

# It's Veishea Time Again . . .

By Ella Gertrude McMullen

"IN THE spring"—May 5, 6, and 7, to be exact—the fancy of the Iowa State campus lightly turns to thoughts of gaily costumed night shows, open-houses, a May queen's crowning beneath the campanile, cherry pies as only Ames Co-eds can bake them, a half-mile of gaily bedecked floats in the parade, seeing old friends, and all the other joys that make up Veishea, the annual Iowa State College exhibition.

This is the eleventh year that Veishea has been celebrated as a three day all-college affair. Previous to 1921, several departments staged individual expositions and the success of these projects led to the organization of our present Veishea. The name is made up of the initial letter of each of the college divisions—"V" for Veterinary, "E" for Engineering, "IS" for Industrial Science, "HE" for Home Economics, and "A" for Agriculture.

The 1932 Veishea is individual in that it has successfully met one of its worst enemies before the usual meeting time arrives. This enemy, Depression, was discarded early in February with a campaign in which the students of Iowa State College underwrote Veishea for 1932 by purchasing coupon books containing tickets for all the Veishea features for the three days. The books are

styled after the coupon books of commercial concerns and sold for one-half the sum of the individual admissions. Rumor has it that many Co-eds bought two of the coupon books since this is leap year.

Cherry pies—hundreds and thousands of them—will again be welcomed by all visitors to Home Economics Open House on Friday afternoon, May 6. Each year the students tempt you with the traditional cherry pies, better even than mother used to make.

"What dress shall I wear today?" "How can I refinish Grandfather's beautiful old chair?" "Which washing machine is best?" "Which washing machine is best?" These questions and many more will be answered in the home economics exhibits, demonstrations and style showings. The high school girls of Iowa will also be given a chance to enter contests and exhibits in Veishea this year through the organization of a brand new department, Home Economics Education, by the Veishea Central Committee. This department corresponds to the Future Farmer meetings held in previous years for high school agriculture classes.

In addition to seeing Iowa State at work through the open houses, visitors on the campus will see the college at play as well in the annual May Fete,

Moving Up Ceremony, athletic contests, Student Vodvil and the Night Show. Over 2000 students will be involved before all plans are completed and if student backing and enthusiasm are a fair basis for judgment, the 1932 Veishea will be the biggest ever!

## When It Rains

By Regina Kildee

"APRIL showers bring May flowers," and this year they will bring forth, also, raincoats as brightly colored and of as many varieties as the blossoms themselves.

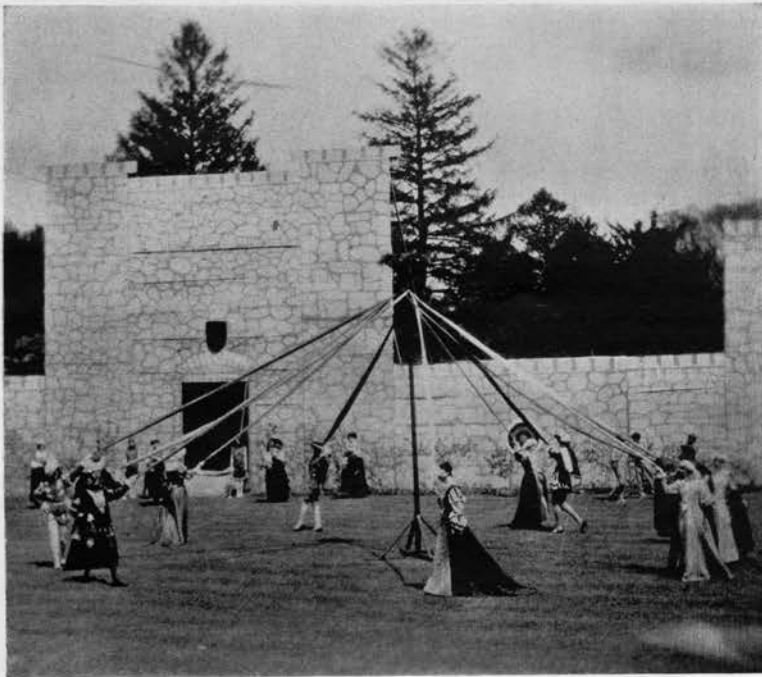
It is smart to look military this spring; accordingly many of the newest raincoats display broad shoulders and jaunty lapels which will flare daringly on days when the desire to wear something dashing and comfortable persuades you that it does look a little like rain.

These coats fasten snugly around the throat when the wind and beating rain become stern realities. Metal buttons will help many raincoats to brighten the campus this spring.

If you are air-minded, you can just as well be aeronautically military. There are being shown natty raincoats of the very type that Anne Lindbergh and the news-reels have made famous. You may wisely choose your raincoat either semi-fitted or slightly bloused; one thing is certain—it will be trimly belted.

Color is, of course, the most exciting thing about raincoats and makes rainy day clothes almost the cheeriest part of the wardrobe just as they should be. You may prefer to get your color in the coat itself—they're displaying such gorgeous plain, striped, and plaid materials in raincoats this spring—or you may choose one of the more neutral gabardines or water-proofed tweeds and look to your accessories for color interest. In this patriotic year, the bicentennial anniversary of the birth of George Washington, white raincoats with red and blue accessories are extremely appropriate and popular. Many of the new brightly-hued raincoats boast matching caps and umbrellas. In rainy day costumes, as in all others, accessories can make or mar the ensemble—they should be natty and trim and look sensible whether they are or not.

Now, last but not least, **don't** forget (Continued on Page 15)



Ring Around The May-Pole

## Use More Corn

THE Homemakers' Corn Club is a brand new Iowa organization, members of which pledge themselves to use corn dishes on their family tables at least three times a week. All this is a result of the radio talk, "Contributions of Corn," a part of the "Know Iowa Products" series of programs given during the Homemakers' Half Hour, broadcast daily from station WOI, Iowa State College.

Although Iowa is a great corn-producing state, it is not a great corn-eating state, says Mrs. Henry Ness, director of the Homemakers' Half Hour. It is hoped that the Homemakers' Corn Club will result in the consumption of enough more corn in Iowa to produce eventually a noticeable effect on the supply and consequently on the price of corn. One way to meet the depression, Mrs. Ness says, is to use the products of our own state.

There are many ways in which corn can be used on the table without monotonous repetition. It may be used as a vegetable, in salads, or it may be made into fritters. Then there are many ways in which cornmeal, corn sugar and corn syrup may be utilized in the menu. Cornbread, muffins, cornmeal desserts, cakes, breads, ices in which corn sugar is used, and corn syrup candies, these are a very few of scores of ways in which corn can be brought into the diet.

"Contributions of Corn" is just one part of the "Know Iowa Products" series. Other talks included are "Eggs, Their Use During the Lenten Season," and "Have You Tried Oats?" These talks were requested for broadcasting by the American Legion Auxiliary. Another talk, given before the request, but which fits into the series, is one called "Ways of Using Cottage Cheese," which you will find printed elsewhere in this magazine.

## When It Rains

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your rubbers! This familiar bit of advice will not be half so hard to follow this spring as it has been in the past. The zippers that we have been wearing blithely, winter and summer, will no longer be seen. Low rubbers are in again—not the shiny, stiff, old-fashioned sort that made your feet feel so heavy and conspicuous, but a new, very flexible kind made of dull rubber that looks just like your shoes. And—this is good news

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—they can be purchased with heels of any desired height; no longer need your rainy day walking be made uncomfortable by clumsy rubbers, poorly fitted in back, which flap annoyingly up and down with each step.

## Dainty or Dramatic

(Continued from Page 1)

you still have another question to consider. Is your personal coloring warm, cool, or in-between? Personal coloring, of course, makes certain colors becoming and others unbecoming.

If the shadows in your face are brownish, your skin coloring is warm. If the shadows in it are predominately blue, your skin coloring is cool. If they are rather purplish, your skin is between warm and cool. The coloring of lips and cheeks also shows whether the skin coloring is warm or cool. Warm cheeks and lips are orange-red; and cool cheeks and lips are violet red.

Then, we must consider the eyes and hair. Blue, green, and gray eyes are cool, and brown eyes are warm in color. Hazel eyes are between warm and cool, for they are usually a mixture of green and brown or gray and brown.

Warm hair is golden blonde, red, auburn, rich brown, or brown-black. Cool hair is ash blonde, gray-brown, or blue-black. Red hair is the warmest of all. It is easy to see the difference between hair of the golden blonde type and that of the ash or silver blonde type. Red or red-brown hair is very different from

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