

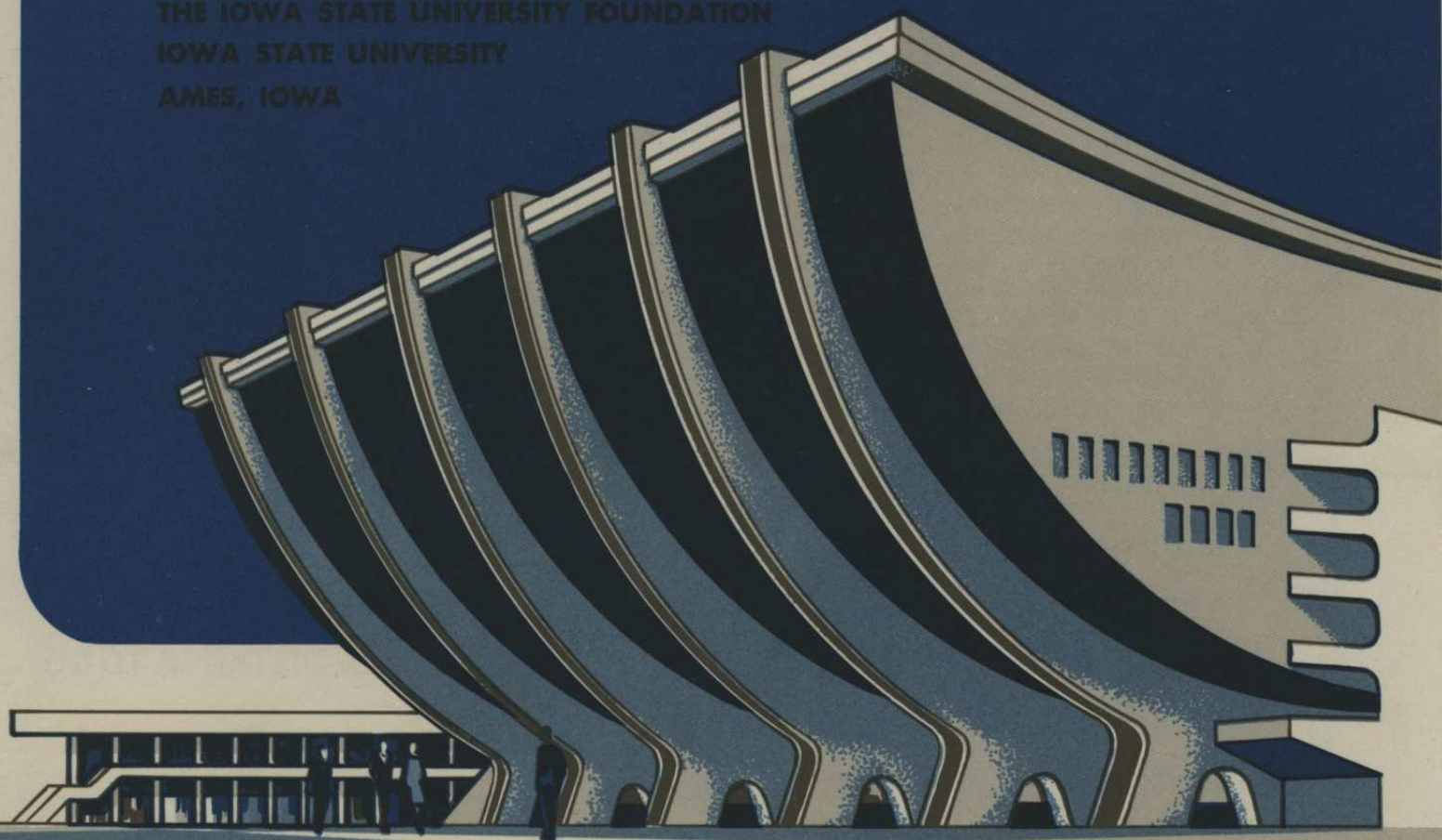
SCIENCE WITH HUMANISM

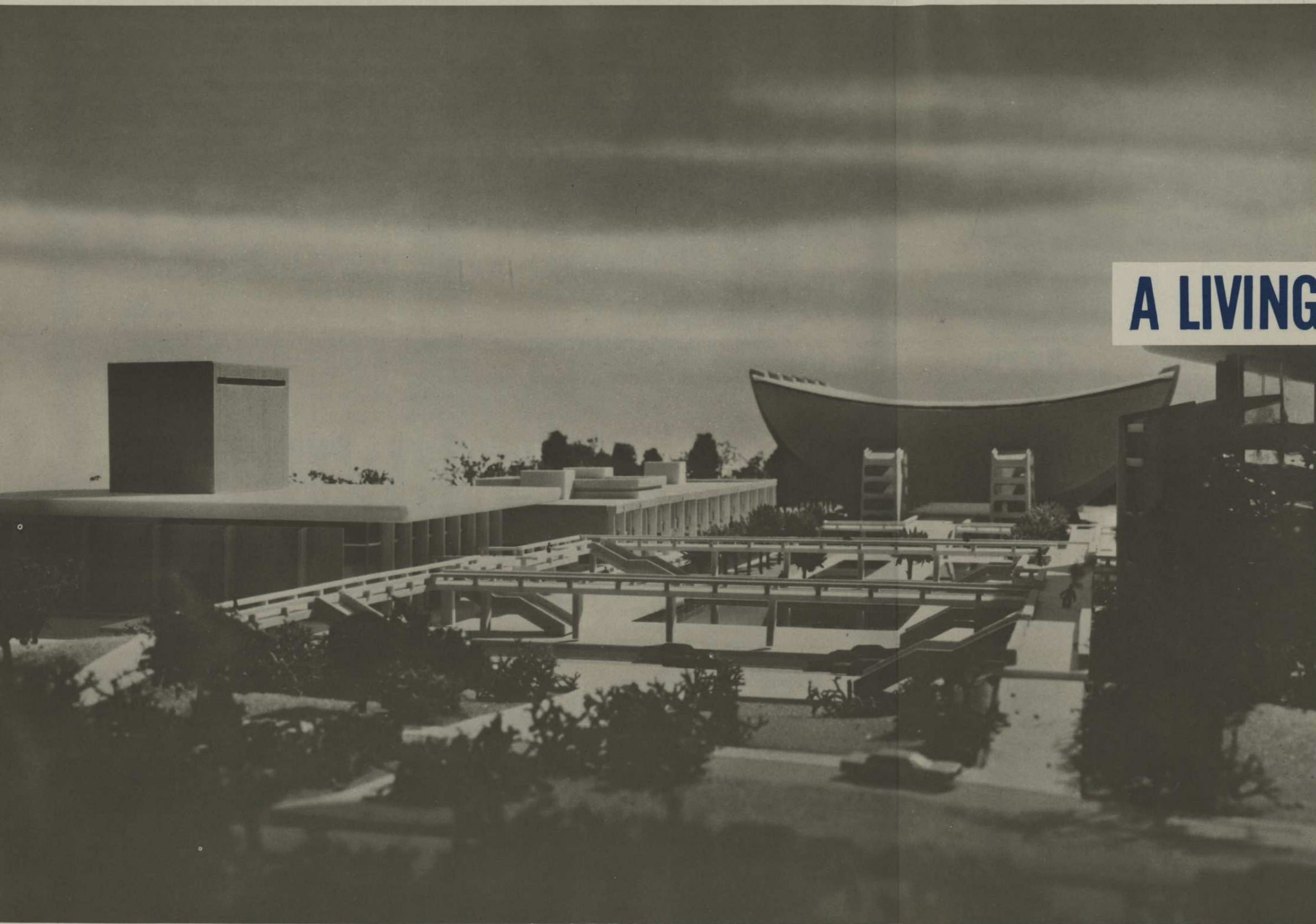
*a program to promote meaningful experimentation
toward development of a truly liberal education*

THE IOWA STATE CENTER



THE IOWA STATE UNIVERSITY FOUNDATION
IOWA STATE UNIVERSITY
AMES, IOWA





A LIVING HERITAGE

THE LITTLE THEATER THE MEETING HOUSE THE COLISEUM THE THEATER-AUDITORIUM

Iowa State University represents the dedication and devotion of many men and women, past and present, who shared in a belief in the ideals and objectives of "the People's College."

The campus is enriched by the names of many persons who have made outstanding contributions to Iowa State University—such names as: *Beardshear-Stanton-Pammel-Marston - Friley - Curtiss - Hughes - Sweeney - Pearson - Helser - Roberts - Welch - Knapp - MacKay - Storms - Stange - Beyer.*

The Iowa State Center presents many opportunities for generous and forward-looking individuals to make lasting contributions to education and the well-being of man.

Such gifts during the development of the Iowa State Center will have a twofold reward:

You will have the satisfaction of seeing your gift play its part in contributing to increased greatness and effectiveness of Iowa State University.

You will know that a name will be honored far into the future.

Every gift to the Center, regardless of its size, will be properly recognized. Suitable recognition will also be given to industrial firms for their contributions.

Iowa State extends to those who make substantial gifts the privilege of creating memorials. The name of the donor, or any name designated by the donor, will be given to a room, a section of a building, or an entire building, corresponding to the size of the contribution. Such gifts begin at \$1,000 and range upward.

The support provided to educational institutions from wills and special forms of giving by living persons will become increasingly important during the next 20 years. For tax-assisted institutions such as Iowa State University, this support may well measure the distance between competence and true greatness.

These gifts will not be made by the wealthy few alone. They will be made by large numbers of persons who realize the imperative needs of higher education. The donors will acquaint themselves with the manner in which the federal tax laws permit maximum giving at minimum cost.

The philosophy behind the tax laws is that private philanthropy does many things that the federal or state government would otherwise be required to do.

Iowa State University urgently needs your benefactions at this time—not only to build the Iowa State Center, but to build funds for many other things for which tax funds are not available.

A man's first responsibility, of course, is to his family. But once he has satisfied himself that he has made adequate provision for his family, the subject of gifts to education can come into proper perspective.

Support of higher education affords a practical means of achieving a measure of immortality.

THE IOWA STATE CENTER ...the University's greatest need

One of Iowa State University's greatest needs is for facilities which will provide for the cultural and recreational needs of a large student body and for the continuing education of all citizens. The Iowa State Center will do this.

It represents 10 years of careful planning to meet the requirements of the present and to anticipate those of the future. Functional and flexible in concept, the Center will be developed as a grouping of modern structures, designed for a wide range of specific uses, separately or in combination.

Facilities on the campus for the performing arts, for displays and exhibitions, are now woefully inadequate or completely nonexistent. For more than a decade the University has known that its objectives for continuing education could not be realized without an adequate physical plant especially designed to assist the program.

From these needs evolved the idea of the Iowa State Center. It is to be a place where the entire community works and learns together—students, faculty, and those involved in programs of continuing education.

This is in contrast to other such facilities which are essentially gathering places for visitors from

off campus and often operate as a separate compartment with almost no impact on students and minimum contact with the faculty.

The Center will serve the arts in many ways. It will be a workshop for students to express themselves and to develop in areas not generally emphasized at a university such as Iowa State. Equally important, it will allow students, faculty and visitors to see and hear world-famous artists and performing companies. It will add a new dimension to undergraduate, graduate and continuing education programs.

From small beginnings on the edge of civilization a century ago, Iowa State went forward with bold spirit and sound philosophy to become one of the foremost institutions of its kind. The plan for the Center gives vital expression to that same bold spirit and sound philosophy.

The Center is urgently needed to enable the University to continue and improve a program whose aim is to stimulate creativity, encourage inquiry, set forth goals of excellence, and open new avenues of understanding within our increasingly complex society. The Center will help to provide the "margin of greatness" so necessary for a great institution of learning.

CHALLENGING TIMES AHEAD

The Iowa State Center is a priority project in Iowa State University's plans to keep pace with the spiraling population and massive increases in knowledge. These are some of the factors which are shaping the University's future:

During the past decade enrollment has increased from 9,000 to 15,000. The academic staff has increased from 900 to 1,400. By 1975, enrollment will reach 22,500.

Faculty salaries have increased markedly. Continued salary improvements are necessary to continued success in the highly competitive bidding for outstanding teachers and researchers.

Campus construction for which funds have been allocated in the years 1953-65 totals nearly \$46 million. This figure includes \$24 million from state funds, \$12 million from self-liquidating projects and \$10 million from federal funds, with figures approximate in each instance. Construction during the next decade will call for approximately \$75 million in state funds, plus federal assistance, and more than \$30 million in self-liquidating

projects or projects supported by private funds.

Additional services—the Center for Agricultural and Economic Development, the Technical Institute, the Center for Industrial Research and Service—have recently been introduced to cope with special problems of our changing times. More services of this kind will be needed in the years to come as continuing changes create new problems.

Curricula have been drastically revised and teaching revolutionized to capitalize on the "explosion of knowledge." The University will constantly be required to teach more, at higher levels, in less time.

Because men of science and technology are swiftly extending their mastery over the forces of human destiny, Iowa State recognizes that its gravest responsibility lies in the preparation of graduates who understand man as well as science. The University is determined that the scientists it trains shall have broad educational experiences in the arts and humanities, as well as the most advanced schooling in scientific disciplines.

THE THEATER-AUDITORIUM

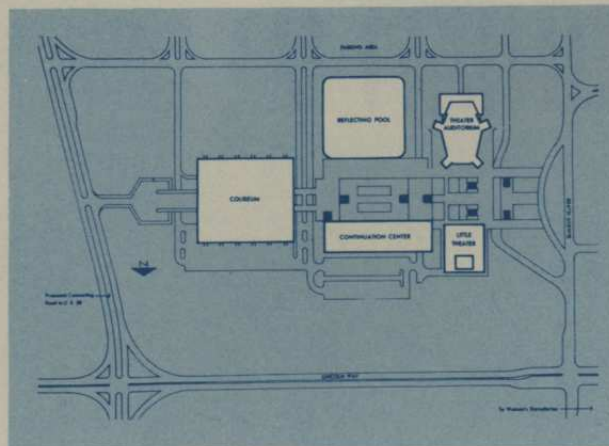


The Theater-Auditorium will be the first to be built.

This magnificent building will be four stories high and will occupy a space 300 feet by 225 feet. It will provide comfortable seating for 2,500 persons—approximately 1,500 seats on the main floor. It can be used for a diversity of programs which will include some of the world's most distinguished figures in the performing arts and current thought.

The building will be acoustically as near perfection as engineering can make it, will have excellent stage facilities, fine sound projection and amplification equipment. It will be suitable for theater events from a single artist to a large road show performance. It will also be equipped for motion pictures and television.

THE SITE



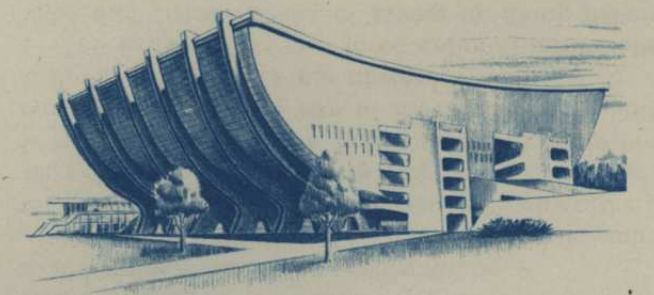
Seventy-six acres at the southeast corner of Lincoln Way and Beach Avenue, in the city of Ames, Iowa. Buildings to occupy about 30 acres. Initial parking for 3,000 cars, plus an additional 3,000 when area is completely developed.

THE COLISEUM

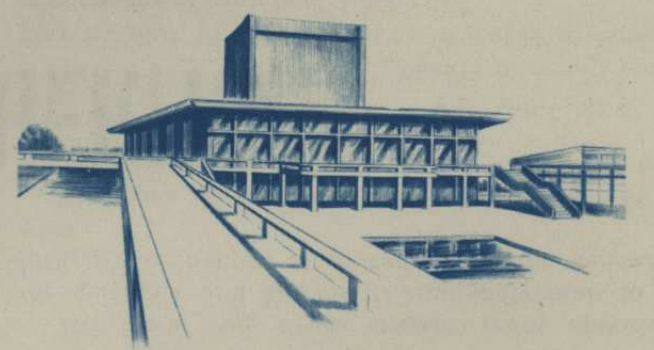
The Coliseum will provide space for mass assemblies on a campus whose student population is steadily increasing the need for such a facility. It will furnish adequate accommodations, now entirely lacking, for convocations and commencement ceremonies, all-university student activities, livestock and machinery exhibits, short course displays and demonstrations and field day programs. Basketball, hockey, ice shows and Stars Over Weishea can play in this building. It will also accommodate large banquets and a host of other events where large space is needed.

The structure will be approximately 325 feet by 300 feet and will be 120 feet high at the exterior edges. It will seat approximately 12,500 to 14,000.

The structure will have good acoustic qualities, and excellent sound amplification will be provided. Stage facilities will be available.



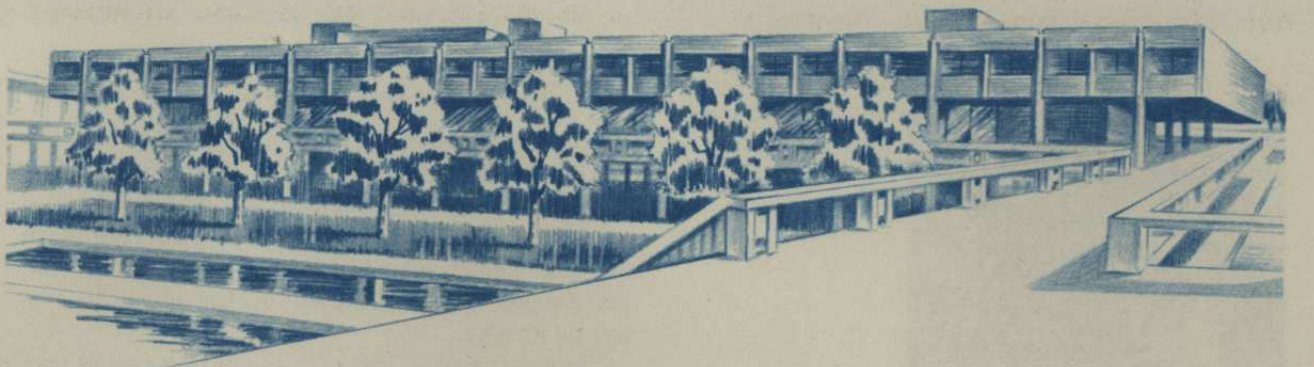
THE LITTLE THEATER



The Little Theater, seating 500 persons, will provide an intimate setting for presentation of student and faculty drama, concerts, recitals and seminars.

The building will be three stories high, 120 feet by 200 feet in area. It will have facilities for class work in development of theatrical presentations from script to finished production, including costume and scenery shops.

THE CONTINUATION CENTER



In the Center for Continuing Education, Iowa State will be able to extend and intensify a program of off-campus education which has been one of the most significant contributions of the Land-Grant philosophy. After nearly a century of growth, the University is entering an era of unprecedented need for the service it was expressly designed to provide. The Continuation Center will include small, informal conference rooms, larger conference rooms, lecture halls and forums for short courses in agriculture, engineering, sciences and humanities, home economics or veterinary medicine. . .meetings of civic, religious, educational, governmental or business organizations.

This fine facility will be 110 feet by 390 feet in area and will be three stories high. It will also provide food service and galleries for permanent and traveling displays.

IOWA STATE LOOKS TO THE FUTURE

Iowa State University has completed more than 100 years of distinguished service to Iowa and the nation. The second 100 years is bringing new responsibilities and new opportunities for service.

Iowa State is an outstanding example of a college of the people. Its many branches reach out to serve all citizens, not only those in Iowa but also those of other states and foreign lands.

Motive for its founding in 1858 was to be found in a vision—one which Iowans shared with others of their time—of a new education for a new era. This intellectual ferment resulted in the passage of the Land-Grant College Act by the Federal Congress and its approval by President Lincoln in 1862.

The foremost objective of the colleges thus established was "to teach such subjects as are related to agriculture and the mechanic arts, without excluding other scientific and classical subjects, in order to promote the liberal and practical education of the industrial classes in the several pursuits and professions of life."

Iowa was the first state to accept the provisions of the Land-Grant College Act, and the recently founded institution at Ames became the Iowa member of the Land-Grant system.

Iowa State's first responsibility is the education in science and technology of young men and women who each year come from every county in Iowa, from every state in the Union and from about 75 foreign lands.

Iowa State has a second responsibility—to dig deeply for new knowledge which will improve the well-being of the people. In this field it has been outstanding and has achieved a high international status. From campus research have come countless ideas, some of which have revolutionized agriculture, pushed back the horizons of nuclear science, or greatly improved human nutrition.

The third responsibility of Iowa State University

is to see that knowledge from the campus is carried to those everywhere who can best use it.

In teaching science and technology, Iowa State recognizes the need for a broad basis of general education. Scientists, engineers and farmers are, first of all, citizens. In today's complex society they must, more than ever before, be prepared for living.

Many ways to give to Iowa State

There are numerous and well-defined ways to give money to Iowa State University. Many types of property may be given so that full value is obtained without reduction by taxes. It is possible to give stocks and real estate and retain income for life. It is often possible through the real estate plan to provide more spendable cash.

Persons who plan to leave cash, stocks, bonds or real estate to Iowa State might well review with their attorney the income tax advantages that can be obtained by making such gifts in their lifetime, and at the same time enjoying the income from the property.

Many people assign life insurance, which has served as family protection in earlier years, to an educational institution without seriously altering estate plans. Such problems, however, should be discussed with competent tax counsel.

While there are substantial tax advantages in making a gift to Iowa State, in most instances such gifts do result in giving up some measure of the donor's material wealth. In unusual circumstances, a donor may "make money" through a charitable gift. A desire to assist education must be the primary motivation. Benefits to the individual should always be of secondary consideration in any philanthropic act toward Iowa State.

HOW SHALL I MAKE MY GIFT?

Once you have decided that you wish to make a contribution to the Iowa State University Foundation for the benefit of the Iowa State Center, or other objective, you should decide which method of giving will best suit your interests and at the same time allow the largest possible gift for the benefit of Iowa State.

A competent tax counsel can be most helpful. If you would like more complete information from

the Foundation, a member of the Foundation staff will be happy to assist you.

Here are a few of the methods of giving which may be worthy of your consideration:

A Gift of Cash	Gifts by Living Trust
Donative Sales	Gifts by Short-Term Trust
Gifts by Will	Gifts by Life Income Contract
Contingent Gifts	

ALUMNI ASSOCIATION BACKS CENTER PROJECT

"Your Alumni Association is wholeheartedly behind the Iowa State Center," says W. R. "Red" Barron, director of alumni affairs.

"This project is one in which we have long been interested, and it represents a need which is universally recognized.

"We have seen Iowa State alumni respond on many other occasions to genuine needs of the University. They are again giving their support, and they will continue to do so until this task is completed."

**MORE THAN 9,000 GIFTS HAVE ALREADY BEEN RECEIVED —
ABOUT ONE-HALF ARE FOR MORE THAN \$100 — TOTAL ASSETS
EXCEED \$11,000,000—THERE IS STILL CONSIDERABLE DISTANCE TO GO**



" I would have liked to write a fine poem, or a great book, or make a worthy discovery in science, but since all these discoveries have been denied me, I shall give as much money as possible to train many others to do the things I would have done. "

—C. Y. Stephens, General Chairman of the Iowa State Center program until his death in 1963.

From Foundation President Brenton. . .

Behind the success of each great undertaking there is a man who is the spark plug or catalyzing agent, someone who inspires and causes others to work, to give and to achieve. That moving spirit for the Center was C. Y. Stephens. By his gift, his energy, his inspiration, he launched the project on its way.

Tragedy struck Iowa State and the Center project with the untimely death of C. Y. Stephens. His passing brought great sadness to the thousands of us who have been working for the Foundation. Letters and messages pour in from the friends of Iowa State wanting to do something to show to the family of this great man their appreciation for what he has done.

There is something real and tangible which all of us can do to keep faith with C. Y. We can offer our services through gifts, time and work to bring this project to a conclusion, and more rapidly.

I urge that all of you who are seeking some way to express your appreciation write to the Foundation officers with the offer of your gifts and your time. Nothing greater or finer can be done for the Stephens family than for all of us to help complete this project which he started so nobly.

W. Harold Brenton
First President of
Iowa State University Foundation

THE IOWA STATE UNIVERSITY FOUNDATION

The Iowa State University Foundation was organized in 1958 to receive and administer large gifts and grants from alumni, friends and industry. The major objective is to strengthen University programs in areas where money is not available from other sources.

The Board of Governors of the Foundation is composed of men and women with an enthusiastic and dedicated interest in Iowa State. They are drawn from business and professional life in all parts of the nation.

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