



Soon You Will Be "Veishea-timing"

by Beth Cummings

FOR 17 years Iowa State has held a three-day open house for friends, sweethearts, relatives and parents to come see "Iowa State at work and play." Involving the aid and cooperation of almost every student and faculty member, Veishea attracts thousands of visitors from the four corners of the state to see Iowa State College. Since 1922 Veishea has been growing until it has emerged from a small scale carnival with six or seven major events into a huge celebration.

May 12, 13 and 14 this year will again bring the famous cherry pies, baked and dispensed by the Institution Management majors. The "Dime Delicacies" are as much a part of Veishea as the traditional float parade. Scornful men, who do not deign to explore the depths of No Man's Land (Home Economics Building) throughout the year, brave the milling crowds on Cherry Pie Day.

Pie crust—acres of it—will have been rolled to a calibrated thickness by Friday, the 13th—Open House Day. Friday, the 13th, may be unlucky for some, but not so for the cherry pie girls. Come rain, come shine, the cherry pies remain standard products.

The 1938 open house in Home Economics will feature a series of June Bride displays. Every department will center its ideas around hope chests, bridal gifts, house planning, equipment for the bride—everything, even to the wedding itself. Requirements of the wedding reception or dinner will be unfolded; nutritional specifications of a meal to keep the fond husband up to par physically will be co-starred with budget menus.

A special recipe for first-night biscuits will be available for all those interested, unconditionally guaranteed to be "as good as mother used to bake." Far-seeing as usual, the home economists will even look into the future with information and suggestions concerning the children—these from the Child Development and Home Management Departments.

One of the biggest projects carried on by a department of Home Economics is the Homemakers' Congress, sponsored by the Home Economics Education Department. The Congress, con-

ducted annually during Veishea since 1930, brings prospective women students to the campus to acquaint them with the various fields of Home Economics and to give them a sample of Betty Coed's life.

The program, which is arranged and executed entirely by education majors under the supervision of Mrs. Mary McCloskey, faculty adviser, consists of early morning registration on Friday and convocation, after which the girls will tour the Home Economics Building. After their luncheon at Great Hall, they meet for round-table discussions. The girls are housed on the campus in the various dormitories. Every student in the Education Department has some responsibility for making the high school girls' visit profitable to her and her school. Entire classes of senior girls from numerous high schools over the state make this Homemakers' Congress their annual organized outing.

One of the most artistic and elaborate productions presented by the women students at Iowa State is the Spring Concert. Combining the Women's Glee Club and the original dances, the Spring Concert has become so popular that it has been shifted to one of the headliners of the entire Veishea program. Because of its wide acclaim, a demand for

a larger auditorium has arisen. This year the event will be presented in the Armory, Saturday, May 14, on a specially built stage.

Putting science into practice and showing others that it can be done is the chief aim of students during the 3 days of May when Iowa State puts on a fast-moving production. Marguerite Root will shoulder the responsibility for the Home Economics open house as a whole. Each department has its own open house chairman—Helen Clark, Technical Journalism; Lois Hawk, Child Development; Jean Ripple, Education; Jean Spencer, Applied Art; Gay Starrak, Foods and Nutrition; Jeanne Strohmeier, Textiles and Clothing; Katherine Taube, Household Equipment; Cleo Willey, Institution Management. These nine women will put the Home Economics side of the campus on display for the some 20,000 Iowans who attend Veishea.

Professional interest is developed through work on displays, demonstrations and the Veishea parade. Home Economics students slave long and hard to get ideas that are new and different, ideas that will adequately interpret Home Economics at Iowa State.

Veishea like Christmas comes but once a year. It's lots of work, but it's more fun.

