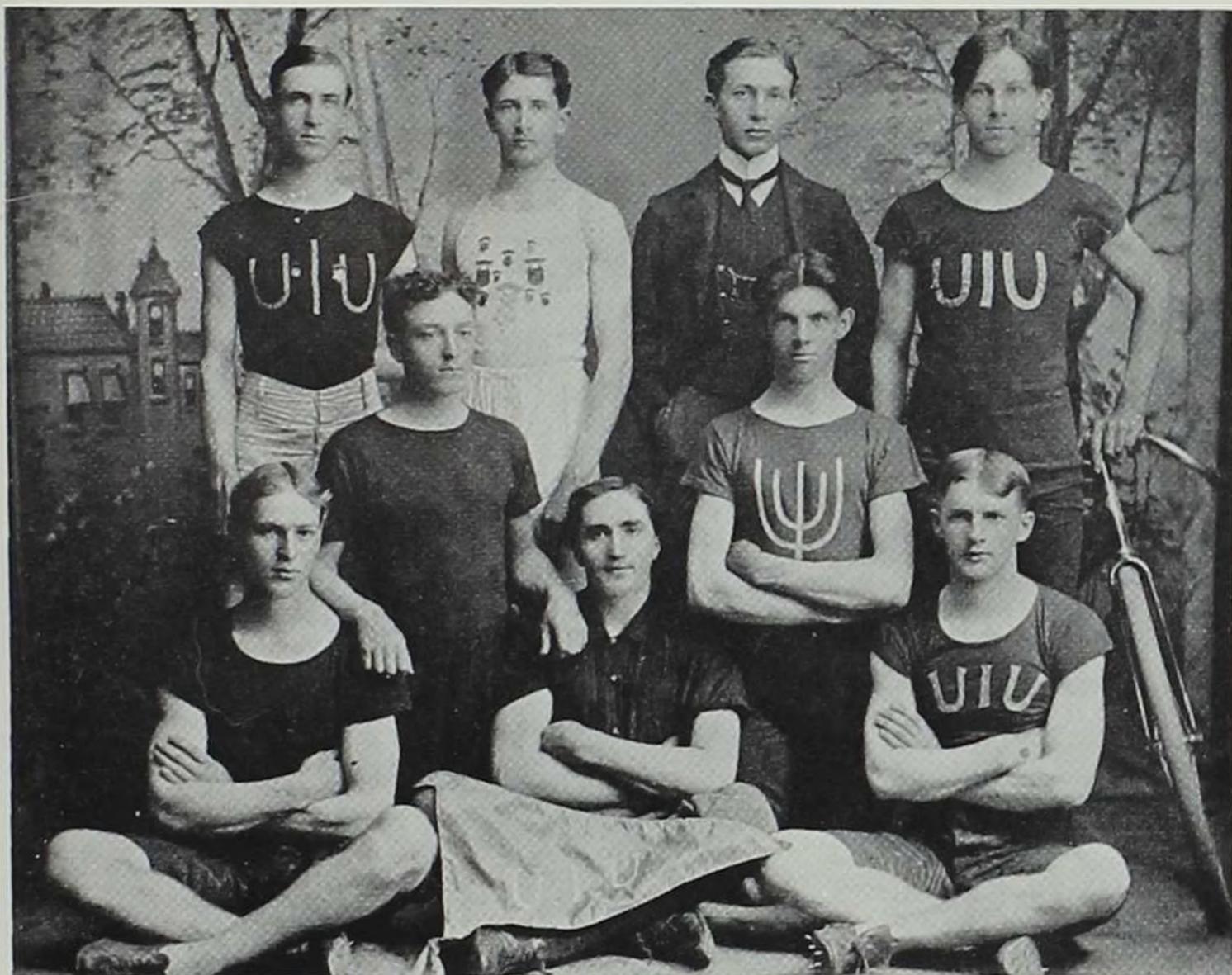
Iowa Conference Football Co-Champions (with Central College) in 1964. Conference record: 7 wins, 1 loss.



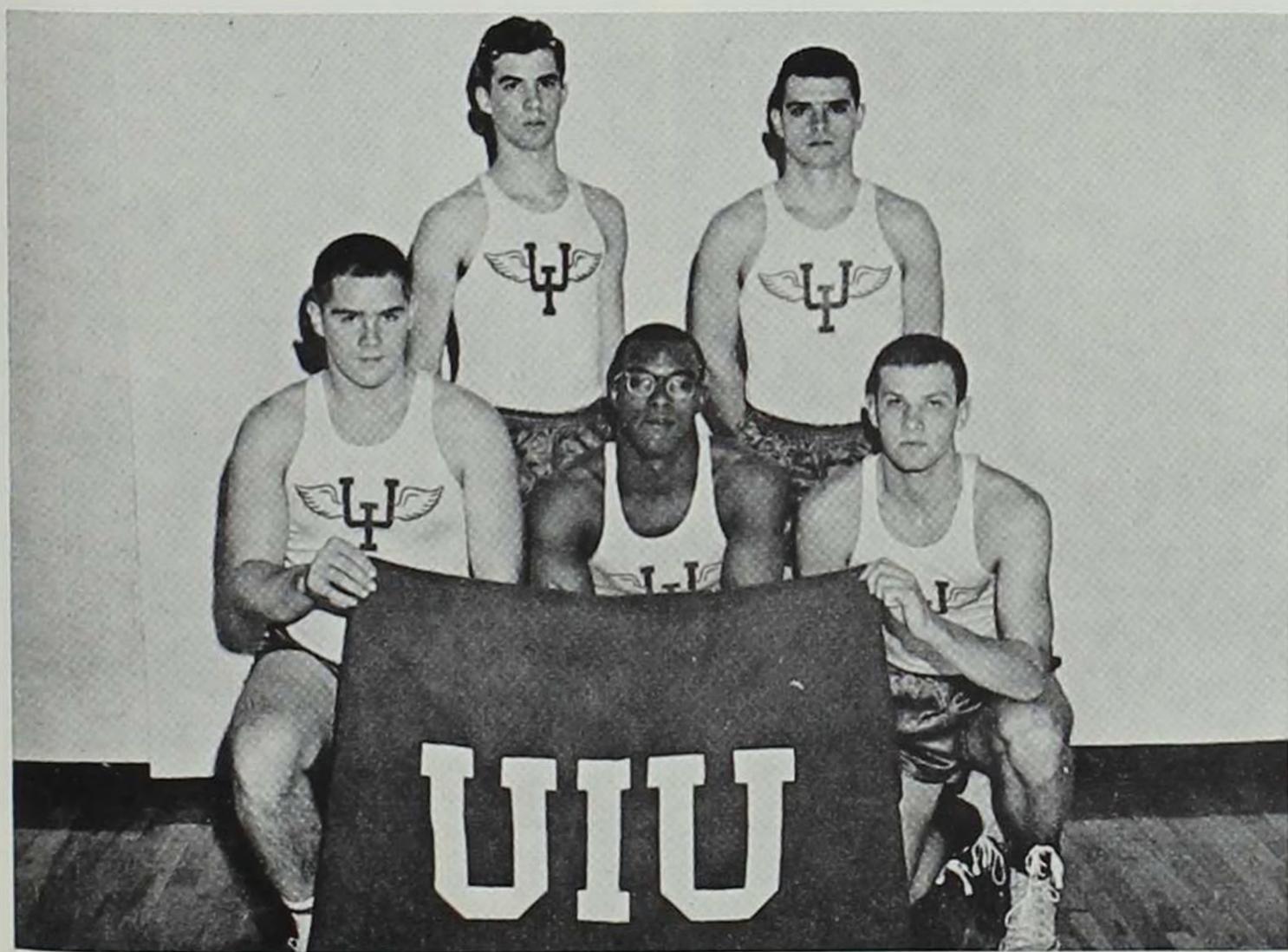
Basketball squad of 1901. John Dorman is pictured at lower right.



Iowa Conference Basketball Champions of 1963-64.

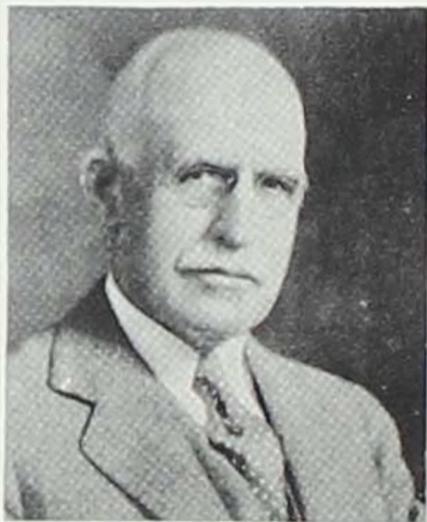


Upper Iowa University Track Team — 1900.



Upper Iowa University Track Team — 1965.

DISTINGUISHED ALUMNI AND BENEFACTORS



DR. AND MRS. MILO R. MALTBIÉ



MR. AND MRS.
FRANK WILDER



BISHOP MAGEE



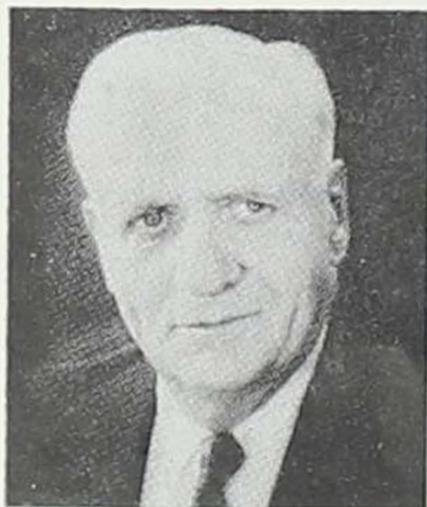
DR. AND MRS.
JOHN C. BAKER



MRS. NORA GRAF



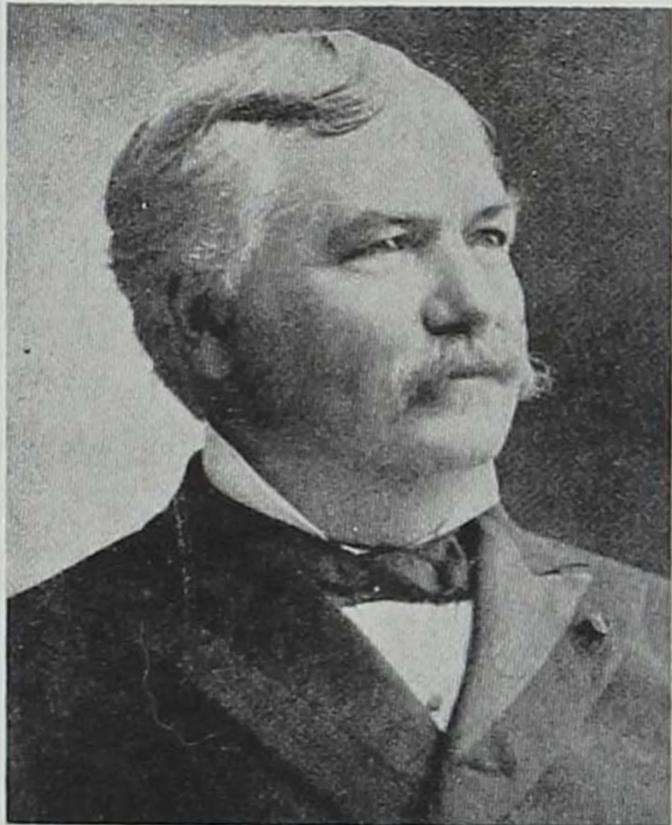
MISS ZINITA B. GRAF



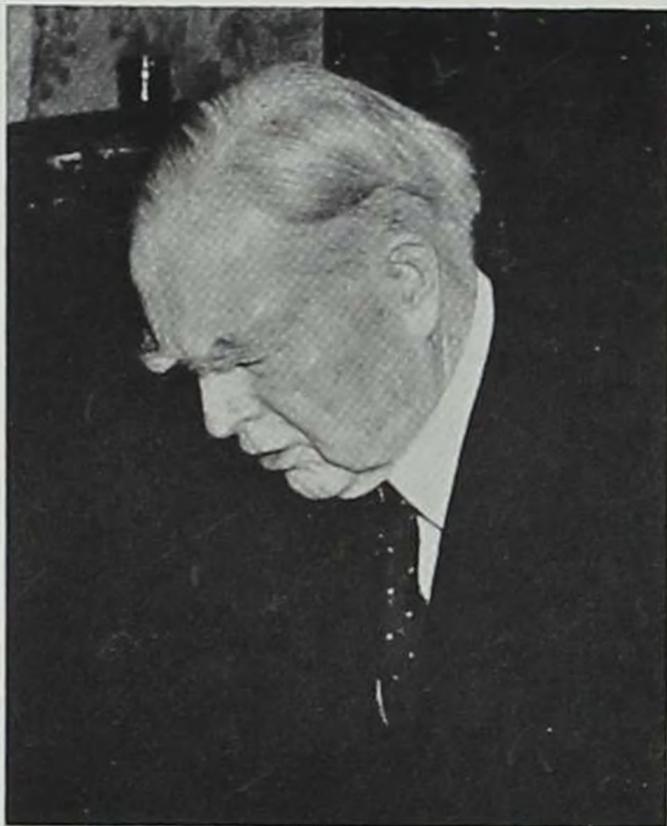
Dr. and Mrs. Chester W. Colgrove



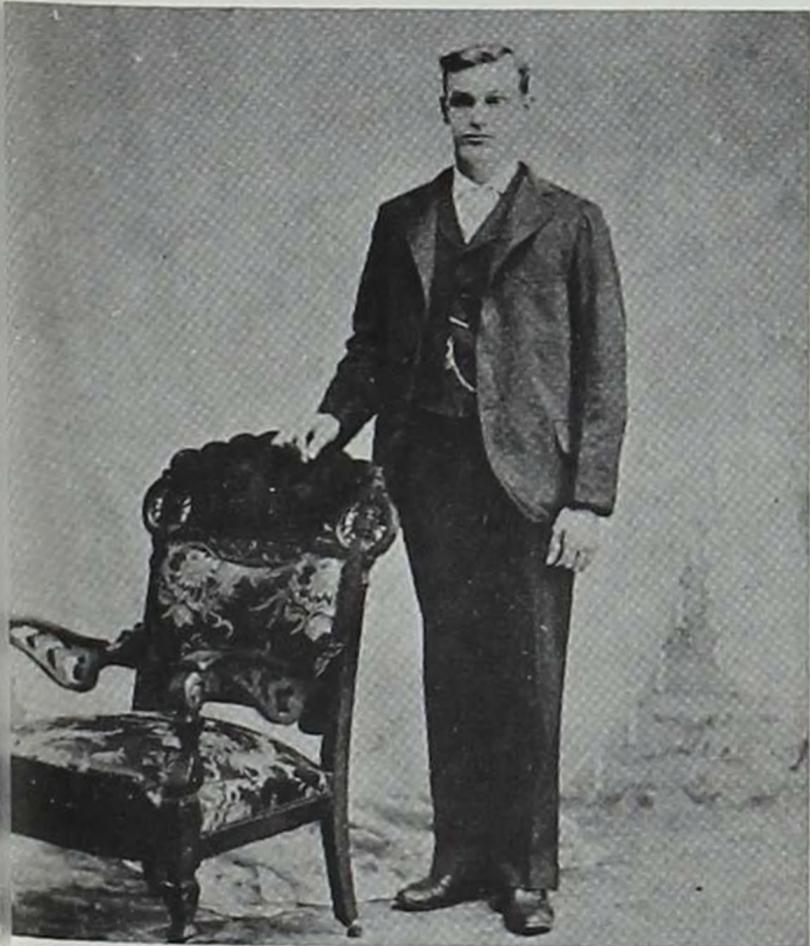
MRS. HENRY PFEIFFER



DAVID B. HENDERSON
Speaker of the United States House
of Representatives.



JOHN RALEIGH MOTT
Distinguished World Christian
Leader.



GEORGE HEBRON



DR. STELLA M. MASON



Happy Student Days.



Golden Alumnae Days.

discontinued and a regular degree program, with thesis required, was instituted.

"Civilization" came at last to the residents of South Hall in 1914. The college *Bulletin* issued for June of that year stated that the girls' dormitory was heated and lighted "by electricity" and provided "with a bathroom with hot and cold water and other modern conveniences." For the first time the commode was not listed as an item of issue with each room. Rent for rooms in the dormitory was advanced to \$16 for each semester. Students desiring electric light were charged 50 cents a month for each light, and had to furnish their own bulbs. The dining room in connection with the hall, however, still served meals for \$3 per week. Tuition in the College was \$30 for each semester; fees ranged from \$1 to \$6 per semester.

Volume I, Number 1 of the *Upper Iowa Alumnus* was issued as a quarterly magazine in August 1915. It was a 38-page edition, carrying paragraphs of news about campus activities, the Board of Trustees, report of the college treasurer, and alumni news notes.

The treasurer's report, as compiled by John W. Dickman, showed a deficit for the year ending May 20, 1914, of \$1,872.55. The total budget for the year was only \$26,642.57. Among the items of expense were: salaries, \$20,284.90; taxes, \$4.25; telephone, \$4.95; and horse hire, \$37.50.

One of the interesting campus notes reported

that the Fayette "sewer system is nearly completed, and work is about to start on improving Main street with asphalt paving."

The University had many fires during its early history. One of the most serious ones damaged the old Science Hall in the spring of 1915. The first *Alumnus* contained this sidelight on the event:

During the excitement of saving the contents of the Museum the crowd brought out the old mounted moose. . . . Professor Collett had a funny idea and calmly smiled as he remarked that it was comical at last to see Democrats and Republicans working so hard together to save the Bull Moose from destruction.

The question of consolidation became an issue at this time when the Methodist Conference began talking about a proposal to combine Upper Iowa and Cornell College into one institution located at Mt. Vernon. Certain members of the Conference maintained that two educational institutions within the Conference were not practical and could not be supported financially.

The first *Alumnus* carried a six-page discussion by Editor O. W. Stevenson, Class of 1901, regarding the legality of separating Upper Iowa University and the Upper Iowa Conference of the Methodist Church. Stevenson, a lawyer, pointed out that the Conference did not own the University and called upon the Conference Commission to admit their legal inability to move Upper Iowa University. He recommended, instead, that the

Conference lines be readjusted so that the two schools would not lie within the same jurisdiction. The matter was not settled at that time, however, and continued to be an item of debate at various Conference sessions until 1928.

President Cooper's administration — 1909-1916 — covered a period of transition in educational conditions that saw greater competition from special commercial schools and improved high schools in the area. As a result the old time Commercial and Preparatory Departments which formerly furnished a large portion of the students on the campus were reduced to minor factors, and a greater emphasis was placed on the Collegiate Department.

It was a period of transition for the town of Fayette, too. The February 1916 *Alumnus* carried this comment:

. . . The old electric light plant has been sold to C. Miller and Sons of Claremont [Clermont], who now supply Fayette with continuous 24 hour electric service. The industrious student is no longer forced to stop his study at midnight. Public and private social functions are no longer rudely interrupted by the going out of the lights.

In 1916 Chauncey P. Colegrove, A.M., LL.D., editor of the first *Collegian* and a graduate of 1881, assumed the presidency of his alma mater. He took up the program of Dr. Cooper and set to work strengthening the bonds between the University and the communities surrounding her.

However, a rude interruption of peacetime plans came when the United States entered World War I in April 1917. The young men of the college immediately petitioned for permission to prepare themselves for the time when their services should be needed by their country. The University administration approved their petition, and arrangements were made for the organization of a military company on the campus. The girls, in turn, organized into Red Cross classes and received instruction in first aid and bandage making. Student patriotism was further expressed by the seniors of 1917, who gave the school a 60-foot steel flag pole. A 9 x 12 foot flag was raised in an appropriate ceremony during a patriotic rally held in May 1917.

Real wartime activities on the campus, however, came that fall when the University was designated by the government as one of the 300 institutions in which a Student Army Training Corps was to be established. Preparations were made to enroll 100 or more men in the program. The gymnasium became a barracks, new sidewalks were laid, and the athletic field was enclosed for drill. The presence of the SATC created new problems for the administration, however. In the October 11, 1918 *Collegian*, President Colegrove made this statement:

Certain people in Fayette have rented the Opera House at \$27 per Saturday night for the year and propose to make it a dance hall. They are doing their best to promote

a dance crusade among our students and young people. . . . Members of the SATC are not under the control of the Faculty in these matters, and the officers have been led to believe that the people of Fayette area are back of this dance hall crusade, and are demanding that the attitude toward dancing shall be reversed. As president of the college, I am absolutely unqualifiedly opposed to this public hall dancing, and all students, men and women, who are not fully inducted into the SATC, are forbidden to attend these dances.

President Colegrove further observed that:

Students who attend dances on Saturday night will very seldom be found in Church on Sunday morning or at the Y.M.C.A. They will not as a rule make a success of their school work or contribute one thing of value to the mental and moral life of the college.

With the signing of the Armistice the campus troops were demobilized and the students returned to their normal academic and athletic pursuits. A "Jubilee Subscription" campaign which raised \$369,000 for the endowment and building program was completed in 1918, despite the hardships caused by the war.

The first *Peacock*, University yearbook, was published in 1915 by the Class of 1916. The 200-page book contained the pictures of faculty and seniors, along with class histories and accounts of various campus activities through the year. Subsequently the yearbook has been issued annually except for the depression years of the middle thirties.

Although Upper Iowa's student body had been known as the "Peacocks" unofficially for many years, the athletic teams had not adopted an official designation or mascot. They were known variously as "Doc's Boys," "Dormanites," or simply as "Upper Iowans."

An editorial appearing in the November 7, 1919 *Collegian* called upon the students to select a name for the athletic teams. No definite name was agreed upon and put into general use, however, until the September 25, 1920 *Collegian* appeared bearing the headline: "Peacocks Open Grid Season Saturday With New Opponent." The accompanying story reported that "The Peacocks will show their plumage on the Cornell field." Ever since the teams have been referred to as the "Peacocks."

The year 1920 ushered in a period of relative quiet on the campus, although several significant changes were made. John W. Dickman, A.M., LL.D., Sc.D., was appointed acting president to succeed Dr. Colegrove in 1920. He served until the election of James P. Van Horn, D.D., in 1921. Both men continued to have the normal problems and triumphs of any administration. A few of the major incidents are noted here:

A systematic program of extension work throughout northeastern Iowa was formulated and carried out under the direction of the head of the new Department of Rural Leadership, Dr. E. A.

Roadman, who was also an alumnus of Upper Iowa University. Its purpose was to send representatives of the school into the neighboring communities as instructors. Upper Iowa was one of the pioneers in this field, and the program is still being conducted, with extension courses being offered annually in over 20 Iowa communities.

The old "Y" gymnasium and Observatory were razed in 1920 and a new \$80,000 structure erected in their place. When completed the new gym, while not the largest, was ranked as the best of its kind in Iowa and was the only one containing an indoor swimming pool. The new gymnasium was formally opened on February 26, 1921, by the dedication of the pool. "A large crowd gathered for the occasion. Dr. Dickman, robed in Old Glory and a bathing suit, took the first plunge."

The Master's degree program was quietly eased out of the picture during this period. The catalogue for 1922-1923 simply announced: "The institution is not prepared to present courses leading to the degree Master of Arts."

A program of freshman orientation, which is still conducted by the college, was inaugurated in 1923, when this item appeared in the catalogue:

The non-credit course of lectures will be given to members of the freshman class during the first semester. These lectures will deal with a range of themes, including college work, traditions, practices, general culture, use of library, etc. Mental efficiency tests will be given.

Social life on the campus was described thus:

Traditional social events are the receptions of the Christian Associations, the President's receptions, the class banquets, the Homecoming banquet, the Campus Day picnic, and the President's dinner in honor of the senior class. The aim of all this is not social dissipation, but rational recreation, such an important factor in happiness and success everywhere.

Despite social pressures from both on and off campus groups, dancing still was not permitted on the campus, although the rest of the world seemed to be swallowed up in the "Roaring Twenties."

The 1924-1925 catalogue announced that "The control of athletics is invested in the Faculty under the constitution of the Iowa Intercollegiate Athletic Association." Fourteen Iowa colleges are members of this Association. In that same year Upper Iowa received its first share of a title crown, tying with Simpson for the football championship. Upper Iowa was to win or share the crown six more times in football: 1937, tie with St. Ambrose; 1939, tie with Central; 1946, tie with Central; 1947, sole champion; 1948, tie with University of Dubuque; and 1964, tie with Central.

Other "Peacock" athletic championships include: Basketball — 1957, sole championship; 1958, tie with Central; 1962, tie with Parsons; 1963, sole championship. Baseball — 1956, sole championship. Tennis — 1955, sole championship. Wrestling — 1960, tie with Wartburg.

The argument over whether the Upper Iowa Conference could continue to support two colleges again became heated in 1927-1928. Serious consideration was again given to closing out Upper Iowa University and combining its facilities with Cornell College at Mt. Vernon.

Adding fuel to the fire was the dropping of accreditation by the North Central Association in 1927. Upper Iowa had been a member of the N.C.A. for a number of years prior to 1917. It was dropped in that year and was off the accredited list until 1922, when it was reinstated after inspection. The North Central Association had withdrawn its accreditation because Upper Iowa failed to reach the required total of 42 points in the 12 standards demanded. It was able to muster only 40 points! It fell short in two categories: It did not have \$5,000 more income annually from sources other than student fees and tuition; and it did not reach the \$550,000 required endowment.

Another contributing factor was the complete loss of old Science Hall. The building was destroyed by a fire, which started presumably from the chimney, in December 1927.

The issue of consolidation waged back and forth. Many long debates were held at which proponents for both sides gave many stirring and telling arguments. The March 1928 issue of the *Alumnus* was headlined "U.I.U. Forever" and the edition was devoted primarily to the reproduction

of editorial support for maintaining Upper Iowa — if not by the Methodist Conference, then at least as an independent institution.

The controversy culminated at the annual meeting of the Upper Iowa Conference in September 1928, when "it was voted that Upper Iowa University not be included in paying for educational funds and that hereafter the Conference would support and maintain but one college, Cornell at Mt. Vernon. This vote was 95 to 48. The meaning of the move is that U.I.U. from now on will be operating as an independent college."

All early catalogues of the institution had carried the notation that Upper Iowa was "under the patronage of the Methodist Episcopal Church." Following the official separation the catalogue issued in March 1929, carried this announcement:

Throughout the 72 years of its history the college has been true to the ideals of its founders. While it is Christian in all its teaching, it is non-sectarian in spirit and control.

The support of the Methodist Church had been withdrawn, but Upper Iowa University had won for itself the right to exist as a free and independent institution.