IUP’s Centennial Celebration
1974-1975
HIST 605-Courtney Goodzinski
Planning Process

- Initial planning process began in 1972 through President Hassler’s orders.
- Sally Abrams - Hired as the Executive Planner.
- All events were set in stone by June 1974. Minor changes made afterwards.
Fundraising Concerts

• IUP planned two concerts to try and raise funds for the Centennial Celebration events
• Fred Waring Concert and Hambro concert
• Both failures: totaled a loss of -$1,909.86
Happy Birthday IUP!

Multiple schools, businesses and government officials sent congratulation letters

Letter from Princeton

Letter from Indiana County Commissioner

IUP Archives: RG 50 Box 8 FF 2
Jimmy Stewart’s Honorary Degree

• He was not the only one awarded an honorary degree during Centennial Celebration.

• Agnes Sligh Turnbull also honored.

• Presented during the Convocation Ceremony in 1974
Agnes Sligh Turnbull

Agnes Sligh Turnbull, the author of such novels as "The Hills of Home" and "The Homecoming Bird," was born in Hanover, Pennsylvania, on March 5, 1882. She is best known for her novel "The Good Earth," which was published in 1935. Turnbull's career as a writer was launched when she was named the first woman to receive a National Book Award for Fiction in 1937.

Turnbull graduated from Radcliffe College in 1903 and went on to earn a master's degree from Columbia University. She began her writing career as a journalist for the "New York Times" and later worked for the "New York Herald Tribune." In addition to her novels, Turnbull wrote numerous short stories, essays, and articles for magazines and newspapers.

In 1925, Turnbull married the author and editor Albin T. Turner, with whom she had four children. The couple lived in the Washington, D.C., area, and Turnbull was active in the local literary and arts communities.

Turnbull died on September 22, 1961, in New York City. She was 79 years old. Her legacy continues to inspire readers around the world through her novels and her dedication to the art of writing.
Centennial Convocation Ceremony
September 13, 1974

Photographs courtesy of Jimmy Stewart Museum
Ladies and Gentlemen, before you go, I just have a couple of things I want to say before I get all mushy up here.

Thank you, President Musser, and members of the Faculty. I assure you this is a very important day for me. And I assure you that this is a very important day for me. I am extremely proud to receive this honorary degree from Indiana University of Pennsylvania. I am delighted to be here in Indiana where I was born and raised. And somehow, I feel in some way that I am a distant returning alumnus to this University.

60 years ago, I started my school days on this campus at the model school, and looking back it's amazing to me how vivid the memories of those school days are. I have often thought that the model schools of those days could be used as an example for all primary schools today. I still believe that the student-faculty relationship that existed at that school was the finest I have ever experienced. The faculty consisted of Miss Gray, Miss Wagner, who I saw today, and Miss Jennie M. Ackerman. She was the principal.

And they taught me to read and they taught me the fundamentals of arithmetic. The writing and spelling they found a little tougher to crack as far as I was concerned, and as a result, I still can't spell.

I also remember that they showed me the need for discipline. They convinced me of the logic of discipline and why they were not disciplinarians. (laughing) And I'll fight it out if you will-and when you get the word...
• Football games were themed to celebrate the centennial year.
• Also celebrated ROTC’s 25th anniversary on campus during the alumni football game.
• U.S. Army Band played
• Game was standing room only
Commemorative events

Centennial Time Capsule to be opened in 2075.

Housed in the IUP Archives

IUP Archives: RG 50 Box 10 FF 6
Other Centennial Events

- At commencement, Peter Jennings was key speaker
- Alumni Weekend
- Centennial Ball and Birthday Celebration
- Tours of newly renovated Sutton Hall
- Cultural Affairs Centennial Series
- Art shows
- Concerts

IUP Archives: RG 50 Box 10 FF 1

IUP Archives: RG 50 Box 7 FF 11
Souvenirs

Commemorative Coin

Centennial Scrapbook Stamp

IUP Archives: RG 50 Box 10 FF 1
### Souvenirs

**Lighter**
The Zippo high polish chrome zippo lighter is inlaid with a linked alphabet centennial logo in red and black. Every Zippo lighter is guaranteed. No matter how old or in what condition -- it for any reason a Zippo lighter does not work, Zippo will fix it free.

Price: $9.50

**Ash Tray**
The handsome smoked glass ashtray, emblazoned with the Centennial logo in gold, is an attractive addition to your living room, den or office.

Price: $2.75

**Beer Mug**
The modern, elegant 20 ounce ceramic beer mug makes an ideal pen and pencil holder for your desk when it is not filled with beer. Add the Centennial Mug to your collection.

Price: $7.00

**Plate**
The eleven inch commemorative plate has been specially designed for IUP’s Centennial. The pewter-like metal rim coaxes a handsome ceramic presentation of the University seal beautifully reproduced in maroon and gray.

Price: $25.00

**Golf Balls**
We can’t guarantee that the Centennial golf ball will substantially lower your handicap, but Zippo guarantees the SDX golf ball against cutting, tearing, smiling, or anything that would render it unplayable within five rounds. 190 holes of golf if it should become unplayable for any reason, it will be replaced free of charge when returned to the Zippo factory.

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**IUP Archives:**
**RG 50 Box 10 FF 1**
Final Report

- Budget started at $10K but ended at $45K
- Concerts were flops
- In souvenirs, the University made $4,701.00
- The “Giving Club” of 107 members had donated $42,443