

THE IOWA

HOMEMAKER



MAY 1940



THE IOWA HOMEMAKER

VOL. XX

MAY 1940

NO. 1

EDITOR-IN-CHIEF Myrtle Marie Campbell
DIRECTOR OF TRAINING Winifred Cannon
ASSOCIATE EDITOR Jean Ary
BUSINESS MANAGER Doris Plagge
CIRCULATION MANAGER Bette Knox

EDITORIAL STAFF

Margaret Boeye Jane Hakes
Gaynold Carroll Ida Halpin
Eleanor Clark Betty Hatcher
Sally Cummings Helen Kubacky
Margaret Danielson Miriam Rogers
Phyllis Garberson Mabel Sniffin
Helen Greene Jane Stallings
Edith Wahrenbrock

BUSINESS STAFF

Eleanor Clark Lucile Northrup
Mary Louise Edmondson Marjorie Qualheim
Helen Knapp Catherine Raymond
Tania LaGarde Jeanne Taff
Frances Mallory Jean Vanier
Margaret Mauss Betty Wallace
Helen Moeckly Eleanor White

CIRCULATION STAFF

Alice Anderson Marilyn Miller
Marjorie Boyts Jeanne Moses
Betty Cort Joan Neveln
Virginia Dunker Ruth Nockels
Mary Gardner Helen Plocker
Mary Lou Gilmore Katherine Patterson
Betty Haltenhoff Barbara Ramsey
Margaret Hornaday Vivian Sargent
Shirley Lambert Sylvia Tanfield
Betty Mann Dorothy Vaughan
Ruth Marshall Ruth Waldron

Three young farmerettes are caught in a pensive mood on the cover block designed by applied artist Kathryn Cooley. The blocks on the inside cover and page 16 are the designs of Jane Hakes.

Illustrations courtesy of Meredith Publishing Company, (page 3); Marshall Field and Co., (page 4, 5, 11); Student Home Economist, (page 6); Textile World, (page 7); Milk Industry Foundation, (10); Jewel Tea Co. (page 12).

Published monthly during the school year by the Home Economics students of Iowa State College, Ames, Iowa. Price \$1.00 per year. Advertising rates on application. Entered as second class matter at the post office, Ames, Iowa, under the act of March 3, 1879.

PUBLICATION BOARD

Dean Genevieve Fisher, Miss Katherine Goepfinger, Elizabeth Storm Ferguson, Miss Paulena Nickell, Myrtle Marie Campbell, Winifred Cannon, Jean Ary, Doris Plagge, Betty Knox.

CONTENTS

Recreation that Recreates, Editor	1
Dual Personalities, Catherine Raymond	2
Married Right Out of College, Mary Ellen Lynch Brown	3
Sally Bows to Summer's Sun, Kathryn Cooley	4
Selling Yourself, Kathryn Monson	5
I Want a Cotton Dress, Marcia E. Turner	7
Playtime Pays Dividends, Jane Wiley	8
Behind Closed Doors, Margaret Kumlien	9
Sunshine Sports, Jeanette Woodward	10
Packing the Convention Bag, Shirley Ambrose	11
What's New in Home Economics	12
Veishea Presents, Adelaide Richardson	14
Picnic Basket, Dorothy Jo Weber	16
Alums in the News, Bette Simpson	17
Make Room for Music, Nancy Mason	18
Behind Bright Jackets, Betty Bice	20
Journalistic Spindles, Dorothy Anne Roost	23
Biography of a Home Economist, Eleanor White	24

COED CALENDAR

May 3, 7:30, Ward Formal, Union	May 30, Memorial Day, No Classes
May 4, 8:00, Interfraternity Pledge Formal, Union	2:00, All-Church Picnic, Lynn Fuhrer
May 5, 7:45, Vespers, Union	1:00, Senior finals begin
8:00, 4-H Breakfast, Union	8:00, Alpha Tau Omega formal, Union
May 9, 12 o'clock night	June 3, 8:00, Final examinations begin
10:30, Veishea Opening Ceremonies	June 5, 5:00, Senior work closes
May 10, 1 o'clock morning	June 7, 5:00, Final examinations close
May 15, 6:00, Pan-Hellenic Dinner, Union	9:00, Senior prom, Union
May 17, 7:00, Miami Triad, Union	June 8, Alumni Day
6:00, Phi Kappa Phi informal dance, Country Club	June 9, 10:30, Baccalaureate, Union
May 18, 8:00, Tau Kappa Epsilon formal, MacKay	3:30, President's Reception for Graduates, The Knoll
8:00, Sigma Nu formal, Union	June 10, 10:00, Commencement Gym
8:00, All College Dance, Union	
8:00, Alpha Gamma Rho barn dance	
3:00, Home Economics Senior party, MacKay	
May 22, 11:00, Spring Honors Day Convocation, Union	
6:30, Honors Day Dinner, Union	
May 25, 8:00, Pi Kappa Alpha formal	
May 26, 7:45, Vespers, Union	
May 28, 6:00, Dormitory Dinner, Union	
May 29, 12 o'clock night	



1940	==	MAY					==	1940
SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31			



Recreation That Recreates

Jonquils are returning along the campus creek. Summer days come tucked between the showers. Vacation teases our thoughts away from classes. Long, golden lazy days lie ahead—do-as-you-please days to relax in and relieve the crowded college year. You can stretch your mind at last and straighten out the kinks it has collected. Somewhere in those days of play, a new energy will grow—a recreated energy that makes you ready and anxious to live another school year.—*Editor.*

Versatile Talents

Give Homemakers

Dual Personalities

*Favorite avocations that
enhance leisure hours are de-
scribed by Catherine Raymond*

HOMEMAKING goes happily hand in hand with avocations for Iowa State graduates. The fact that they are managers of homes, of course, necessitates that other work they do be of a nature that will not consume all of their time.

Mrs. Fred Ferguson, '21, has proved that it isn't necessary to go to the big city or even to leave home in order to succeed in a home economics avocation. What started as a hobby of her husband, Fred Ferguson, bulletin editor of Iowa State, has developed into a thriving chicken ranch on their acreage on the outskirts of Ames.

Raising chickens is not Mrs. Ferguson's chief interest. Unwilling to sell the old chickens at so small a price as is ordinarily offered, she perceived a greater advantage in canning them for future use.

She examined the home-canned chicken that was on the market and was told by grocers that most consumers refused to buy this product. Desiring to prove that she could prepare a product that would sell itself, she began canning chickens to sell to retailers. She succeeded in preparing her chicken so attractively that many customers desired to buy it. Once the chicken was tried, its future success was assured.

Mrs. Ferguson's first large-scale canning was done while she was a student in Iowa State. During the World War, she chose canning as an extra activity in an emergency course and later aided in the progress of canning in the capacity of an extension worker.

Mrs. Hiram Munn, ex. '23, formerly an instructor in the Applied Art Department, is well known in Ames for the manner in which she has combined her applied art courses with her marriage. In addition to making and designing her own clothes, she also designs for her three children. Her unusual flower arrangements are used in numerous public displays as well as her own home.

Mrs. Munn and her husband are ardent photogra-



Musicians, Mrs. Blair Converse (above) and Mrs. H. L. Lantz (left), devote time to the presentation of organ recitals featured over WOI.



phy fans. Many of the pictures they have taken and developed serve as illustrations for numerous talks she gives to various groups.

Mrs. Munn stresses the value derived from her college art courses despite the fact that they may not always seem purposeful at the time they are taken. Another of her skills is interior decorating.

Jane Wagner Dean, '27, who resides in New York City, is employed by the Servel Electrolux Company as a home economist. Mrs. Dean is noted for her refrigerator recipes and has done extensive traveling for her employers. Her chief interest lies, nevertheless, in her home and two children.

A number of graduates are able to do substitute teaching, so combining both teaching and homemaking. Mildred Bennett Larson, '26, does substitute teaching at Wayne University in addition to assisting in Westinghouse demonstrations. She also manages a household.

The field of journalism, in its wide scope, has provided numerous opportunities for continuing journalism and homemaking because of the nature of the work. A large share of writing may be done within a woman's own home.

Margaret Jane Reinig Suydam, '26, who is a member of the staff of the New York Herald Tribune Home Institute, began as a writer for this newspaper in a most unusual manner. Several years ago Mrs. Suydam traveled westward by airplane and was accompanied by her very small daughter, then less than a year old. To many mothers this would probably prove to be a greater task than they would care to undertake, but not so to Mrs. Suydam. So successful was her venture that she wrote an article for the benefit of other mother travelers telling them about her experiences and how she had handled travel problems. After writing this and other articles, she was later offered a position with her present employer.

Ruth Elaine Wilson Ostrum, '24, a free lance writer, is responsible for a number of lovely children's stories as well as fiction and beauty articles. Her two children have served as an inspiration for juvenile tales as some of these stories were first written for them.

Getting Married Right Out of College?

*Cultural education continues after graduation, says
Mary Ellen Lynch Brown, '38, in this article
published by the Christian Science Monitor*

DON'T you think you will be throwing away your college education?" said many of my friends when I planned to walk down the aisle only a month after marching across the stage for a diploma.

"Oh, no," I protested. "Just because I won't be using my specialized training in a salaried business job, is no sign that my advanced work will be lost to me."

I was sure that the knowledge and experience I had gained in classroom and laboratory would make me a much better homemaker. This belief was correct. But I soon found that what I had learned needed to be used actively in order to be of help to me.

A large company employs many college graduates in the town which became my home after marriage. These college men marry college women as a rule. And I soon observed that somewhere between the altar and the home all these girls had lost a large portion of their advanced training and had ceased to learn anything new.

Many of them were excellent cooks, made some of their own clothes and kept apartments of two to four rooms spick and span. But the food and housework for two people cannot occupy more than half of any woman's day. Afternoons that might have been used for development and expansion were filled with bridge clubs, sewing, gossip or aimless shopping.

After a few months of doing as they did, I decided that my boast about the help an education would be was falling extremely flat. When I tried to recall bits of history or English literature, I was at a loss. The question-and-answer radio programs defeated me with the simplest of queries. I looked around helplessly at our two rooms, kitchen and bath to find some occupation which would change my loafing to learning.

First I sent home to mother for my file of college lecture notes, of household pamphlets collected from magazine coupons, and of laboratory outlines. I asked her to send me, too, my art portfolio filled with prints of masterpieces.

Together my husband and I planned an attack on the bugbear of spare time. A simple and fascinating habit we started was to stand, on our own living room table, a different picture from the portfolio each week.

During the week we studied the picture's style and colors and also the painter, his life and period. We did not go into much detail about each thing, but discovered much value in appreciating daily the presence of the "Madonna of the Chair," the "Song of the

Lark" or a vivid landscape by Van Gogh. The small and inexpensive prints which had been studied hurriedly in a survey art course, now serve me well.

One night we tried to remember the most common French verbs. Three years of French we each had had; and we could only recall a few verbs! Brushing up on foreign language came next.

Reading occasional source books from a history outline lends stability and understanding to the daily news. A weekly or daily publication needs the perspective and foundation of time to test it for stability. Then the history of any one section of the country opens another field of inquiry. Old battle fields and Indian mounds all contain complete novels of courage and romance whenever asked to tell them.

The first few years of married life, especially if spent in a small furnished apartment, can make an unambitious, dull and dissatisfied woman out of an intelligent and educated girl. Each young wife must work out her own problem of activities, to make the



The duty of the young homemaker is planning her food preparation and housework but there's also time for pleasurable study.

long spare hours into short creative ones. If the two rooms hold in themselves a broad schedule of fun and work, they can become a real home instead of a prison of mental boredom.

Sally Bows to Summer's Sun

*Kathryn Cooley previews fashion
fun for vacation days*

SUMMER means playtime! Sally's head is buzzing with ideas to put her "up in front" in the fashion revue. Play suits for those hot summer days at the seashore or tramping the golf course . . . dance frocks for sultry evenings . . . the ever-essential bathing suit and beach brouers equipment . . . always the non-chalant skirt and sweater ensemble . . . formal attire for dinners at the club . . . drizzling drops of rain beckoning trench coats and duck hats . . . not to forget the off summer days that call for a light suit and top-coat.

Smooth man-tailored suits are comfy for college women vacationing in the office. The huge catch-me-all pocket over one hip will hold a myriad of office trifles. Resort goers will bid for the in-between dress and play clothes.

"He'll" like an informal dinner frock with a high waisted navy skirt and an eyelet piqué blouse with cut boxy sleeves. Add a turban of the same piqué plus a pair of white linen spectator pumps and a bag of navy linen with large glittering gold initials. Tally the total for a successful dinner date.

Seeing spots is no longer an ailment for everybody's going polka dot. If dining calls for a long dress, one in red sharkskin with tiny white dots . . . a straight skirt with dirndl front and sandwich pockets . . . a shirt waist blouse with a baby collar terminating in a hood. Glamour girls wear hoods up, fastening them to the hair with clips. Strolling on the beach calls for a finger tip length jacket in worked cotton.

Is the man of the hour a cadet or a midshipman? Probably you've envied his flattering uniform often.

Here's a tip. Do him one better and slip into a white wool full length coat with padded shoulders. It's double breasted with lines of brass buttons to the waistline. Especially mannish are the collar and the slit in the back.

There'll be early morning rides. Look as refreshing as the proverbial morning glory in a white gabardine riding habit, with a perky striped or plaid shirt. A colorful crop of braided leather encourages your horse to step high.

For playing in the rain you'll want a cunning white rain coat with a crew collar and an invisible zipper fastening. Duck hats are the thing for dodging raindrops, while gay waterproof scarfs shelter long tresses.

If it's your desire to create that glamorous reputation as belle of fashion, wear an off-white herringbone top coat, reefer style with wide lapels and huge patch pockets. With it don a jersey turban of summer's popular aqua blue.

The fleet's in! Welcome it with a play suit in the



Don casual, tailored shorts with masculine cuff and patchpocket for summer's vigorous sunshine.



Blue skies smile on milady, looking exotic in a dashing circular straw with gay, striped streamers—very flattering to the profile!

nautical theme or navy blue scanty shorts with stitched plaits in front, complete with a middy blouse of cross bar piqué. To keep the wind and rain from your curly locks top the costume off with a piqué beret peaked with a red pom-pom.

We're still trying to copy our masculine companions in slack suits. Try one in yippee yellow. Slacks are slimmer but still have tucks at the waistline. For a duet of color have a change of blouses.

If you like trios don a boxy jacket of a third color with saucer-like buttons and . . . we can't evade them . . . more patch pockets. A remedy for flying shirt tails is found in the clever button-on slack suit. Quick change artists have a skirt fastening in the same manner when the feminine touch is necessary. Bright handkerchiefs in light weight wool or cotton are an added attraction in stripes, plaids and polka dots.

Don't forget those feet! Choose a pair of "Chinesey"

shoes with upturned toes in a subtle summer color. Sport shoes are airy with "port holes". Platform soles prevail and colorful fabrics are popular.

The surf calls—so be prepared! No longer must we choose one of two styles in bathing suits. They're gay, they're flattering—a suit for every figure. If you're luckily slender, yours can be a smooth fitting satin lastex in your favorite color with a front skirt. Too many sodas can be covered with the new ballerina type suit with tight fitting bodice and short full skirt.

Out of the brink and into the ballroom! As romantic as the moonbeams and color perfect for the frilly type, is a pink organza formal. It's princess style adorned with yards and yards of frivolous black lace. Float across the dance floor like an ethereal cloud in black marquisette with a square neckline—a big bertha collar edged with white piqué and repeated in two bands on the skirt.

Selling Yourself

*Katherine Monson offers tips
to the job hunter*



Make it possible for your potential employer to know your background before having a personal interview through a carefully thought out letter of application

A NEW CROP is just about out! In June they'll be bursting into full bloom and simultaneously they'll be thrown on the open market. Interested employers will be critically eyeing this group of home economics graduates.

Employment is a two-sided process. The young woman graduate with her diploma in one hand and the other hand reaching out to the future is seeking the best position for her interests and abilities. The employer, sitting behind his desk, discriminately watches for the person with sincere interest and ability who will be an asset to his business.

Let's first look at the situation from the employer's standpoint. The first applicant is ushered into the office exactly at the time of the appointment. Her dress is proper almost to the extent of being too proper. Her voice is just a little thin and quiet. She seems shy and a trifle hard to draw out. He remembers from her letters of application that she had good credentials.

This girl undoubtedly has fine ability but he has a feeling that she lacks the actual drive to put over a smart idea. Along well trodden paths she'd be dependable but she lacks that personal punch and confidence necessary to launch a new campaign.

The next applicant arrives with gusto. Her dress is in the latest fashion. Perhaps her struggle with that new hat made her these few minutes late. She's friendly, she has definite ideas and doesn't hesitate to predict how well they will work. Her suggestions and familiarity put the employer on the defensive.

The girl has ability, spontaneity, enthusiasm and a freshness which could be useful. But new ideas can be poisonous if they are inflicted rather than suggested. Would this girl prove to be domineering over other employees? Could she be of enough business value to offset her blustery attitude?

The applicant known as "Miss Perfection" would probably have carefully considered these suggestions: The success or failure of the interview can almost be cinched in advance. Precede your interview with a letter of application even if it is not required. Large executives are much too busy to see every person who might wish to apply. An interview can be suggested through a letter of application that is correct and

clever. Don't hesitate to tactfully use "pulls" or connections in your field or in the company. These friendships are often cultivated through professional interests.

Study the company where employment is desired. Be familiar with its history, products, working conditions and opportunities. Try to gain information about the employer and any personal preferences he holds. Knowledge of the firm can give confidence and assurance at the zero hour.

Have a definite position in mind. Employers seem to have a wary phobia for those people who can do everything. They are likely to suspect incompetence and inability. Don't ask for any job! Be specific. Enumerate special qualities and talents. Concentrated interest and determination for a special work is attractive to the employer.

Be fresh and rested. To be mentally and physically alert, get plenty of sleep the night before the important interview. Arrive promptly. If it is necessary to wait before the interview, try to be relaxed. Breathe deeply. Don't compare yourself with the other applicants who might be waiting; rather have sincere confidence. Remember, no matter what your performance, the employer will believe it's your best.

Personal appearance is important. Tasteful dress is appropriate dress. Dark and well-tailored clothes are best for business. Clothes should be well styled to the individual but not necessarily high fashion. Good grooming is of equal importance to correct dress. Fingernails, heels, make-up, hair and stocking seams cannot be checked too carefully.

Make a good first impression. Don't be too serious. Be pleasant and assured. Posture and carriage are extremely important. Look alive, alert, yet dignified and self-contained. Don't remove your hat and coat unless requested by the interviewer.

A pleasant voice is a decided asset. Keep it low in tone and well-modulated. Speak clearly. Keep physically still. Don't fidget. The success of the interview rests in the first five minutes. In this time the employer is going to be answering mental questions. He will come to conclusions on the applicant's social

(Continued on Page 17)

“I Want a Cotton Dress”

Professor Marcia E. Turner, of the Home Economics Education Department, describes a cotton dress search in this article reprinted from the Textile World

I WANT A COTTON DRESS. In a few months we shall be enduring the sticky heat of midsummer in Iowa, and I shall need a cotton dress. And anyway I like cotton. It does something to my self-esteem to feel fresh and crisp no matter what the thermometer says. I like the feel of it and the look of it, and above all I like the every-day cleanliness of it. This is not a testimonial for cotton, but a complaint because I can't find a cotton dress.

When I say I want a cotton dress, I don't mean a house dress at \$1.98, or even one of its more glorified cousins at \$5.98, that parade as identical quintuplets on the racks of department stores. I want a cool, sheer, washable cotton dress. I want a well-designed and well-made cotton dress. Moreover I want a cotton dress with some zip to it. It must be a size 18 or 20.

Now all this is the monotonous wail that I have made in every cotton shop and women's wear department from Dan to Beersheba, summer after summer, and with what results? Answer: I wear rayon sheer and linen and chiffon.

I believe I am not unique in my demands. I belong to a profession in which standards for dress have to be reasonably high, but I have yet to find a woman, in or out of my profession, who does not search with ever discouraging results for a cotton dress.

I want a cotton street dress. Last summer a friend and I were preparing to attend a meeting for professional people in Chicago. It was toward the end of June and very hot, and though we had been repeating our little formula since February, in desperation we made a final and futile attempt, first in Des Moines and then in Chicago. In the end she found a smart black and white closely woven polka dot cotton print, up to specifications in every respect except as to the paramount one of coolness. Complete with a white linen coat, it cost \$35. It would have been ideal for some Labrador lake resort.

I want a cotton afternoon dress. At the first session of the meeting in Chicago on a sultry Sunday afternoon where the large assembly of rather above the average well-dressed women appeared in presumably their best and coolest afternoon frocks, I was able to see just one cotton in all that flock of wilted and perspiration soaked chiffons, and rayons. The wearer said she had made the dress herself from material she had had for a number of years. That let me out.

I want a cotton formal. Well, yes the shops are full of gandelies and

piques, just the thing for college girls and debutantes. To be sure I once bought a cotton lace, eminently suitable for "the mature woman." But so did every one else. They still do. In silk materials I have no difficulty in finding every color in the wheel—gorgeous, indefinable shades and tints, gay splashy prints. But I want a cotton dress.

I SPENT A HOT DAY shopping in Memphis. "Ma'am? No, Ma'am, but we have some lovely chiffons. Have you tried the basement?" Finally I found an imported white dotted swiss for \$16. Except for the material, it was not distinctive in any way, but it was cool. I wore it to a July Sunday dinner in Greenwood, Miss., down in the heart of the Deep South. I heard much about cotton subsidies and the plight of the cotton grower, but I was the only woman present who had found a cotton dress. Incidentally, that was three years ago and I have found not one white cotton dress other than uniforms since then. Why don't southern women wear cotton dresses? They can't find any comparable to other materials in style, and quality and design of material.

Occasionally I find proof that the kind of cotton dress I want does exist. Last summer among the heavy hop sacking and coarsely woven voiles, among the ugly and the ordinary, I found a cotton dress that stood out like a jewel among junk. It was youthful—not kittenish; gay and colorful—not garish; smart—not severe; feminine—not fussy. But it was a size 16. And now summer is coming on again, and I want a cotton dress!



"and I don't mean a house dress at \$1.98, or even one of its more glorified cousins at \$5.98, that parade as identical quintuplets on sale in department stores."

Playtime Pays Dividends

*Summer work often leads
to permanent jobs after
graduation says Jane Wiley*

"AFTER graduation what?" is a thought which has frequented the minds of many college women today. To some it may mean marriage, but to the majority it will mean joining the ranks of job seekers.

Lack of experience has forced many college trained individuals to start "from the ground up" in their profession. Others have served a period of apprenticeship before they were considered regular employees of the company for which they worked.

Many college women, with an eye to the future, are serving apprenticeships and gaining experience by working during the summer months.

Several women have met their future employers in their first summer job. For example, Jeanne Strohmeier, '38, was employed in a suburban department store during the summer. She suggested that the store organize a college girls' shop. When this idea was accepted, she was asked to make the plans for such a department.

Another education major, Mary Ellen Shanafelt, H. Ec. Jr., entertained city children at her farm home while the children's parents were vacationing. Miss Shanafelt commenced this project by contacting friends from Chicago, Des Moines and Ottumwa where many of these children lived. Most of the children ranged from the age of four to fourteen.

Summer hotels, tearooms and summer resorts attract women interested in the various phases of foods work. Dorothy Baltz, H. Ec. Jr., and Dorothy Wenke, H. Ec. Sr., were employed in the food service department of a hotel last summer. Both women believe that such contacts with the public and experience with food preparation will prove valuable in seeking positions after graduation.

Modeling and working in department stores has kept many textiles and clothing majors busy during the summer. Ruth Saathoff, H. Ec. So., worked as a model during the market season in a clothing establishment in Chicago. While working she found time to inspect the various departments and watch the textile designers, clothiers and other department employees at work.

Helen Waldron, H. Ec. Sr., modeled for a fur company last summer while the organization was introducing its furs in a department store. She was one of four college women to serve on Younkers College Council. These four modeled and sold college women's clothes for one week at the beginning of last fall's season.

According to Miss Joanne Hansen, head of the Applied Art Department, many art majors gain practical experience by helping their mothers make plans



During vacation institution management majors can gain practical experience working in restaurants, tearooms and resorts.

for refurnishing and redecorating rooms in their homes. Some of these women entirely rearrange their own bedrooms, make new curtains, chair covers and dressing tables. Others carefully search through old magazines to collect material for their art notebooks which they plan to make the following college year.

Dorothy Root, H. Ec. Jr., who is majoring in child development, worked last summer at the YWCA camp at Boone where she was one of the camp craft counselors and assistant sports counselor. She was in charge of outdoor cookery, hikes and tennis. During the summer the girls built a primitive camp which she supervised. Since Miss Root is interested in YWCA work, she believes this will be valuable experience in obtaining regular employment later.

Many institution management majors have worked as waitresses or foods managers in summer camps. Ilyff Williams, H. Ec. Sr., was in charge of the kitchen at Camp Kiwadniti, a camp near Ely, Minnesota. She planned the meals and ordered all of the food for the entire camp. Careful and efficient food management was necessary since the camp sent food orders out only three times a week.

Betty Lewis, H. Ec. So., created her own job. She and her mother opened a summer tea room in Yankton, South Dakota. The tea room catered mainly to summer tourists. Miss Lewis learned to fill all the jobs from waitress to planning and ordering food.

Behind Closed Doors

Margaret Kumlien explores current research problems developing in home economics

NOT ALL research is done with test tubes and microscopes! A peek into tucked-away corners in the Home Economics Building reveals many a fascinating study going on daily. What takes place behind those closed doors?

Candle-holders, every conceivable kind you can think of, and some you can't, are the subject of one study being made in the Applied Art Department. A careful investigation of their history from way back, as well as original designs for modern use, is an important part of the problem.

Designs are made for modern candlesticks of varying sizes, shapes and mediums, which are then actually created out of wood, brass, pewter, copper and plexiglass, a new pliable material with a brilliant future predicted. History shows that candlesticks seem to follow closely the design of the furniture of a particular period, which bears out the conclusion you have already reached—that modern candle-holders are characteristically simple and functional.

Have you ever wondered whether it made a whit of difference in the amount of heat used if you stuck four biscuits or sixty in the oven at once? That is exactly what the Household Equipment Department wants to find out in a problem to determine the effect of the size of the load on fuel consumption and browning of the product. A gas oven with carefully controlled temperature is being used.

Walt Disney Productions



Because your mother's electric beater and somebody else's electric beater differ considerably, an experiment is being conducted to find out the effect of different shapes of blades on the texture of egg whites. Angel food cakes are used as a means of testing. Incidentally, a part of the problem is to see whether or not an electric beater may be used for the entire angel food process. Frozen egg whites are used in the experiment. Purdue and Nebraska are cooperating with the equipment department here on this problem.

Another study in the same department is being

made to compare soil removal efficiency in various types of gyrator agitators in electric washers. Squares of stained cloth are sewed on towels and washed under exacting conditions. Here science has contributed a new apparatus called the reflectometer which eliminates subjective judging of washer efficiency, for it reads the amount of reflected light by means of a photoelectric eye.

In cooperation with the mathematics department, a household equipment graduate is determining the absolute efficiency of different electric range surface units. A device to prevent the escape of any steam from the surface of pans of boiling water insures greater accuracy.

A fresh, green head of lettuce may turn brown and



The effect of meat on growth, reproduction, lactation and longevity is being studied carefully under the direction of Dr. Pearl P. Swanson, professor of foods and nutrition. The internal temperature recorded at intervals indicates the degree of "doneness".

wilt after 2 or 3 days of storage in an ice refrigerator, or may remain crisp and fresh for as long as 14 or 15 days' storage in the same refrigerator, depending entirely on the container in which it is kept, according to recent experiments in the Household Equipment Department.

The study was made by Miss Virginia Berry, H. Ec. Grad., to determine dehydration and other changes occurring in foods stored in ice refrigerators.

Seven top-icer refrigerators and one electric refrigerator were placed in a temperature and humidity-controlled room, and experiments were conducted to determine types of containers best suited for certain foods. Odor and flavor transfer and analysis of temperature differences in the food compartments of the refrigerators were also studied.

In the case of all succulent vegetables, with the exception of tomatoes which have a skin covering, storage in covered containers prevented much loss of moisture and kept them fresher, according to Miss Berry. Lettuce kept crisp longest in a closed container such as a seal sac or closed zipper bag, while ventilated hydrators or lettuce bags allowed greater hydration. Apricots and peaches kept better if stored covered, while plums and pears lost less water.

Add New Games to Your List of

Sunshine Sports

Jeannette Woodward offers tips on how to play popular games for warm days



Tennis, an old favorite, has an aspiring rival in badminton, a similar sport, fast gaining popularity

FORE! Serving! Batter up! College women don new slacks and streak to a tennis court or golf course whenever time permits. They'll even try vigorously to make the dormitory baseball team!

These sports have held the limelight for a long time but now there are some "background" games demanding their share of attention. The fact that most of



Archery, enjoyable played alone or in groups, is a sport favorite which develops arm muscles, an eagle eye and accurate aim.

these unheralded sports are less expensive and require expert skill explains their rapid rise in general popularity.

Badminton is a game that has traveled a long way since grandmother's day and one which is fast making a reputation for itself among sport fans. This game was played first in India under the name of "poona." At an early age it moved to England and was given its

present name. At the close of the World War badminton crossed the Atlantic to Canada and finally entered the United States.

Although originally a "he man" sport, during the gay nineties badminton was considered a "sissy game." It was known as battledore and shuttlecock. For some time it remained in the atmosphere of tea tables, dress suits and bustle skirts. Later it traveled through armories, gymnasiums and summer camps and finally came home to be played in the backyard.

This sport requires skill and speed. It resembles tennis but has several advantages over this well known sport. The equipment is less expensive, only a small playing area is needed and the game can be played indoors or out with equal enjoyment.

If one already has a tennis court, the only extra equipment needed will be posts, bats and balls. The new posts should be long enough to have the top of the net 5 feet and 1 inch from the ground on the ends and 5 feet high in the center. The court size is 44 by 20 feet for a doubles game and 44 by 17 feet for singles.

Another old-timer but a newcomer to your list of "the" sports is deck tennis. It is a particularly good game to play on a windy day when one can't play badminton. Deck tennis looks easy and rather silly the first time one sees it played; however, it has many hidden charms.

The game is most often played on shipboard but it can be played anywhere and especially well on that versatile tennis court or the back yard. The equipment is simple to construct—tapes, net, two posts and a ring are all that is necessary.

The rings or grommets can be made at home with minimum skill. Grommets are made in sailor fashion of single strands of rope. When the grommet is completed, dip it in varnish and then sew on a covering of cotton or duck. The varnish "sets" the ring and holds the cover on. One can play without the cover on the rings but to keep smooth hands it is better to use it. A standard rubber ring can be purchased for a nominal price at any sporting goods store.

One of the newest sports to rate as a "hit" is shuffleboard. Shuffleboard was popular back in King Henry the Eighth's time. The shipping companies revived it for the amusement of their passengers.

Today equipment is much simpler and can be easily made at home. You who have a cement walk or drive, a long porch or tennis court at home have a layout ready for shuffleboard. For those who haven't such facilities, there is a lawn variation. The other equipment—cues, disks and targets is not expensive and can be used in other games.

Packing the Convention Bag

Whether you travel 3000 miles or 30, your wardrobe must be complete says Shirley Ambrose

A WARNING whistle from the 'Choo-choo', a tighter grasp on that bulging bag and students from campuses throughout the nation are off to summer conventions. Students may attend conventions for various reasons. Perhaps they are awarded as honors; they may be annual or biennial meetings of organizations or purely pleasure trips. But to every person in attendance, the clothes problem is an important one.

Conventions are fun but formal. The gay, care-free atmosphere of a college campus is forgotten for a few weeks in a series of inspection tours, dinners, trips and meetings. Formality may be the password but its twin is comfort.

Hats are as necessary as shoes, but they may take the form of casual turbans or loose, comfortable straws and felts. Fancy veils and flowers will only irritate the individuals doomed to a back seat.

After tramping the streets of a city for hours, no convention queen desires to return to the hotel and assume the role of a laundress in order to be prepared for the next day. Be sure that gloves and hose and lingerie are about the only part of the wardrobe that demand this attention. Gloves should be white and

In case business meetings do not fill all your convention hours you will want to be prepared for playtime with cool, comfortable but neat sportswear in serviceable material and attractive color.



washable. Hosiery should be plentiful. Perhaps the convention may be miles from the nearest apparel counter and that last precious pair of hose may go whoosh—zip. Borrowing from strangers is embarrassing as well as difficult.

A careful selection of two or three easily packed dresses and a lightweight coat will assure the coed that she will be appropriately attired. Silk shirt-waist dresses, georgettes and prints are the most popular at conventions. If dresses are cool and comfortable, the strain of being "dressed up" all the time may be eased. Summer opera, banquets or special meetings may demand formal evening wear. A dinner dress of the detachable jacket type is ideal, for it will apply to all occasions and occupies little space in the bag.

Three pairs of shoes, or even two, will answer the question of appropriate comfort. Saddles for play, oxfords for walking and spectators or sandals for evening. Add shoe trees, for footwear must keep in shape as well as the feet that wear them. Be sure they fit you as efficiently as they fit the occasion.

Souvenirs are a certain result. There is never space large enough in normal handbags to carry all the doo-dads that seem to accumulate in such a short time. Be prepared to carry the whole of the convention away in one of those new huge hand bags. This bag should be of a color which will cooperate with the rest of the wardrobe and should not be too light in color, for frequent handling will soil it.

Makeup is a public problem at conventions. No individual likes to stand around in corners and daub hurriedly with a tiny puff and tinier mirror. Choose flat, practical makeup, such as these new powders applied with damp sponges and liquid rouges that wash easily from the skin and yet are more lasting than the powder forms. Also lipstick tissues, available in handy as well as attractive form, are a necessity for re-makeup. They eliminate stained handkerchiefs as well as untidy bags.

If possible, collect all makeup in a waterproof bag for that special purpose. These pack into a corner of your larger bag and eliminate that last minute mad hunt in the hotel room for a misplaced comb before dashing to a meeting. Makeup bags come in various colors and designs and some are large enough to contain a pair of tightly folded pajamas, so buy one with the future in mind, as a possible overnight bag. One item that is a necessity is a housecoat or dressing gown of some type. A beach coat serves a double purpose if swimming is on the program.

The length of the convention will determine how many bags will be needed. If two are carried, add a light wrap for the formal, and a cape or lightweight wrap of waterproof material as a protection against sudden rains.

Sundays or the last day of convention may be set aside for relaxation, and here is a chance for a swim suit, hiking togs, playsuit, or riding habit. A detachable skirt type playsuit is most practical.

WHAT'S NEW IN

Foods and Nutrition

SOYBEAN powder that when mixed with water and whipped can be used as a substitute for beaten egg whites in hard meringues, candies and souffles may appear on the market to compete with eggs. A solution of 10 to 15 percent of prepared dried extract of the soybean is used in making these products which are almost identical in texture and flavor to those made with egg whites.

★

European food technologists have succeeded in using blood indirectly as food. They have discovered that blood may be substituted for flour in the manufacture of sausages, there being no difference in tastes. These new sausages do not burst when they are cooked, for when the plasma of blood coagulates, it binds other materials together better than flour does. Blood has a high nutritive value; one pint of blood contains as much albumen as 11 eggs.

★

Two ounces of grapefruit juice are included in each loaf of grapefruit bread which is approximately the same price and size as whole wheat bread. Grapefruit juice reacts like buttermilk in bread. Surprisingly enough the slices are firm and fullbodied.

★

Parsley flakes are newcomers to the grocers' shelves. Ease of preparation and likeness to fresh parsley are points its manufacturers stress.

★

Flash pasteurization has invaded the citrus fruit field. Because of its acidity, microorganisms are more easily destroyed in grapefruit juice than in milk. This method prolongs its storage life, helps preserve the natural aroma and flavor and vitamin C value.

★

A milk substitute, Milei, was recently announced in Germany. It is claimed to be ready for use for baking, cooking and whipping.

★

Dr. Arthur H. Smith, of Detroit has stated that the biological value of meat protein may be decreased when the meat is subjected to prolonged and rapid heating.

★

WHOLE wheat bread can now be made from a meal containing the whole of the wheat berry, without losing valuable food nutrients. A new milling machine, invented in England, explodes the cells of the berry by intense air pressure. This is a dry process, whereas the old method of roller milled wheat requires soaking for many hours. The meal keeps well indefinitely and bread remains fresh for at least a week.

Hearts of artichokes, the tenderest portion of a delicately flavored vegetable, are the latest arrivals in frozen foods.

Textiles and Clothing

NEW hose should be washed before they are worn. The United States Public Health Service has found that special fluffing, dulling and other finishes are produced by the use of chemicals which may be harmful to sensitive skin and cause irritation or eruptions. This effect is lost after laundering.

★

Rayon manufacturers are working on a staple fiber which increases the strength and serviceability of spun rayon fabrics. Tests show that garments made from this fiber are stronger at the seams and more washable than present spun rayons.

★

Flannel to be used as a lining in bags and chests is impregnated with scores of tiny silver particles. These unite with that eternal enemy of silver, sulphur gases, and hold them back before unsightly tarnishing of the contents can occur.

★

Stained tablecloths can be avoided by coating cotton tablecloths with a new synthetic which renders cloth impervious to damaging stains. Ink can be blotted and the excess removed by a moistened handkerchief. Chair pads, bridge table covers, shelving and edging can also be treated.

★

The confused consumer will no longer have to worry over just how pink "shocking pink" is upon the completion of the scientific classification of colors, by the National Bureau of Standards. Three hundred twenty colors will be accurately known by a combination of a few hue names and eight adjectives.

★

Enzymes are making themselves known in the dry-cleaning world. Amylases and proteases, especially, are being used to remove stains and prepare fabrics for re-dyeing by converting starch and proteins into soluble forms.

★

Chemically assembled clothes made of raw fibers



Mrs. Leone Rutledge Carroll, a recent buyer, stands in her new streamlined kitchen, a recent purchase from the General Electric Company.

HOME ECONOMICS

which are combed into parallel lines and then bonded with casein, glue, cellulose acetate or resins. While not suitable for fancy fabrics or porous wearing apparel, the material is said to be excellent for making window shades, tent cloth, disposable napkins and towels.

★

Chintz with a permanent glaze finish has been perfected by first filling the interstitial spaces of the cotton fabric with starch and then applying a water-soluble resin to one surface of the fabric. The resin hardens as the fabric is glazed after which the filler is removed and the resin coat is broken by stretching. It is claimed that this permanent glaze is unaffected by either dry cleaning or laundering.



campus speaker, appears in the Jewel Tea store where she directs foods and equipment testing.

Child Development

HOMEMAKERS may avoid the danger of leaving a small baby unattended in a bathtub by strapping the baby in a safety harness that is attached to a metal bar. Rubber pads on the metal bar press against the sides of the tub and hold it firmly in place.

★

A study of children's body measurements has just been completed by the Bureau of Home Economics. As this has never been done before, it is hoped that the size of children's garments will be standardized on a basis according to these measurements.

★

Whether or not an apple a day really keeps the doctor away will be determined in Tennessee this year. Two-hundred orphans in institutions, five to twelve years old will be the subjects for the experiment. They will be divided into two groups of one-hundred each. One group is to be apple-fed; the other will eat no apples. After a year of this treatment doctors will be able to determine whether the apple-fed children are measurably healthier than the others.

Household Equipment

AN ALUMINUM PAN with a lid that clamps easily and securely makes one-hand pouring not only possible but free from steam burns as well. A strainer in the lid is concealed by a flap except when pouring.

★

Glassware can now be decorated with a bright gold

which is comparatively resistant to firing. The new liquid gold has a rapid drying rate and can be applied without previous treatment to the glass surface.

★

For the convenience of picnickers is a combination picnic box and table. With the lunch packed in the container, it is carried by the heavy rope handle. When the food is unpacked the folding legs are dropped and there is your table.

★

Differences between such spots as vegetable and mineral oils on clothing may be determined. Filtered ultra-violet light is directed on the stained material, making a photographic record of the fluorescent effect. The identity comes in the way the different materials fluoresce.

★

A plastic made from corn by-products is being manufactured after seven years of research. This synthetic product can be made into buttons and other items into which plastics are molded. It is also valuable as a coating for washable wallpaper and as a suspending medium for quick-drying ink.

★

Gloves similar to rubber made out of a material containing coal, limestone and salt are being worn. They are reputed to be longer lived, better looking and easier to keep clean than regular gloves.

★

People who live in glass houses need no longer be annoyed by the glare of the sun upon the floor. Glass building blocks with prismatic designs on the interior side direct the light to the ceiling and spread it back into the room.

★

An electric hand iron can be used by the homemaker while she is seated. By touching a button she will be able to apply twenty pounds of pressure on the material being ironed.

★

An accurate butter gauge, made of stainless steel, has a scale engraved into the metal with little slots for inserting a knife. It will measure a teaspoonful, tablespoonful, one-fourth, one-third and one-half cups.

★

Swing into spring with a swing kitchen. There's no awkward reaching into the backs of drawers or cupboards, with storage compartments that swing around and come right out to where you are. Corners are cleverly utilized by fashioning the compartment the shape of a pie with one quarter gone. The whole drawer swings out and around. Swing-around cupboards along the sides of the room are shaped like half pies. All of them whirl out on pivots with the flick of a finger or toe.

Veishea Presents a

Study in Modernity

*Adelaide Richardson checks up
on departmental open house plans*

"IN TUNE with the times!" is the aim of the Home Economics Veishea Open House this spring. With "Accent on Modern Living" as the theme of Veishea, this division will feature the modern in home economics in contrast to the "old."

Golden brown biscuits will be exhibited by the Foods and Nutrition Department which plans to show the effects of kneading on this product.

Shop at Josephs

For Quality and Value

Josephs, Iowa's Finest Jewelry Store,
affords the widest selection in its 69 years...

Over 40 patterns in Gorham, Kirk
and other sterling and silverplate...

Minton and Lenox Fine China in
many lovely patterns...

Beautiful Crystal.

Special table settings gladly arranged to
insure a satisfying choice. Terms if desired.

JOSEPHS
JEWELERS SINCE 1871
Sixth at Locust—Des Moines

Mothers' Day...

Remember yours with
your portrait
from



HILL'S STUDIO

"HOME OF TRU-COLOR"

2530 L. Way

Phone 347

For Better Food
RAINBOW COFFEE SHOP
Good Service
233 Main



Pageantry intermingles with scientific displays as each department holds an open house during Veishea's festivities.

The dietetics section will feature the deterioration of total food value due to storage of strictly fresh food, food three to six days old, food one month old, canned food and frozen food.

The Applied Art Department plans to show the newest phases of art materials in its open house exhibit. The most modern textile designs, work in wood, metal, leather and interior decoration will be displayed.

Father can see but not play with junior's toys which are to be on display in the college nursery school. The Child Development and Home Management Departments will also exhibit carpentry, clay modeling and block structures that the nursery school children have actually done. A complete display of children's clothing, some of it made by students in the Textiles and Clothing Department, will be shown. At least one home management house will be open for inspection.

The Education Department has planned a new feature attraction. This year they are showing interesting slides of actual phases of student teaching.

The old kitchen versus the modern kitchen will be the main attraction of the Household Equipment Department. Plans of poorly arranged kitchens contrasted to well arranged kitchens will be shown. Steps saved by properly placing kitchen equipment will be pointed out in the plans. Electric washers are to be demonstrated. Cookies baked in model stove ovens will be given to hungry visitors.

With their goal 4,000 or over, the Institution Management Department plans and prepares Iowa State's famous cherry pies. There will be a great number of "fingers in the pies" as they are made entirely by students desiring practical experience.

The Textiles and Clothing Department is planning to display the steps in the construction of clothing. This year functional dress design will be stressed. Displays of historical costumes adapted for modern dress designs are also to be shown. The textile economics exhibit will include a display of nylon hosiery.

The Technical Journalism Department will exhibit an old printing office contrasted to a modern office. Students will demonstrate how journalism applies to all fields of home economics.

VEISHEA Beckons High School Students

The best time of the year for high school students to learn what Iowa State College has to offer is Veishea time. It comes this year May 9-11.

Veishea is an exposition of progress in technical education. All departments open their classrooms and laboratories to show the nature of the training offered. Many of them show the kind of work their graduates are doing after college.

One good picture is worth many words of description. By the same token Veishea Open House gives visitors more information about the college than many pages of printed catalogs.

Come to Veishea Open House May 10. The keys to the college are yours. Talk with instructors who are teaching the courses that interest you. Talk with students who are taking those courses. Find out what graduates who have taken those courses are doing.

Enjoy, too, the entertainments that are a part of Veishea, and get acquainted with the friendly democratic spirit on the Iowa State campus.

You'll see Iowa's beauty spot in all her spring splendor, and you'll see, beyond those open doors, three quarters of a century of progress in science and technology.



IOWA STATE COLLEGE

Put New Foods in that *Picnic Basket*

The more novel the food the more successful the picnic, claims Dorothy Jo Weber

PICNICS are like automobiles, the quicker the pick-up, the faster the get-away, the more we enjoy them. If you are an impromptu picnic addict, let the menu be as spontaneous as the mood, but use your originality. The inevitable wieners, buns and marshmallows are tiresome standbys of the old school. A new deal is in order so brace up, picnickers, for some suggestions!

If you take the makings for sandwiches, remember that the warm brown crispness imparted by toasting makes them particularly popular with the crowd. They may first be rolled into horns-of-plenty with meat, cheese or fish fillings. Try adding a slice of corned beef to a slice of buttered bread, a layer of mustard, some minced onion, a sliver of Swiss cheese, then a slice of bread; toast until the cheese melts.

To make "snappy cheese teasers," coat a cube of

**LET OUR EXPERT
FACTORY FURRIERS
PROTECT YOUR FURS**



COWNIES
Hydro-Cold
STORAGE

FREE! Gas
Sterilization
of Moth Life!

\$3.

FOR
\$100.
VALUE

LOCAL REPRESENTATIVE
Mrs. Russell Lake
1216 Lincoln Way



bread with cheese on all sides and toast. In other sandwiches use guava jelly or chopped cucumber. Fresh finger rolls or buns split and filled with olive butter (an already mixed spread) is a savory sandwich to remember.

For those hungry nibblers who can't stay put until the feast begins, fruit and nuts—such as the easily cracked pistachios—can be included. "Burning bushes" of Philadelphia cream cheese rolled into balls and tossed in chopped beef until entirely coated help stave off the pangs of hunger.

For your filler-upper, try kabobs, chunks of steak and bacon, strung on long, pointed sticks, to broil when the embers glow. There are a half dozen other combinations too; sausages and unpeeled apple, cubes of cooked ham put together in layers with horseradish sauce. Small balls of seasoned bread stuffing may be wrapped in bacon and held over the fire to broil in the same way. Hot kabobs may even comprise the dessert, when marshmallows and canned pineapple are strung on the sticks and roasted.

If you feel that old loyalty to wieners for picnics, make them 1940 by splitting them lengthwise, inserting a long stick of cheese and bind them back together by coiling bacon round and round. Fasten the ends with toothpicks. When the bacon browns and the cheese melts, place into a hot toasted roll and serve with catsup.

If your choice is sardines, dress them up by grilling them in their own oil until they begin to turn golden brown. Add a slice of garlic to the oil, remove when brown, season and serve with cold tomatoes. Or, if it is cold meat you want, give each piece a spread of relish and roll it into cornucopias.

Cover potatoes in the hot ashes under the coals, and leave them to bake. You will find that they have

GUARANTEED by
Good Housekeeping
AS APPROVED BY

CERTIFIED

INSTITUTE
for MAINTAINING
DRYCLEANING
STANDARDS

*For Superior
Cleaning*

Ames Dress Club

2910 West St. Phone 98

taken on a delicious new flavor. Clean whole raw carrots add a touch of crispness to the menu.

There is an out-of-the-can menu for easy-goers who pick up and start on a picnic almost anytime. In cellophane bags come cheese puffs and shoestring potatoes. Available in cans is a date-nut bread. A choice of ready cooked ham in big and little tins is available to slice for sandwiches. Canned fudge pudding is a handy as well as tasty convenience. Sugar wafers or individual cakes may serve as dessert, as could a variety of cheese and crackers.

Home-made desserts include tender potato doughnuts. Crepe suzettes similar to pancakes may be cooked on a smooth heated rock. When done, they are spread with marmalade and rolled up. Chocolate drops may be made without a world of preliminary preparation by pouring sweet milk chocolate over corn flakes, serving when firm. Popcorn, dates and other fruit may be coated in the same way, and cut into bars.

Adequate beverage must be included to quench those cotton-dry throats. Bottled beverages can be handily taken. Large thermos bottles or kegs will keep that fresh fruit or tomato juice cold. Canned fruit juices are easily carried. A great jar of iced lemonade is still a favorite. For convenience, for that pleasing picnic smell, for satisfying the crowd—coffee is seldom excelled.

What is a picnic without pickles? Have a variety so that everybody will be happy. Dills and mixed ones, bottles of little cauliflower flowerlets, tiny pepper, onion, mustard and chow-chow pickles—don't forget them!

Take your journey on the hoof or in the saddle, hike or bike. Tie your picnic makings in gypsy bundles and let every person do his part.

Personal Interviews

(Continued from Page 6)

background, general attitude, training, experience and latent ability.

Job finding is a matter of salesmanship. Let the interviewer do most of the talking and be a good listener. Be ready and able to talk when the opportunity is presented. In a few brief sentences you must sell your prospective employer on your value to him. Convince him you have ability.

Be ready to answer catch questions intelligently. Keep your brain functioning. Don't ask for a job. It sounds too much like a beggar at the back door. No matter how much you may need this position keep to yourself that fact as well as other personal matters. Above all don't tell your life history.

Closing the interview is of great importance also. Leave when the employer indicates by rising or when he has all the information he desires.

If you are offered a job accept it only if you can work at it faithfully. Wait for the employer to raise the question of hours and wages. Be prepared to be explicit about the salary expected.

Show the ability to take success or defeat. Don't gush if you do receive a position. Leave with a word of thanks. Never offer to shake hands but smile. Remember there's always another opportunity, another interview ahead.

The young woman in the process of becoming college bred can be preparing for that day in June that will either mark the beginning of a career or a dropping-off place.



**A Princess
... Without Armor**

... in Gossard's waistline lacing Buzum-Hi*. Supple control rather than armor-plate boning! Model 5080, of figured and matching elastic batiste, has a slide closure **\$5.00**

*Pat. No. 2,128,568

be Glorified by GOSSARD

The Fair
AMES FOREMOST STORE

For Cosmetics . . .

**TO SUIT YOUR
PERSONALITY**

See
CAMPUS DRUG STORE
"on the corner"
Lincoln way and Welch ave.

Mother's Day
Photographs
at
BOYERS COLLEGETOWN STUDIO

Make Room for *Music* in Your Library

You can find permanent music enjoyment in a collection of recordings—declares Nancy Mason

ONE way to have music wherever you go is to build a library of musical recordings.

Such tremendous progress has been made in recording the human voice and musical instruments in the past ten years that the question of finding suitable renditions rarely arises.

Collecting records can prove of immense satisfac-

tion, but to be of the utmost pleasure it should be done in a planned manner. It should not be systematic to a routine degree, however, for it should be an adventure similar to the most exciting hobby collecting. It should be planned, however, so that one will gather

To Serve Learning...

... and particularly learning in those fields of science and technology in which Iowa State College is especially interested, by providing a channel of publication.

With these words, from the *Statement of Editorial Policy* of THE IOWA STATE COLLEGE PRESS, Iowa State College joined eighteen other notable universities of the United States in providing facilities for the publication of scholarly manuscripts under its own name.

Under the imprint of THE IOWA STATE COLLEGE PRESS the book publishing program of The Collegiate Press, Inc., which published and distributed more than 50,000 copies of its books since 1934, will be carried on and expanded.

THE IOWA STATE
COLLEGE PRESS

AMES, - - - IOWA

AMES PANTORIUM

Quality Cleaners

410 Douglas Avenue

Phone 231



Mr. Howard Chase of the Music Department can offer suggestions in collecting and enjoying a library of recordings.

a balanced selection of recordings.

Buying haphazardly will tend to make a library one-sided. You are apt to like only those things which you have knowledge of and will be reluctant to develop new preferences. For this reason, if a library of recordings is to be appraised and enjoyed by your friends as well as yourself, it must be gathered with more than your current personal musical favorites in mind.

Try, in your selections, to include as many different types of music as possible within the amount your budget allows. Such a collection is an excellent opportunity to cultivate your musical sense and taste. It affords occasion for shopping around, listening and learning to enjoy the extensive field of music.

Naturally the first few recordings you collect should be those you prefer, being careful not to carry this narrow buying too far. Give yourself the opportunity to expand your knowledge and tastes. Here is an opportunity to broaden your musical scope, if you but seize it.

Buy a symphony first, choosing one you especially enjoy. If purchased in its entirety you will have the opportunity to study it carefully and to get the symphonic form, thus being able to choose more wisely in future purchases.

(Continued on next page)

Alums

in the News

NEWs of alums this month comes to Iowa State from every coast—East, West and South.

Mrs. Ruth Hitzhusen Buckner, '25, who has been employed by General Foods in New York City for the past two years has accepted a position with the National Dairy Council in Omaha.

In New Orleans, Mrs. Beth Johnson Patterson, '38, is with the Girls' Work Program of the National Youth Administration.

Agnes Naneen Barr, '38, is doing demonstration work and recipe testing for the Los Angeles branch of the Southern California Gas Co.

Anne Anderson, '39, is home lighting adviser for the Public Service Co. of Northern Illinois in Joliet.

The "Stop and Shop" Coffee Shop in Chicago is now under the management of Ann Johnson, '36. This is an exclusive shop belonging to a firm which also operates Hillman food stores in Chicago, Oak Park and Evanston.

Opal Hill, '40, has been placed on the food production staff of Stouffer's Incorporated at Cleveland, Ohio.

Elizabeth A. Foster is associate editor of the Bulletin of the Pennsylvania State Dietetic Association at the Mount Sinai Hospital in Philadelphia.

Miss Dagmar Gustafson, instructor of textiles and clothing, will soon be leaving Iowa State. Miss Gustafson will sail June 14 from San Francisco on the S. S. Matsonia for Honolulu where she will become head of the Textiles and Clothing Department at the University of Hawaii.
—by Bette Simpson

Recordings afford an excellent source of musical study. When you compare them to listening to a concert on the radio, you may readily realize their advantage for intensive work. They may be played again and again. If a particular part interests you, that part alone may be played.

Purchase of a light orchestral piece might well follow your symphony and this in turn lead to the buying of a solo recording of your favorite instrument. Other types of recordings in a desirable order of collecting are a vocal solo, choral group and organ selection. Should you follow this plan, you would buy instrumental recordings first, beginning with a symphony, then a solo, and finally large ensembles. Turning then to vocal recordings you would start with a solo and lead up to large choral groups.

Light music should not be excluded in the well-rounded library, for good music does not necessarily have to be "heavy". Some of our "popular" songs are not merely here today and gone tomorrow. This has been proven by such selections as "Rhapsody in Blue," "Smoke Gets in Your Eyes," and "Saint Louis Blues" which may be termed great American jazz classics.

Jeanne Schumacher, H. Ec. Jr., and Katharine Dodds, H. Ec. Sr., have begun libraries of records. It is the contention of both that this hobby makes one much more conscious of pieces played on the radio, in theaters and concerts.

SHORT SKIRTS clamor for stocking Glamour. Here's yours without the penalty of extravagance. The high-twist silk threads look sheerer, last longer . . . because they're

**MOJUD Crepe
SILK STOCKINGS**

\$1.00



THE ROGERS SHOP

CAMPUSTOWN

SPRINGTIME IS PICNIC TIME!!

We have a complete selection of articles that help to make your picnics more enjoyable.

PICNIC BASKETS

assorted sizes and styles

also thermos bottles, grills, roasting forks

Why not make Carr's your headquarters for Veishea supplies.

CARR HARDWARE

306 Main Street

Phone 124

Bring Your Best . . .

TO

Lindquist Cleaners

Phone 303

campustown

Your Lighting

*determines
your studying efficiency*

AN I. E. S. STUDY LAMP

*will provide you
with the proper
illumination*

College Book Store

On the Campus

Whenever It's Flowers

CALL

EVERTS

Phone 490

Downtown

For the Bride—

Gifts to Cherish—Always

FLORENCE LANGFORD GIFT SHOP

413 Douglas Ave.

Downtown

For smart summer sports clothes
and fashionable accessories—

PATSY STYLE SHOP

Phone 303

Campustown

Behind Bright Jackets

IN his slender book Matlack Price muses *So—You're Going to Be An Artist*, (Watson-Guptill, \$2.50). It's especially for art majors who've a flair for drawing and dream of crashing the commercial art field. There are timely tips on the ups and downs of the art market and illustrations to boost any artist's enthusiasm. The book quickly convinces the talented "it's nice work—if you can get it!"

★

IN THE spring a coed's fancy lightly turns to thoughts of furniture—according to Jeanne Judson in *What Every Woman Should Know About Furniture*, (Stokes, \$2.50). If you're a prospective bride or an amateur interior decorator, the few pages of text will be extra helpful. Otherwise you'll be "just looking, thanks" at the eighty pages of photographs of period furniture. The author teaches you to avoid both the white elephants and the out-of-place in interior decoration.

★

IF YOU near-graduates are already bogged down with advice on careers, don't shudder and run when we mention *Career Clinic: The Answer to Your Job Problems*, by Esther Eberstadt Brooks, (Oxford, \$2.00). It may be just what you're looking for. The author has been investigating the relationship of personality traits and certain types of work for some time, and has arranged her findings in self-check charts to sift your grain of ability from the chaff. It may not pick your position, but it will indicate in what particular jobs you'll have the best chance—and that eliminates a lot of letter writing.

★

EVER take a show cut? Ever read a movie magazine? Ever envy a screen star? Yes—you and 85 million other people. Margaret Farrand Thorp discusses the effects of the movies on our reading habits, fashions, ideas and manners in *America at the Movies*, (Yale University Press, \$2.75). What about censorship, and what about propaganda? Is "glamour" good for the country? The author answers these and other questions with perfect impartiality, abundant facts, common sense and humor. It's interesting, it's modern and it's illustrated. What more do you want?

★

OFF THE press comes the diary of seven students from the University of Chicago. *Seven Against the Years*, (MacMillan, \$2.50), by Sterling North, literary editor of the Chicago News, is the story of seven members of the class of '29 and their development in the ten years after graduation. If you recall

The Iowa Homemaker

some Iowa State grads, anything can happen—and it does! After reading the book, your next step will be to exclaim, “now why doesn’t someone do that here?”

★

IOWA STATE Players will delight in James T. Powers’ *Twinkle Little Star*, (Putnam, \$3.50). The comedian recalls a racy account of his life in the American theatre. The book assumes an informal fireside tone and good-naturedly gossips of stage stars, plays and the latest anecdotes. Serve it to yourself some sunny afternoon; you’ll be back for more.

★

CAN you sing it? Jenny Lind could, and became a universally loved and proclaimed opera star. Laura Benet, member of the writing Benet family, has written Jenny’s life story in a volume entitled *Enchanting Jenny Lind*, (Dodd, \$2.50). Music lovers will eagerly follow her artistic triumphs up to the end of her sensational tour through America, where she had been brought up by Barnum, (yes, of Barnum and Bailey). It’s a lively chronicle of a great star who started out with much less chance than an Iowa State musician.

★

A SHOE salon in carved glass with furs behind blue windows—“to bring out the true shading of fine mink”—that’s how Estelle Hamburger “sells” it with the touch of the true fashion advertiser in *It’s A Woman’s Business* (Vanguard Press, \$2.50).

In this inspiring success story the author divulges the advertising techniques of Macy’s, Saks Fifth Avenue, Lord and Taylor and Bonwit Teller. However, the success story doesn’t end here—in addition to being a business woman, the author in her autobiography tells of her married life and the rearing of twin sons.

★

ALL would-be journalists may not expect to go to China, but Edna Lee Booker’s *News is My Job* (Macmillan, \$3.00) is packed with enough thrills to make anybody’s temperature rise. As a newspaper woman, wife and mother, Miss Booker spent twenty years in China reporting political events and interviews with the influential warlords of the ’20’s. Her descriptions of lives of leading citizens lead to the inside stories of the powerful Soong family and of the influence of Sun Yat Sen.

★

SPRING calls forth a rustle of good spirit and desires for highway adventures! For “top” recreation, *Magic Motorways* (Random House, \$3.50) by Norman Bel Geddes offers exciting possibilities.

★

YOU’VE heard of the year 1905 when grandmother was ignorant of the installment plan and long skirts were fashion’s best. David L. Cohn and Sinclair Lewis, who writes the introduction, have filled some 600 pages in the book with *The Good Old Days* (Simon and Schuster, \$3.75).

Styles down through the years are shown in this cavalcade based on Sears Roebuck catalogues. Complete with illustrations, this makes hilarious reading and records the morals, emotions and current events of the last generation all in one! —by Betty Bice



MARY
BUSH

IOWA State’s best dressed co-ed firmly believes that maintaining a smart, fresh appearance is an essential part of every college girl’s routine. For many years the Ames Laundry and Deluxe Cleaners have served the women of Iowa State. You too can create an impression of crisp, clean loveliness by sending your laundry and dry cleaning to us.

AMES LAUNDRY
DELUXE CLEANERS

Phone 47 for Pickup and Delivery

Keep....

..in..

Step....

WITH A DAILY VISIT

TO THE

MEMORIAL
UNION

*You can make that old Formal
look like new
at the*

SUPERIOR CLEANERS

212 Main

Phone 401

IDEAS....

.. *Mother's Day*

.. *Graduation*

.. *Flowers*



Coe's Gift Shop

CAMPUSTOWN

Phone 110

DOWNTOWN

Phone 111

*Something
to Sing
About!*



Good food at popular prices

L-WAY CAFE

Campustown

Millinery

and

Accessories

HAZEL BUCKNAM

At Osborn's

Graduation Pictures

THAT PLEASE

HART'S STUDIO

216½ Main

Phone 336

For Mother's Day—

Give Stover's and Whitman's Candy

JUDISCH BROS. DRUG STORE

Free Delivery

Phone 70

From Journalistic Spindles

K NIT one and purl two—" in a gruff bass voice. The scene is the knitting and sewing school for men that has been organized at a New York hotel. This may seem unusual but historians tell us that George Washington was an excellent sewer, Henry VIII and his court enjoyed knitting and David Windsor recently presented his wife with a self-knit sweater. • Earnest young poets needn't starve in garrets if they inscribe their lines on small boards to hang from standards or fences in gardens that all who roam may read.

• Delving into cuisine history, we find that the emperor Tiberius looked upon parsnips as a rare treat. They were grown along the Rhine and slaves were sent afoot over long stretches of wilderness to bring them to the royal table. As carrots were being used chiefly as plumage for the headdress of court ladies, peas were making their debut in England upon the tables of the noble in birth, but were eaten chiefly by women. At that time apparently food might be masculine or it might be feminine, but what was food for the goose was taboo for the gander.

• Definition of those seasoned troops we've been hearing so much about lately: mustered by the officers, peppered by the enemy and containing a lot of old salts.

• Last quarter's sob story . . . the pert little blonde who wept on her chemistry instructor's shoulder that she had studied and studied for that final and only got a 37. "That's all right," comforted the instructor, "Heinz worked all his life and only got 57."

• "You've got troubles?" exclaimed the coed, "How can I pay my April bills in May with my July allowance that I don't get until June?"

• Latest creation in canine fashion is that ultra-smart traveling bag in which a small "pooch" may be easily carried by a pair of cloth grips. If he demands a lot of ventilation the front may be left open while the top of the bag is neatly closed with a slide fastener.

• The ole S'uth'n school of cookin' comes forth with two new food creations—the "corn dog" and the "corn hog." The cawn dawg is a skinless frankfurter packed in the center of a cornbread roll, and the cawn hawg is likewise, 'ceptin a pork sausage replaces the frank.

• Life becomes more easy for the beauty-conscious woman who powders her nose with an electric powder puff. As she brushes the puff over her face, vibrations are produced by a motor in the handle of the puff which causes the powder to filter through a special diaphragm and go onto the face evenly.

• A "Rose Luncheon" is a new idea in meal planning which comes from a luncheon club in New York. Tests and many discoveries were made in the art of cooking foods flavored with rose petals. Foods which cannot be flavored thus are molded to resemble roses.

—by Dorothy Anne Roost

O'NEIL'S VELVET ICE CREAM

has the delicious flavor
that will please the taste

in addition
has solid food value

♦
I. S. C. STUDENTS
HAVE BEEN EATING IT FOR
26 YEARS

♦
O'NEIL'S name stands for
QUALITY OF PRODUCT
and
HONEST BUSINESS

O'Neil Dairy Company

308 5th

Phone 62

SPRING!!

FLOWERS—

BEES—

BUGS—

BOIDS—

BUDS—

? ? ? ? ? ? ? ? ? ?

What kind of an ad is this,
anyway?

♦
Oh, heck—when you need
PRINTIN'—see us!

Carter Press

127 Welch



GRADUATION

Gifts

Costume Jewelry

pins, bracelets
necklaces \$1.00

Handbags

Calf and Patent
Leathers
\$1.00, \$1.49, \$2.98

Hand Embroidered Linen Handkerchiefs

29c, 39c, 49c

Davencres
HOSIERY BY
Humming Bird

2, 3, 4-thread weights
in popular spring and
summer colors
89c, \$1.00, \$1.15, \$1.35

STEPHENSON'S

Opposite Campus

Famous For Fabrics

TALBERT JEWELRY

A new yellow gold diamond ring mounting
with a Platinum top set with
Baguette and Marquise Diamonds

Call 204-W for evening appointments
Divided payment plan

FRANK TALBERT

IN SPRING, "THAT" YOUNG MAN'S FANCY

will turn your way
when you blossom out with a
charming new hairstyle

from

Field's Beauty Shop

310 Main

Phone 1069

Biography

of a Home Economist

MARGUERITE ROOT, '39, as secretary of girls' work in the Rogers Park YWCA, Chicago, has charge of all the various activities that are provided for high school and grade school girls who attend the YW.

A group of girls desiring to join the YW come to Miss Root, who helps them organize and secure a leader. Group leaders are chosen from the women of the community who are interested and have expressed a desire to sponsor such a club.

The YW provides pianos, table tennis equipment, pool tables—practically every indoor sport imaginable. When the clock rolls around to 3 in the afternoon, the YW becomes a popular place. In every room there are games or meetings. The schools in Rogers Park dismiss at this time, and the girls waste no time in coming over to the YW.

Also there is a crafts shop. Miss Root, who was an art major in college, is especially enthusiastic about this department. She has been able to suggest new things for the girls to make and is constantly being sought for personal help, which she enjoys giving.

This YW also has a summer camp located on a small lake about 30 miles out of Chicago. It is part of the secretary's job to serve as director of this camp. Working with the head of the YW, Miss Root chooses counselors, cooks and all other camp help. She attends and supervises the functions of the camp.

The young girls look forward to this summer camp where they can enjoy swimming, canoeing, archery, tennis, golf, long hikes—practically every outdoor sport imaginable. Stables near the camp make it possible for them to go horseback riding.

—by Eleanor White

Index to Advertisers

These advertisers are making it possible for you to read the Homemaker each month. You may show your appreciation by patronizing them.

Ames Dress Club	16
Ames Laundry	21
Ames Pantorium	18
Bauge Shoe Co.	23
Boyer Studio	17
Campus Drug	17
Carr Hardware	19
Carter Press	23
Coe's	22
College Book Store	20
Collegiate Press	18
Cownies	16
Everts	20
Fair Store	17
Field's	24
Florence Langford	20
Hart Studio	22
Hazel Bucknam	22
Hill's Studio	14
Iowa State College	15
Josephs	14
Judisch Bros.	22
Lindquist's	19
L-Way Cafe	22
Memorial Union	22
O'Neil's Dairy	23
Patsy Style Shop	20
Rainbow Coffee Shop	14
Rogers Shop	19
Stephenson's	24
Superior Cleaners	22
Talbert Jewelry	24
Western Grocer Co.	25
Younkers	26

JACK SPRAT FOODS



*300 Food Products
which meet every
requirement of
home economic
laboratory and
household budget.*



Katie Kampus

Our Mythical, Typical Co-Ed

A Picture of
Sophistication
in Her Favorite
Shirtwaist Classic
Formal (with
Tremendous
Skirt Sweep)
from a Super
Collection in the
College Shop
Third Floor, East



Younkers