

THE IOWA

HOMEMAKER



FEBRUARY 1938

THE IOWA HOMEMAKER

FEBRUARY

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Pencils, scissors and color tubes form the cover's Valentine pattern. Applied artists, Doris Young and Ethel Margaret Gilmor, designed and cut the block.

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Beauty from Beauty

*From simple materials come beautiful things:
Soft yielding clay, dull uncut stones,
Pale nubby yarns, fresh scented buds—
Quietly seeing, the artist starts in,
Out of beauty brings beauty for us to enjoy,
And finds in his workmanship joy for himself,
The joy of creating,
The thrill of design.*



Through Masculine Eyes

THE LEAST crowded occupation for women today is that of the intelligent wife of the well-to-do man," says Mrs. Chase Going Woodhouse, Connecticut College economics professor. "We need a lot of her."

And to this frank statement a Midwestern sociologist adds: "Many women are finding it more lucrative to compete with others of their own sex to win a husband than to compete with other women and men in the business world."

All of which proves there is a practical field for the homemaker. What's that? You already knew it? Did I understand you to say that some of you are in school with just such plans? Then ours is not a startling revelation. But it's nothing to be ashamed of, some of the Ags have told me confidentially that they think the Iowa State Home Economics Division is a fine place to shop around a bit for a partner.

"Won't you take a look at Home Economics and write your impression of the course and its student?" No sooner had I launched upon the new quarter when your editor confronted me with this request.

"You're asking me to 'stick out my neck' so early in the quarter?"

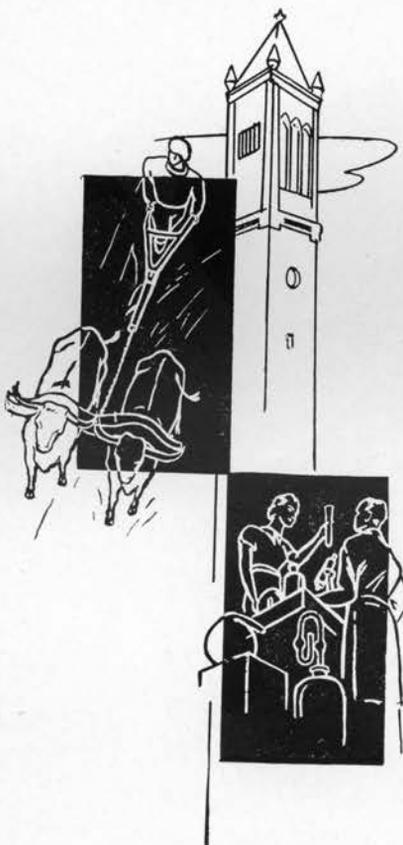
"Oh, but these Home Ecs are tolerant," Peggy promised. And I hope so, obviously, because they must necessarily be, in order that I shall not be the target of justifiable feminine wrath when they find their very fine magazine cluttered with the ramblings of a mere so-called Ag Journalist who, incidentally, would feel more at home writing about livestock, soils and sports.

I expect my friend and rival editor, "Sparky" Anderson, considered this same question from the viewpoint of the engineer. Sort of an agricultural student myself, you'll excuse me if I take a peek into Home Economics as a representative of the "east side."

In the matter of home background, many of you Home Ecs and most of us Ags have a good deal in common. Most of us won't return to the farms where we were raised but the training we received out in the country will be invaluable in any field of work. The close correlation between the boys' and girls' 4-H Clubs, the Agriculture and Home

Economics curricula is obvious.

Home Economics! The very title of your division reminds one of the home and the family, the most potent institutions in American life. Homemaking is a job which challenges more knowledge than any other profession. Obsolete as hoop skirts and mustache cups are the days when training for



home economics meant only learning to cook and sew and keep a house clean. That theory even preceded in death the idea that the "three R's" constituted a well-rounded educational program.

Homemaking today means infinitely more than cooking, sewing and house cleaning—though Heaven help us if the jobs are ever turned over to the males. It means the wise administration of a home; a distinct social obligation; a life-time job which calls upon all the resourcefulness and ability which a person can command.

Serving in the capacity of the "hairspring" of the home is not the only way in which a wife can be of immense practical value to her husband in his profession. She is quite often expected to be a leader in community organizations and activities. Her abilities and conduct reflect directly upon her husband, and the success and happiness of both are quite closely tied in with the skill in which the wife executes not only the routine household duties but the more complex outside duties.

Don't conclude from these statements that we men expect the women to carry the burden. Far from it. Marriage is a cooperative affair. It is a balance-wheel in a man's life. The woman's place in the bargain is that of a partner in the business, and usually the "little woman" is quite an important partner in a man's life and work. An inspiration if nothing more.

Here's where the Home Economics education fits into the picture. And especially Home Economics at Iowa State. For they tell me that this division on our campus is "tops" in the United States. The technical angle of the education, as I see it, has a two-fold purpose. First, it teaches the Home Economics student the best and most effective homemaking methods, which she will probably some day have the opportunity to put into actual practice. And second, if the college woman is looking forward to a professional career, even if only temporarily, there's no better way of preparing for it.

An education consisting only of technical courses, though, whether in Home Economics, Agriculture or Engineering, would be pretty much out of proportion. A well-rounded education is designed to teach the student how to live a life in this world of ours, not simply how to outstrip his fellow men in his work.

Come to think of it, I don't believe I am sufficiently familiar with Home Economics and home economists, so to speak, to write authoritatively on the subject. Maybe I'd better do some research in the field in case . . . ah . . . in case I am called upon to write another story on the subject some day.

—by Jim Henderson
Editor of Iowa Agriculturist

Engineers think home economists are "chief cooks and bottle washers—plus"

THINGS HAVE come to a pretty pass when an engineer has to be invited to take a look at Home Economics!

But to tell you the truth about it, up until the time your editor asked me for a contribution to the world's literature on said subject I'd so sadly neglected my education that I found myself wondering just what Home Economics is! Well, anyway, it was almost as bad as that! You see, an engineer, if he's going to do much more than take a look at his engineering, hardly has time to look at anything else.

But after looking around, I'm convinced the engineer should spend more time looking at Home Economics and Home Economists!

For, even for an engineer, the one biggest thing in life is the home. I'm satisfied that having a happy home is even more important than squeezing the last reluctant one percent efficiency out of a transformer, or developing a new type of electron tube that will revolutionize industrial control.

Actually, though the home is the more important of the two, they really go hand in hand, as far as I can see, and this opinion is also held by personnel directors of large companies, who, though not necessarily on the look-

out for married men, encourage their employees to get married as soon as reasonable financial stability is assured.

The reason most of them give is that the married man becomes a much more valuable employee, because through his marriage he not only acquires something really tangible to work for, but also loses the incentive to go out and raise something or other every night.

But marriage alone is not sufficient. The marriage must have behind it more than the mere desire of two people to become one. The two parties involved must realize their obligations, and be prepared to take care of them. Of the two, the more important is undoubtedly the little lady. The man, of course, must be the breadwinner, and as I have just mentioned, his mere marriage is expected to make him a better one. But if it is to have that effect, the home must have several very definite characteristics.

It is the happy bride that makes the house a home—that gives it those characteristics. The wife must not be looked upon as a mere "chief cook and bottle washer," for it is she, almost invariably, who sets the standards of the home as regards choice of friends,

hospitality and recreation. It is she who must direct the education of the younger members of the household. It is she who has the obligation of making the budget, balancing and settling all accounts, serving as purchasing agent and storekeeper, and preventing waste.

And so, as the director of the home, the woman has an unusual opportunity to influence the welfare of the world. By the influence her home exerts on her husband and their children she can control the destiny of generations yet unborn. It would seem, then, that the most important single phase of education in the world today is in the field of Home Economics.

And the Iowa State man who is looking for a mother for his children will do well to look at the green pastures on this side of the fence. When he finds a young lady here he can be reasonably well assured that she is adequately prepared to make the type of home that will spur him on to better accomplishments in his own field and actually help him to design a bigger and better steam turbine, develop a new type of high-strength metal alloy, or discover new applications for electronic control devices.

—by E. L. Anderson
Editor of Iowa Engineer

"Home economics for a happy home," say two gentlemen of the press.





Use Angles and Light for Snappy Shots

by Jane Helser

them at some interesting activity. If they're given something to do with their hands and something to think about besides wondering whether the tummy is pulled in or the wind is ruining those curls, you'll have a more natural looking picture. The appeal of the natural pose is the main reason for the success of the candid camera shots. We all like action and ease.

"Please," implore those who are in the know, "avoid pictures that appear to have been carefully posed." Leave the posed studies to the experts and confine your activities to carefree, unaffected studies.

You may not have noticed, when you were snapping dressed-up Susy, cavorting about the garden, that the ashcan in the neighbor's alley was in full view, but your camera doesn't miss

things like that. It records what is actually there—appropriate or not.

The experts plead once again, choose your background to fit your subject if you would achieve an effective photograph. Here the problem of light and dark enters in. It would be unadvisable to snap persons in light clothing standing in front of a white house. Visualize the difference if the subjects or their little white puppy are "caught" standing against a dark tree trunk or climbing out of a dark colored car. They would stand out against the dark backgrounds and be the centers of interest they were intended to be.

And now a word about composition. In general terms, the composition of a picture is merely its arrangement. In some pictures the arranging consists of a conscientious placement of persons or objects. Other compositions are created by selecting a different point of view. In taking pictures of moving objects, the composition is controlled by the exact moment at which the camera is snapped.

To achieve good composition, the photographer must have balance. This does not mean that everything in the picture must have an opposite on the other side of the picture; it means that the general arrangement should be pleasing and not lopsided. The final effect should give the same satisfaction as we find in the irregularity of a tree. The lines of the landscape, the glimpses

of open sky showing through the trees, and center of interest should all be diagrammed to fit together in the most pleasing manner.

Although they are not to be emphasized, there must be objects of secondary interest in the picture unless it is a straight portrait. These secondary interests will balance the picture. For instance, if you wish to emphasize a mountain in a picture and there are going to be people in the arrangement, the people should look at the mountain instead of the camera. They should be photographed at least twenty-five feet from the lens.

One of the most effective ways to get a striking picture is to take the picture from an unusual angle. The viewpoint has much to do with the perspective obtained in pictures, and if the effect as viewed in the camera lens is odd and unusual, it will be recorded in the film. Although distortion is to be avoided, many interesting pictures can result if the cameraman shoots them at some angle other than that of the level eye. Try looking down on your subjects or take an oblique view instead of an ordinary front shot.

A leading camera manufacturer has listed a few concise pointers for beginners:

1. Misty eyeglasses prevent distinct vision. "Just so with the camera's eye. Keep the lens clean for clear, bright pictures."

2. "The camera cannot see through the tip of a finger which is placed over the lens."

3. "When focusing cameras, be sure to set the lens at the correct distance mark." Out of focus cameras result in blurred pictures.

4. "Two other causes of blurred pictures are: Camera was moved when shutter was clicked or shutter speed was not rapid enough to 'stop' the action. The latter results in fuzzy pictures."

5. "Two pictures are spoiled when you forget to turn the film and a 'double' exposure is made on one section."

Whether you take it seriously or just for fun, photography is an extremely interesting pastime. Modern developments have made commendable photography a simple matter for us amateurs. They have given us a simple method to pictorially record, once and for all, those scenes which we want to remember.

HOW DEAR to our hearts are the scenes of our college days—one arm looped with attempted non-chalance through that of your man of the moment, maid and hero squinting at Mr. Sun and grinning self-consciously at the birdie.

But not so for long because Iowa Staters are taking up photography as a serious hobby and trying to put art into picture-taking. Even those of you who seldom snap the snapper should be interested in a few elementary rules of picture shooting which will make those infrequent likenesses a pride of possession.

We'll have to admit that photography is not something at which anyone can be outstandingly successful. One must have a natural flair, artistic talents and a sensitive perception—not to mention the ability to visualize results. However, we can all take good pictures from the standpoints of composition and subject matter, so draw up your chairs and listen to a few pointers on how to take commendable snapshots.

In order to take a picture you have to have something to photograph and that something will be either people or things and often a combination of both. Whatever the subject may be, make it interesting; anything can be made to possess interest if you try hard enough. One of the easiest ways to pep up a picture is to make it really live.

If you're emphasizing people, "shoot"

Faces in Focus

by Gaynold Carroll and Harriet Graves

WANDA MOORMAN, Fr.—Personable president of the freshman class. A blue eyed, curly haired independent. Member of YWCA. Representative at large for Town Girls' Council. Wears a Cardinal Guild sweater.

Jane Helser, Jr.—A pianist of note—you hum it, she'll play it. Hear her every now and then playing the carillon. Student social director on Memorial Union board. More than willing whenever there's work to be done.

Lenore Soder, Sr.—A blonde beauty. In demand as a model for free hand drawing laboratories. Classic features. A smooth dancer with a good voice and plenty of personality. Glee Club and octette, too.

Margaret Sheridan, Jr.—Call her "Peg" or "Sherry." Likes coffee. Formerly of St. Mary's, roots for Notre Dame. Fine sense of humor but doesn't like puns. A T&C major, which makes her designs legitimate.

Anita Harding, Jr.—Education major. Five feet two, eyes of blue. Skates like nobody's business. Good student—musician—athlete—dancer. Versatile, we'd say. Pretty, too.

Ruth Kunerth, Jr.—Delightful! Bright, accomplished, spirited and blonde. On Veishea Central Committee in charge of features. Won last year's Geneva scholarship. Member of Theta Sigma Phi, Sigma Alpha Iota, etc., etc., etc.

Ethel Overholt, Fr.—Star freshman journalist. Makes good average despite chemistry—is accomplished "Big Apple-ist"—golden hair—white combs—fiery red peasant scarf—just breaking herself into wearing first pair of glasses.

Winifred Royce, So.—House chairman. On the YWCA committee that turns out those so clever "make you want to come" posters. Active in Theatre Workshop and Homemaker circulation staff.

Georgina Vaniman, Jr.—Native of Illinois, whose intriguing hair has natural, deep waves. Likes bass voices. Up and took herself to the Little International on account of her father's friends wanted to meet her. Thinks the AGR's and Joe are special. Talented singer. Sigma Alpha Iota.

Gwen Griffith, Jr.—Dark curly-haired secretary-treasurer of the League of Women Voters. Efficient co-chairman of AWS tea dance last quarter. Faithful Bomb staff member. Prominent in WAA. A whiz at sports. Household Equipment major.

Leah Scott, Sr.—A cute little trick-wiggly nose—sparkling blue eyes. Favorite drink, lemon phosphate. Takes freshman sponsoring seriously. Decorates room in cardinal and gold to the 'nth degree.

Eileen Womeldorf, I. S. So.—Attractive titian. Has beautiful contralto voice. Goes in for compacts in a big way—received several for Christmas. Frequently seen with Bill Scott, past prexy of Delta Chi house.

Adele Moehl, Jr.—Brunette of distinct coloring. Quite definite yang type. Stunning in a formal. Has extensive wardrobe and knows how and when to wear it. Pepper-upper at Mary Lyon. Exceptional student. Prefers reds, rusts and browns. Brother at Grinnell and she do not agree on colleges.

Ruth Sawin, Jr.—An up and coming scribess. Always happy and optimistic. Interested in WAA. Good at making surveys for the Homemaker. Thinks type-lab is fun and is one of the better campus proof readers. Favorite name, Herman (anyway, right now).

Barbara Field, So.—Debonair "girl Tuesday" of the Student society staff. Likes to knit, read, play tennis and go canoeing. Designs and makes her own clothes. Modeled with Wellesley, Vassar, and Smith representatives at Mandel Brothers College Shop, Chicago, during Christmas vacation.

Harriet Knudson, Jr.—Iowa State's most beautifully complexioned girl. Domestic little soul—makes delicious



Marie Larson

hot biscuits—just ask "Colonel." Weaknesses are gardenia perfume and crested jewelry, especially Pi K A.

Mary Ellen Lynch, Sr.—You can't miss those dimples. Vice-president of YWCA. Member of Iowa State Players. An honor student. Secretary of the Home Economics Club. Mortar Board and Theta Sigma Phi. A clever punster and all around girl.

Miriam Richardson, Sr.—Editor of the Bomb. Wears a Theta Delta Chi pin. Managing editor of the Homemaker last year. Another Theta Sigma Phi. Wears interesting clothes.

Marjorie Ann Pettinger, Jr.—Better known as "Pudge" but does not quite live up to it. A brainy socialite. Likes to write fluffy little stores, as she calls them.

Florence Pettigrew, Jr.—Unusual type of beauty. Nice disposition. Nothing snooty about this girl. Likes military men. Does good work on "Hoops and Hobbies" for YWCA. A member of Home Economics Club Council.

Gay Starrak, Jr.—Managing editor of this magazine. Smart looking—dresses well, according to Sally. Thinks Canada is THE place for a vacation. Just ask her. Has been twice recognized at Honors Day ceremonies. Phi Upsilon Omicron.

Eunice Anderson, Jr.—"A winsome, bespectacled blonde." Expert maneuverer of sail boats around Clear Lake during the summer. Good-looking formals in her wardrobe. Naiad member. Charm plus per square inch.

Marie Larson, Jr.—Capable chairman of Home Economics Ball. Nice personality. Takes delight in a good horseback ride. Class personified in riding togs. Looks well in black, too—formals and otherwise.



Wanda Moorman

New Style Loves

by Sally

Radiance For Evening Revelers

Square décolletés
Wide-skirted nets
Tiny waists
Rainbow-hued sheers
Bodice softly draped
Boleros with sheers
Above-the-waist interest
Yards and yards around skirts
Satin, crepe, chiffon and taffeta
Newest sheer-crystal rayon chiffon
Lady Godey's petticoat
Spangles in jackets and handkerchiefs
Lace hoods for milady's protection

Flatter Your Ankles With These

Multicolors definitely out
Pumps for general wear
Vivid colored lizard and pigskin
Lower cuts
New mesh fabrics
Gabardine always good
Colors—
Navy, black, tan
From warm rosy-coppers to
dark strong berry shades
Parisian blues
Blue slightly purple in cast
Light yellow-orange calfskin
Peep-toe pump



Leather pipings
Colored laces
Pigskin for sportswear
Patent, calfskin, suede, kidskin and unfinished leathers
Combine—

Gabardine and calf
Gabardine and patent

Boleros—Short and Sweet

Life isn't complete without one
Boleros with yarn embroidery
Boleros with ribbon
Boleros with nailheads
Boleros in multicolor print
Shorter and breezier than ever
A basic dress plus a bolero

Costumes Go Gay With New Accessories

Color tremendously important
Pastel gloves and handbags new
Tailored gilets and blousettes
Bright printed ties and scarfs
Heavy looking bracelets
High stylers match:
Bag and shoes
Scarf and sash
Bolero and hat
Hat and scarf
Bag and scarf

Colors:

Vivid yellows
Vivid greens
Coral pinks
Grey
Beige
Variation of blues
Pastel turquoise
Pastel violet-cast blue

Violet colored jewelry
Ensemble of handbag, flower and belt to be worn with tailored suit
Big Apple designs in actual apple colors

Fashion Hat Wind Blows In

Small, low crowns
Pillbox, bonnet, turban silhouette
Suit-able sailors
Tied-under-the-chin idea
1938 collection be-ribboned
Strong, bright colors such as
Royal and Agnes blue
Cyclamen
Bahama and canard blue
Bright red
Purple
Kelly green
Fuchsia rose
Lilac
Chamois

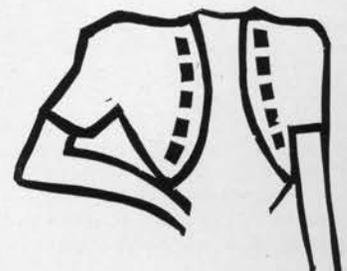
Kettle edge brims
Variety of new straws
Open top crowns
Back slashes
Lace hoods for evening

Truck up Your Own Suit Combination

Lower buttonings new
Lapels cut in high peaks
Airplane revers
Suede collar binding
Wool glove stitching
Eton checks popular
Catchword is "scramble"
Short jacket preferred for sportswear
Patterned tweed with dark trim
Greys and blues best
Some browns with dark red and blue stripings
Go British and have a short cape to your tweed suit—make it hip-length or a little longer
Colorful British tweeds
Dual spirited suits
Shirring and smart detail
Varieties of stitched seamings
Leather lacings
Colorful embroidery treatments
6, 8, 10, and 12 button styles
Bright colored monotonies
Three color combinations
Applique on cuffs
Slide fasteners are favorite

—by Gaynold Carroll

—blocks by Ronny Ronningen



Beds for Beauty

by Ruth Dahlberg

WHEN the alarm buzzes in the morning do you awaken "Feelin' Like a Million" or is crawling out of bed the hardest task of the day?

My curiosity regarding this sleepy subject led me to search for a definition of sleep. Sleep is a natural, temporary state during which there is a partial cessation of consciousness, body processes are slower, and recuperation of the body takes place.

There is a general tendency to deeper sleep in the early hours of the evening; however, this varies with different individuals on different nights.

Many people, including Iowa State coeds, have wished that it were not necessary to take time out for sleep. Many a person has wished at some time that he or she could work efficiently on fewer hours of sleep.

Why do we require sleep? Psychologists have made investigations proving conclusively that we cannot get along without it. They tell us that sleep is more essential than nourishment to our well-being. Sleep is a universal phenomenon. Striking correlations have been found between insufficient sleep on the one hand and poor general health, fatigue, headaches, nervousness and inadequacy in school work on the other.

Doctors and beauty specialists have been telling us for some time that there is a direct connection between good sleep and good looks. Restful sleep contributes to health, beauty, and a sunny disposition. Sleeping is a good way to avoid lines around the mouth and big dark circles under the eyes.

The amount of sleep needed varies with the individual. For some adults seven hours is sufficient while others require eight and nine hours each night. The amount of sleep you need varies with your physical activity and emotional strain. Doctors usually specify eight to nine hours of sleep a night for college students.

If your sleep requirements are abnormally high or low there may be some underlying cause which should be determined by a medical examination. The chief danger lies in the fact that

we may not realize the results of loss of sleep which may lead ultimately to a nervous breakdown.

It is possible to get rest without

get up immediately and do something about the thing that is worrying you! Conserve your strength and don't look ahead for troubles that may never arrive.

Self pity is another sleep destroyer. Don't pity yourself because you cannot go off to sweet dreamland immediately. Drowsiness, if pursued too vigorously, is very elusive.

A few minutes of deep breathing in front of an open window will cool off both mind and body. Many people keep a few books that

are conducive to mental repose at the bedside. Detective or adventure stories are excluded. A brief period of not too vigorous physical exercise is sometimes beneficial, and hair brushing is good for a taut feeling at the neck.

A neutral bath, one which is neither too hot or too cold, is a pleasant bedtime ritual. Don't hurry with the bath, rather be lazy and take it leisurely and slowly. Sweet-smelling bath salts add luxury. A rubber pillow or bath towel on which to rest the head gives a feeling of ease.

While in the tub lather cream generously on your face. Then try stretching the toes and fingers—stretch and relax. When the sandman is coming, crawl out and dry yourself with a minimum of effort. Finish the tubbing with a generous application of powder and lotion. You will feel luxurious and be in a pleasant state of mind.

If sleep does elude you, try saying to yourself, "I don't care whether I go to sleep or not."

Above all, don't take sedatives to induce sleep unless you do so with a physician's consent.

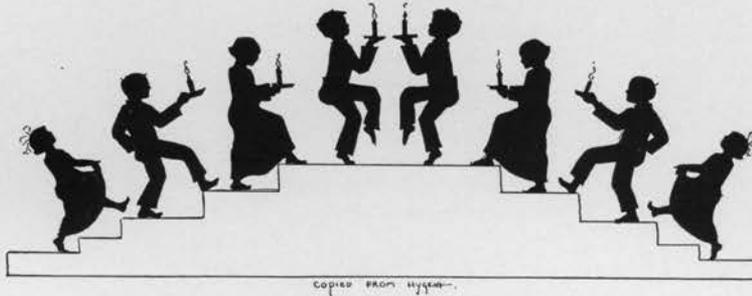
Dark and Light

*When God put the sun to bed
He pulled a blue and rose coverlet over
its head.*

*Then across the sky He pulled a worn,
black curtain.*

*But He forgot to turn out His light—
I saw it burning through the holes 'til
very late last night.*

—by Ronny Ronningen



actually going to sleep. Ten or fifteen minutes of complete rest and relaxation is an excellent practice.

Physical aids that are conducive to restful sleep include a well ventilated room with plenty of fresh air; a good bed; light, warm coverlets; a low but not too soft pillow; and shades to protect the eyes from light, because light shines through the eyelids when they are closed.

It is important that the coverlets used be warm enough and yet light in weight. Many people awaken physically tired because of the effort expended in holding up the heavy covers all night long.

Other factors may cause sleep problems. Worry leads in the list of reasons for sleeplessness. Nerves, overwork and excessive fatigue, indigestion, stimulants and noise are other causes.

It is important that we establish regularity in our sleeping habits. A definite time for retiring conditions the body to sleep response.

The food eaten at the evening meal sometimes causes sleeplessness. If sleeping troubles originate with the stomach, practice restraint and eat a nourishing but simple evening meal. For adults a light snack at 10:30 p. m. has been conducive to the best sleep. Hot milk and hot milk drinks have a soothing effect.

Mental discomfort or excitement is always the enemy of sleep. We have all been told not to "climb our mountains the night before the ascent is scheduled." Worrying about the physics or chemistry examination to be taken the next day will not help matters. If you are too worried to sleep, then

Search for Gems in Pottery

by Katherine Taube

JUGS? Mixing bowls? Flower pots? Are these the things that your mind pictures when you consider pottery? A myriad of beautiful as well as utilitarian objects which the ceramic artist has given to the world today are classed as pottery: "ware made from earthy materials, molded, and hardened by heat."

Whether it's a fine old tableware some eighteenth century trader brought from China, an authentic bit of early American pottery, the treasured sampling of row on row of fascinating Mexican artistry or a simple dime-store scrap of clay molded into a pleasing shape, pottery has taken its rightful place in the American home.

The revival in North Carolina of the Jugtown Pottery industry seems to be an indication that the ceramic wares produced in the picturesque parts of the country are valued not only for their own beauty but for their associations. The Jugtown potters work leisurely, firing their clays only in the open fire. They are not concerned with how much shall be done, but how beautifully it shall be done.

At Jamestown, considerable research has been carried on to determine the kind of pottery used by the early settlers in the United States. By piecing together fragments of ancient originals, it seems fairly certain that these first American pieces were made with a red, brown or buff body. The art of introducing to the natural clay the great variety of colors we take for granted had not yet been developed.

There was some variety of colors, for old slipware has been found in that vicinity. Slipware was made by coating the original vessel with slip, the potter's clay in a very liquid state. The slip was then scratched off in a pattern, leaving the original darker color of the object showing through. Slip was also applied with brushes in patterns or placed in patterned grooves cut into the vessel.

Pottery has advanced from this early stage when objects were made for the oven and the cellar to a period in which its destiny is the table and the mantel. It is interesting to note that of the seven articles (pictured in the December issue of the Ceramic Age)

which had won awards at the Paris International Exposition, three were of modeled figures. The others were a plate, cup, vase and bowl. Although all of us would not care to have a pink antelope dashing across our desks, the other charming figures of which it is representative are intriguing to most people. Lovers of dogs and horses have no trouble finding these objects treated realistically or abstractly in nature-defying colors.

The holiday season now past brought its usual revival of interest in small figurines, especially angels and ma-



donnas. These are being treated in beautiful colors as well as the symbolic white of the finest porcelain.

Perhaps the prayerful attitude of these faces inspired the shaping of others, for several dealers are developing a line of delightfully modern maiden heads in ceramic ware, with color treatments of the hair lending them distinction. Bronze and black are admirably employed in fashioning the tresses of these demure or dashing ladies.

Bowls for household use are now made in a wide range of colors and are glazed both inside and out, which not only makes them more attractive, but also aids in keeping them clean. Such lowly articles as the mustard jar are receiving their share of manipulation and decoration. The versatile salt and pepper shakers masquerade in unexpected shapes and dresses. Oven ware of pottery, conveniently fashioned in a manner which permits its use in the oven, on the table or in the refrigerator, also satisfies the eye with simple lines and cheeriness of color.

Second only to the color of the newest

pottery dishes is their shape. Cups are especially given to frivolity. They really have handles, but in the form of circles, triangles, squares or even straight little pencil-like projections which serve to hold and tip the cup.

One quaint and striking innovation in pottery is the forming of jam jars in the shape of colored fruits, with accompanying green leaf saucers. The very young will be enthusiastic over these creations.

Some of the cleverest new vases are hardly recognizable as flower holders. A white porcelain boat may sail your most colorful posies down your table. Candlesticks or pottery book ends may also serve as flower containers.

A combination of gay peasant colors has been used in making strings of pottery fruit which have varied uses. They may decorate entrance halls or sun rooms when hung on the walls or in the windows, and they brighten the table when used as accessories.

The ceramic industry in Iowa has great possibilities, since there is an abundance of commercial clay in natural deposits in almost all parts of the state. Since Iowa clay does not burn to a white

product, it is impossible to make white porcelain from native materials, but colors may be added effectively, as those familiar with Ames pottery, which is representative, will testify.

A group of small figures assembled on your desk will stimulate in you an appreciation for some of the larger pieces not suited for the home, but just as finely executed.

Loyal inhabitants of the "Tall Corn" state may be interested in the new dinnerware design, "Indian Corn," which has for its decoration ears of corn held in bunches by the braided husks. Sixteen shades and tints of red, black, yellow and brown were used in its construction which reflects the primitive American spirit.

To the amateur interested in pottery construction a bit of good advice might be, "Look around you." Perhaps in your own back yard you will find the clay which you can mould into something lasting and beautiful—something which, since it is a part of you, you may treasure down through the years.

Room for Improvement

by Leah Scott

IF MOTHER is shaking her head over the worn spot on the carpet and wondering what to do about Dad's easy chair, (it was ready for the attic years ago and he won't give it up) she'll be waiting for you to come home spring vacation all steamed up with some new ideas. Don't disappoint her, for there are any number of things that you can do to regenerate comfort, beauty, simplicity and hospitality into a "worse for wear" living room or house.

COLOR

Color is used more now than ever before and in rich full tones. The pale languid tints are out, in favor of clear hues and deep shades. White is one of the most modern neutrals used by decorators, and it combines well with bright accents. The general trend is for fewer colors and plain surfaces with attention focusing on textures and weaves. Slip covers lend variety in this way as well as add life to old furniture.

Such colors as dark and violet blue, olive green, gray, brown, red violet, gold and chartreuse are found in the modern rooms and may be varied to fit the period styles. Here are five general rules that may help in choosing and combining colors:

1. Cool colors need warm accents and warm colors need cool accents. Either warm or cool colors should predominate in a color scheme.
2. A color scheme is helped by the use of a neutral.
3. Colors with a hue in common combine well.
4. Warm colors should be light and cool colors dark when used together.
5. The colors at the top of the color wheel should be kept lighter than those at the bottom; e. g. the violet in a scheme is always the darkest color, yellow is always the lightest.

FURNITURE

Classical modern creations are the latest designs in the furniture kingdom. The curved lines of Greek and Roman days have been used to soften the stern, straight, massive lines of the modern era. These pieces will combine well with most of the period styles you might have and lend a graceful, cultural atmosphere to any room.

Some of the combination pieces are good with modern furniture. There are single chairs that may be pushed together to form a sofa or separated for individual use. Many of these combine



with a corner chair to make a seat with a right angle. Tables, book shelves and chests of drawers also come in sets to be combined in various ways, thus escaping the monotony of one shape and allowing for original arrangements. In whatever you select make sure it conforms to such principles of good design as simplicity, unity and balance and that it harmonizes with the furniture with which it is to be used. Look for the label to see what material is used in producing the article, and examine the joints where two sides meet to make sure that locked joining is used.

WALL COVERING

Paint or paper, take your choice! After all personal preference makes a room express your personality. In any case the walls are the background and large figures or brilliant colors bring them into prominence and often make the room seem smaller. The size of the room then might determine the wall treatment. For very light rooms, dark walls may be used, but in most cases the lighter tones are easier to work with.

Modern arrangements use fewer colors in the scheme and the walls are usually

of a plain color or with a small design. A few carefully-chosen pictures used for decoration are more effective than many. Groups of pictures hung at eye-level and in relation to a furniture group add interest and individuality to the room. If you have decided to follow the Williamsburg trend and use large medallioned wall paper, don't ruin the effect by dotting pictures over an already decorated surface.

FLOOR COVERING

Again fit the type to the room. Braided or hooked scatter rugs are appropriate for the simple period or early American room while a plain colored rug or broadloom carpeting is more appropriate for the modern plan. At one time the plain rug was in disfavor because it revealed foot prints. The new rough textures and deep pile have overcome that difficulty. However, as one decorator said, "we'd rather see footprints than roses."

Another new feature about broadloom carpeting is the sealex type which is a boon to the moving housewife. Carpet the present floor from wall to wall. When a different house becomes home, simply cut off from the "too long" side and stick on to the "too short" side and have a floor covering that looks as if it belonged. "Personalized floors" are sponsored by a commercial linoleum company. This plan allows the individual to design his own rug by using inserts and borders.

ACCESSORIES

Lamps, books, pictures and bric-a-brac must be thought of as definite parts of the design and atmosphere of a room. Consider shape, size, proportion and balance when making selections and arrangements. Pottery and china are once again accepted for informal arrangement on shelves and tables. Group a few simple pieces.

Lamps these days can be both serviceable and beautiful. After shape and color have been decided upon, look to the shade. An efficient reading lamp shade has a white lining, is wide at the bottom and open at the top, and is thick enough and low enough so that the wires of the light cannot be seen through or under the shade.

The books in a room are usually the favorites of the owner. If a book's cover clashes with the room's color scheme, a neat paper or leather cover will make it harmonious with the surroundings.

WHAT'S NEW IN

Applied Art

Good news for designers and architects is the development of curved beaver board. Half circle curves are put in directly at the factory, and are supplied in 6 to 24 inch diameters. The board may be obtained in reversible and plain colors.



A new feature of kitchen table cloths are those made of lacquered or enameled fabrics. The hand-stenciled designs are interpreted by present-day artists from old-world designs. Flower motifs, Swedish peasant designs, and border decorations have been worked out in a wide range of color combinations.



The new Latin-American chest of drawers harmonizes with the new trends in pottery, accessories and decorations. Imagine a dresser finished in smooth waxed rawhide brown, with drawer pulls in the shape of tiny sombrero hats, cut mouldings, random width boards, and Mexican pottery-shaped feet!



Table decorations need not be expensive nor elaborate in preparation. Assemble a few supplies and experiment a bit yourself. An inspiration of your own may change a familiar idea into something new.



A new line of andirons and fireplace accessories are copies of authentic period designs. Museum pieces are used as patterns. They are styled to harmonize perfectly with Colonial rooms, Georgian rooms and those of other periods.



Features in color combinations: white stainless enameled ware with solid black covers and white plastic knobs . . . an earthenware drinking set in black and orange . . . stoneware cups in rich brown with heavy reed handles.



Standardization of colors for the bathroom and kitchen has been accomplished by the Bureau of Standards of the Department of Commerce. Since a majority of signed acceptances has been received from manufacturers, distributors,

and users of the various articles concerned, the following colors have been set as standard for the bathroom: white, bath green, orchid, ivory, maize, bath blue and royal blue. For the kitchen colors are white, kitchen green, ivory, delphinium blue, royal blue and red.

Textiles and Clothing

While snow still covers the ground, we hear rumors of startling new swim suits for next summer's torrid days, made of oilskin in jewel colorings, including topaz, opal, coronation and sapphire. Some have brief matching skirts, knee-length coats and sunbonnets.



Suede is being put to a new use—neckwear. Particularly new and effective is the Robin Hood type collar and matching sash in rich winter colors.



Overbleaching may result in invisible damage to wool fibers for it leaves no mark, yet alters the composition of wool

so that much durability is lost. At present, a test which checks the behavior of the bleached wool in different reagents is the most effective method for regulating the process of bleaching.



Men have returned to the marketplace to buy their own apparel, say retailing and promotion experts. The day when most men did not pretend to know about the appropriate hat for the right suit, or the newest colors for accessories, is past. Causes are new men's magazines, men's fashion columns and increased advertising of men's apparel.



Perhaps in no other connection are clothes and recreation as closely allied as in the field of winter sports. Realizing the significance of this fact, two of New York's finest stores have provided in connection with their winter sports clothes department, expert instruction and facilities for learning to skate and ski.



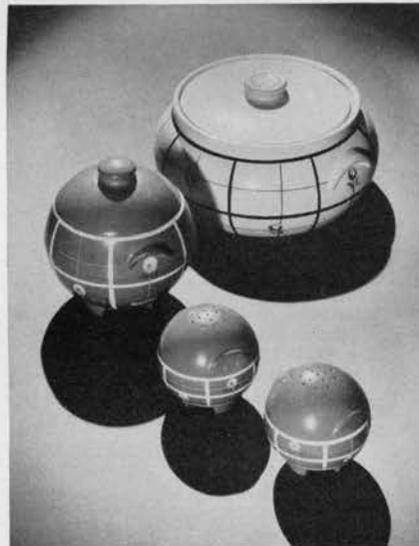
A new rubber fabric recently brought on the market is a good "protector" for garments, food and other household items. A patented fold which seals the bag prevents any moisture or dust from entering. The fabric is clear, extremely tough and can be readily sewn and fabricated.

Foods and Nutrition

In India, cheese is smoked as we smoke hams and bacon to give color and flavor.



Sugar may be purchased in small envelopes containing one teaspoonful each. Another new beverage product



● **KITCHEN CHARM AND CHEER:** Planned as a range set to hold salt, pepper, and drippings, these triplets up front will double at the snack table, where the largest of the three serves sugar or salad dressing. Use the Munch Jar for crackers. There's a matching salad bowl not shown.—A. J. O.

HOME ECONOMICS

is the coffee ball, which when dropped into a cup of hot water prepares the drink in about two minutes.



The adage that "an apple a day keeps the doctor away" is not true if the apple is baked or served as apple pie. Investigators at the New York Agricultural Experiment Station have proved that 80 percent of the vitamin C present in apples is lost when they are baked or made into pie.



Recent research on vitamins indicates that fresh vegetables are actually richer in vitamin content when stored in a refrigerating vegetable freshener, in addition to being more crisp. Vitamins A and C are preserved longer in vegetables that are kept crisp and fresh.



A new addition to the Department of Agriculture is the growing of oysters.

In the Wellapa Bay district in Washington, a new species known as *Ostrea gigans* is planted in the spring. Eighteen months later the mature oysters, 15 tons to an acre, are harvested.

Technical Journalism

A national women's magazine keeps aware of today's trends by maintaining a staff of reader editors which when contacted send in their reactions concerning matters of importance to the housewife. The result of a recent survey on starch indicated that of 824 reader editors who replied, 98.5 percent still use old fashioned boiled starch.



A selected list of abstracts and articles from the Journal of Home Economics, for the past year, concerning the subject of consumer education, has been

compiled by the American Home Economics Association. The list may be obtained by writing to the American Home Economics Association, 620 Mills Building, Washington, D. C.

Institution

A novel addition to the frozen food field is a bread-freezing process instigated by the Dutch. Due to their laws which prevent working on night shifts, they are freezing the dough in large vaults. The dough is cooled naturally for three hours and then placed in a 30 degree compartment. Covered with finely crushed carbon dioxide, the bread is refrigerated at 40 degrees where it may be kept for two or three weeks.



Ice creams, sherbets and ices may be made just as well in automatic refrigerators as in hand freezers if two simple rules are followed. The first is to use the exact proportions given in thoroughly tested recipes, and the second is to keep the mixture stirred while in the



● SALT AND PEPPER TO TASTE: (1) modern aluminum, black bakelite trim; (2) Trojan-horse pair, breakfast-tray size; (3) pepper, table-ground, zests a salad bowl; (4) walnut with chrome tops; (5) generous-size potery, ridged for easy grasp, and (6) a red-dot kitchen set!—A. J. O.

slushy stage to prevent the too-rapid formation of crystals, which cause a lumpy and unpalatable product.



The canning industry now includes cheese among its canned food products. They have evolved a can with a one-way gas valve to release the ripened vapors. In the past, explosions have hindered this process, but with this new valve it is estimated that 700,000 pounds of cheese will be protected this year.

Canned fish can be antiseptic fish. A new treatment with bacterial agents is harmless to human beings but kills the microbes in fish.

Household Equipment

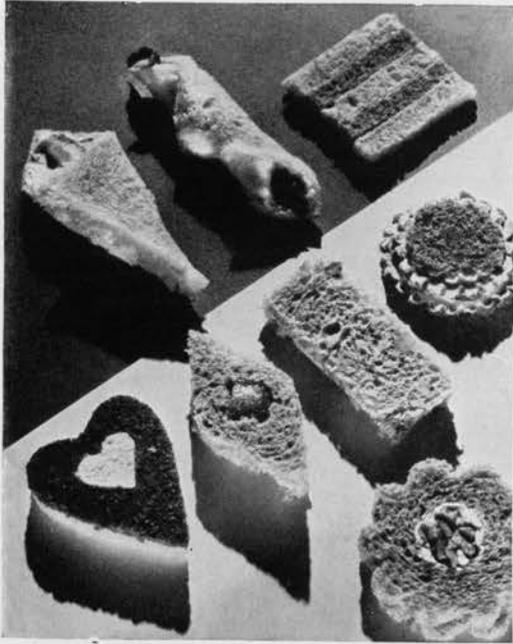
Berets for doorknobs—at least, that's the appearance of the sponge rubber knob holders which prevent electric shock, give a firm grip and are clean, sanitary and washable. There are two types made in all colors and combinations—one with circular holes on both sides for telephone mouthpieces and the other with one circular hole permitting it to be slipped on doorknobs, radiator knobs, gear shifts and other knobs.



An all-metal insulated cabinet has been perfected to protect milk from freezing in the winter and souring in the summer. A 40-watt lamp is contained under the lid and is turned on by the milkman when he delivers the milk. In the summer the lamp is turned off, and the milk is placed directly in the cabinet, which keeps it cool enough to prevent bacterial growth.

Education

Educators and laymen in Kansas believe that an adult education program is an effective means to bring about physical and mental well-being and extended spiritual and social understanding to homes. An operative program has been adopted and this year 64 communities have sponsored adult education programs in which 8,000 adults have studied different phases of family life under capable leaders. From these efforts results are forthcoming and Kansas is looking forward to permanent and complete education programs for parents.



In the Still of the Night

by Helen Greene

IT IS very late at night. The house, standing still and mysterious, contains secrets which are for the moment forbidden to the outsider. The Engineers' Ball is over; beautiful corsages lie in broken boxes, formals hang again in the closet, and "Cinderella's" slippers now are out of sight. Tired and happy girls snuggle between the cold sheets of the dormitory beds, to sleep, perhaps to dream.

But look! One fair miss is stepping softly from her bed to the cold floor below. As she quietly slips from the frigid surroundings she gently shakes her best friend nearby who, startled, awakens and follows her. Safely in the hall, a briefly whispered sentence converts the sleepy friend into a wide-awake personage.

Bursting with delight, they hurry to the kitchen where important preparations will be made. At last the long anticipated moment has come and our coed taps the gong. She is ready to announce a "Five-Pound Party" to the girls in the house.

Doors bang, girls shout and laugh, some search for bathrobes, others hunt desperately for bedroom slippers lost in the scramble. Let us stay and watch the party. Perhaps we shall never be noticed peering cautiously here from the corner.

The color scheme is an unusual combination and arrangement of the sorority's colors. She has designed her own favors which distinctly add to the decorations. They are little net bags filled with candy and contain little cats on which are written the news of the engagement. In opening the little bags one lets "the cat out of the bag," so to speak and soon the secret is spread far over the campus. Ice

cream and cakes with the sorority and farternity insignia serve as refreshments.

Best wishes are next in order and everyone wholeheartedly indulges in extending sincere wishes of luck and happiness for the couple.

To announce engagements one may use any number of clever ideas. There is no limit to color schemes, decorations, or ways in which you give the party, no matter whether it is formal or informal.

February seems to be the month when hearts are lighter, for spring is very near and a young man's fancy has turned to love. Cupid is very busy aiming in the right direction and making a sure "bull's eye" every time. If you are one of these lucky ladies no doubt you are thinking right now of some interesting method by which you can announce your engagement. If so, let us offer you a few suggestions, some of which are brand new, and others which may be "doctored" up to present new ideas.

A "Puzzle Announcement." At the close of the refreshments of the party a card and pencil are handed to each of those present, with instructions to solve the jumbled sentence written across the top of the former. It runs as follows:

GINCNANNOU HET NAMEGEGENT
FO RELJAMOR DAN KARFN

The first to decipher the correct meaning, "Announcing the engagement of Marjorie and Frank," receives some little gift as a reward.

❖

A unique way of announcing an engagement is to bring in a ribbon-decked "grip" filled with souvenirs in the form of miniature suitcases having tags on which is written: "A case worth looking into." Within are the cards of the engaged pair.

❖

Present each guest with a long-stemmed flower having a small, irregularly shaped piece of pink cardboard attached to the stem. These pieces of cardboard, when properly arranged and fitted to-

gether, would "form an article of wearing apparel" the hostess says. The guests are eager to solve the puzzle of course, but it will be some time before they succeed in fitting together the small irregular pieces. The completed article will be found to be a bridal slipper on which is written the announcement of the engagement.

❖

When the guests are seated at the table let them find at each plate a place-card with a ring of the kind found in prize candy packages tied to it. These bits of jewelry when tried on and passed around for inspection will reveal that the one tied to the hostess' place card was no joke, but "an honest-to-goodness' solitaire.

❖

After the refreshments are served have a friend of the hostess pass a basket of daisies made of heavy white paper. On the yellow center of each write "This daisy will tell," and the center should be so constructed as to be easily removed from the flower. Underneath write the surprising news of the engagement.

❖

A most unusual form of announcement was planned by a girl who invited her friends to a "Thimble Party." Between the last two courses of the luncheon a soft chord was struck on the piano, followed by the "bugle call." As the echo died away there appeared in the doorway a tiny maid dressed as a herald. Over her shoulder was strung a big pink bag, from which she took a tiny scroll for each guest. The scrolls were ribbon-bound and heart sealed. Upon being opened they were found to contain the following proclamation:

"Know ye all, Whereas John, son of James, of the house of Barnes, and Mary, daughter of Henry, of the house of Gale, Having reached years of discretion and understanding, seek admission into the state of Matrimony.

"I, Daniel Cupid, Governor of said State, hereby proclaim them candidates for such admission on or after June 1.

"Written under my hand and seal on this seventh day of February."

Daniel Cupid

The seal of the letter was a huge red affair, bearing a small golden heart and

the words "State of Matrimony" around the edge.



The centerpiece is made of lettuce, tomatoes, beets, onions, and other vegetables placed on the table covered with pale green cellophane paper. Around the centerpiece is a wreath of smilax. The first course is a hot bouillon. On the side of the plate are two saltines tied together; these the guests separate and find a slip of paper which says: "Lettuce look further." If the second course is the meat course around the rolls which are placed on the table is another slip which says, "Lettuce wait a little longer," and so on until the dessert course is served. This is a par-fait. Sticking on top of the par-fait is a tiny roll of paper, which when opened bears the names of the affianced pair.



The Valentine tree rests in the center of this table which is covered with red cellophane paper and white tarlatan cloth. This little tree is decorated with paper hearts of every color. Large red cardboard hearts and Cupids are scattered over the table. Just before the dessert course is served, the guests are asked to pick the hearts from the tree. Some of the hearts contain words, which when pieced together form the names of the prospective bride and groom.



Another beautiful table can be arranged by covering it with dark blue cellophane paper. In front of each plate is a large silver star to be used as a doily. Smaller stars are under the goblets. The place-cards are silver stars, and stars of every size are sprinkled over the table. The centerpiece is four large silver stars laced together with silver tulle to make a Jack Horner pie. The ribbons which are tied around the favors in the pie reach to the various places. The favors are little handkerchiefs with the announcement of the engagement written with pencil in the center of each handkerchief.



In the center of this white covered table stands a large cardboard box decorated with pink crepe-paper and the word "Cupid" written on it. After the first course has been served, the guests are asked to look on the bottom of their nut cups, and follow the instructions they find written there. The directions are, "Take a letter from the mailbox." This letter then contains the message announcing the engagement.

February---

Short but Sweet

by Harriet Beyer

THE SHORTEST month of the year, February, boasts of the most holidays. It is truly a mecca for the hostess to give pleasingly "different" parties.

On Candlemas day February 2, European suitors send white flowers to their sweethearts. The festival has religious significance, and white signifies purity. An ingenious hostess may borrow this charming custom by planning a white party for the date. An attractive centerpiece for this is a circle of white candles in silver or white holders in the center of the table. Dishes and table linen should be white.

Another not-so-well-known February holiday which may form the basis for novel entertainment is the birthday of Charles Dickens on February 9. Such an event is best observed in the true English manner—a buffet supper—on serving dishes of English china or pewter. The only decoration should be candles in silver or pewter holders.

Lincoln's birthday seems to require realistic setting. A miniature log cabin, purchased or made of painted cardboard, can be surrounded by small green gumdrop trees, with a wood pile of twigs near-by.

The ambitious hostess would enjoy

constructing a Lincoln's cabin out of cookie dough. Use a very stiff dough, such as is required for sugar cookies, and roll to one-fourth inch thickness. Cut six pieces the desired size, two for the front and back, two for the sides, and two for the roof. When these are baked they may be covered with a dark chocolate frosting to give the effect of logs and fastened together by covering the edges with a thick sugar and water sirup.

Place the cabin in the center of the table, together with green gumdrop trees.

A Lincoln's birthday entertainment is also an occasion for patriotic decorations. White candles in blue holders, and a blue bowl containing red and white carnations make an attractive formal centerpiece.

On Valentine's Day, following soon after Lincoln's birthday, hearts rule the day. A miscellaneous scattering of hearts over a white cloth creates a gay atmosphere. The centerpiece for such a table might be a simple large red heart, or a nicely-dressed Pierrette doll.

A dainty centerpiece may be arranged with two silver doves surrounded by pink and white flowers on a mirror. Four pink candles in silver holders may be placed at the mirror's center.

A Valentine thought suggests an old-fashioned bouquet made of candy hearts for a centerpiece, with smaller bouquets at the place of each guest.

An informal Valentine luncheon, large paper doilies may be cut into heart shapes. Used in place of the usual luncheon doilies, they are attractive either on the dark surface of the table or mounted on red cardboard.

Washington's birthday may be celebrated with a table set with a miniature spinning wheel in the center. From this streamers of yarn lead to place cards for each guest.

Whatever the limit of budget or time, there need be no limit to the possibilities for entertaining in February, the month of holidays.



Follow the crowd

After the—
Show
Game
Dance
to the
CAMPUS
or
IOWA CAFE
ON WELCH
—Booths and Music—

Dessert Course

*Month after month you fed me a diet
Consisting of blarney and kisses.
I'm ready now to have my dessert
Of sterling and pottery dishes!*

—by Ronny Ronningen



Hannum's

Women's Ready-to-Wear

Headquarters
for

**Belle-Sharmeer
Stocking**

Brev — for Short
Modite — for Medium
Duchess — for Tall

Priced— 1.00 - 1.15 - 1.35 - 1.65

New Spring Shades
—Now Ready—

Former Graduate Advocates

Controlled Curves

by Gertrude Hendriks '34



TIS said variety is the spice of life, and variety it is that's made my job as assistant advertising manager of The Formfit Company, one of the three top corset houses in the country, the interesting one it has proven. Rare is the day, even now after two years on the job, that doesn't bring up a new problem, something a bit different.

Mayhaps it is a formal presentation of the season's new line which means far more than getting together a handful of beauties, having them step into a girdle, fasten on a brassiere and parade. Incidentally, corset models are the hardest models to get. Even before the show goes on there are fittings, arrangement of appearance, programs, narrator's script, and quite often complete rehearsals, especially when the show is a big one and the presentation a bit unusual, as ours have sometimes been with the models narrating their own show in verse.

Or possibly it's detailed plans for a dinner to be served in our show rooms, which means engaging a caterer who can turn out a real meal, tasty food, attractive and piping hot without the usual kitchen equipment.

One of the most interesting bits of variety—a bit from which much else has developed—came when, voicing aloud that I felt we could improve the instruction material for The Formfit School of Modern Corsetry, I got myself the job of writing a text book. "Fitting, Selling, Managing" is the result, and it has, since its publication a year ago, been used as the text in 13 schools meeting in cities from Los Angeles to New York, Minneapolis to Dallas. The Formfit School of Modern Corsetry has come to be recognized as an institution offering intensive training in fitting and selling corsets. The many details that go into making of each School come under my direction—from sending out original invitations to offering congratulations to those receiving diplomas which, incidentally, are awarded only to those who have attended each session and successfully passed the final exam.

But you ask, "What is an advertising job without copy writing?" There's a nice seasoning of that, too—copy for Formfit's own national ads which appear in rotogravure sections of the leading metropolitan newspapers, retail ads which we supply to our dealers, style

books in which are illustrated and described outstanding members of the line, price lists showing in detail every number in the line, Ad Plans for dealer's use with suggestions for getting best returns on every dollar spent on advertising or promotion, mailing pieces like the little folder the salesperson tucked into your package this afternoon when you were shopping, or which came along in the envelope with the monthly statement from your favorite charge account, special copy, radio or style show scripts for account's own individual use, etc., etc.

Each of these "copy assignments" represents much more than just writing the copy. Consider, for instance, the thousand and one details that go on behind scenes before that little "A Thrill for You" folder was slipped into your package or your monthly statement. The theme, "A Thrill for You," was conceived and approved. Selecting the merchandise to be pictured, working with the artist on layout details, making sure that she did not misconstrue the original idea and writing the copy followed. Here's where most persons think the job ends! Actually it only begins. Decisions must be made as to the number of folds and size of the folder, the number of colors the job to be run in, the kind of paper to be used, the quantity to be printed and other production details. Then competitive bids must be gotten from various printing houses and after consideration and consultation we decide what printer gets the job.

From then on, I work directly with the printer on all details of production.

The booklets finished, they cannot be forgotten as "completed" for as Formfits accounts throughout the United States and from Alaska to South Africa order copies of "A Thrill for You" to distribute in their stores, the specified quantities must be imprinted with the name and address of the dealer.

Yes, my job is one of countless details in as many different fields, but to me it is interesting—variety makes it so!



First Ladies For Their Hospitality



by Ruth Sawin

THE president's New York home in 1789 with Martha Washington as official hostess, the White House today with Eleanor Roosevelt presiding—

One hundred and forty nine years separate the reigns of these two women as "first ladies" and "first homemakers" of the United States, but their views on the art of entertaining and making guests feel at home are indeed similar. They offer examples in hospitality which any homemaker would like to follow.

"Making everything as agreeable as possible for everybody" was Lady Washington's first thought. "Make the guests feel that their mere presence gives you pleasure," is Mrs. Roosevelt's motto.

While the Washingtons were at Mount Vernon, both before and after the war, a day seldom passed without the company of friends or strangers at the house.

One writer says, "The pursuits of the Washingtons were those of a retired farmer's family, but they were not excluded from social contact with persons of intelligence and refinement. Eminent men of the government (always from the higher ranks of English society) who lived in a style of magnificence which has long since passed away, were frequent visitors. The Washingtons visited at Annapolis, and at Mount Vernon they returned the civilities received, and practiced on a large and generous scale, the hospitality for which the southern planters have ever been distinguished."

Usually guests arriving for a short visit stayed for dinner and many times all night. Mrs. Washington's hospitality was often taxed to the limit to provide accommodations for them all. Even the attic was furnished to house the overflow of guests.

After the revolution, the number of guests at Mount Vernon increased to such an extent that Washington said of his home, "It is little better than a well-resorted inn."

While at Mount Vernon, guests always assembled in the drawing room every morning at eleven, where Mrs. Washington greeted them with formality. They remained until the clock struck twelve, when she would arise and ascend to her chamber, returning

precisely at one, followed by a servant carrying an immense bowl of punch, which she had prepared herself, from which all guests would partake before dinner.

Washington expressed the sentiment of himself and his wife about their frequent guests and many entertainments when he wrote: "My manner of living is plain, and I do not mean to be put out by it. A glass of wine and a bit of mutton are always ready, and such as will be content to partake of them are always welcome. Those who expect more will be disappointed."

While the family was living in New York, during Washington's presidency, it was found necessary for Mrs. Washington to establish rules for receiving visitors and entertaining company. Every Friday between 7 and 9 two rooms of the home were opened to receive anyone who chose to call. At these affairs Mrs. Washington presided with dignified ease and graciousness toward all the callers making them feel at home.

When the present "first lady," Mrs. Franklin D. Roosevelt, entertains, she expresses true hospitality by making the guest feel that what he wants to do is the thing that everyone else wishes to do. No guest is really comfortable, she believes, if he feels that any great effort is being made to entertain and therefore no matter what is done, it must be done in a casual manner.

"If people feel that you are making a tremendous effort and doing anything out of the ordinary for them, they will of necessity feel a little embarrassed; but if they feel that their mere presence gives one pleasure, and that nothing matters as much as the pleasure of seeing them, then whatever may be lacking in the physical surroundings will make very little difference."

Mrs. Roosevelt believes like Mrs. Washington that dignity and informality can be well-blended.

Certain dignified forms of entertainment are good if not too formal.

The form alone, however, is not important. It is what it stands for in work and in service which is, after all, the important thing, and the thing to remember is that the basis of all society is kindness and consideration for others.



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*I didn't know I loved you
'Til we were states apart.
I wouldn't have known it even then
If I hadn't missed my heart.*

—by Ronny Ronningen

Complaints of Shopworn Clerks

by Ruth Dahlberg

"A ROLL and coffee, and make it snappy!"

"I bought this dress a month ago and want to return it."

"Your store hasn't a thing in it I would want."

"These tomatoes feel old."

Famous last words—and the salesman must smile and accept them for

the customer is always, almost always, right.

Being courteous to the people who serve you is good business. You bring yourself more willing and better service, and the appreciation of other human beings like yourself.

It is said that only a real lady can meet a king without embarrassment or meet the poorest laborer without embarrassing him. A lady will not embarrass those who serve her.

Clear, kind, and quiet speech to those who serve us classifies us as well-bred individuals.

Intelligent questions are certainly permissible. If you are unable to make



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up your own mind you have no reason to expect others to be able to help you.

The store that allows merchandise to go out on approval deserves fair play. It is unfortunate that stores in large cities have to protect themselves from customers who wear goods taken on approval and then attempt to return the garments.

It is the thoughtful person who will give the sales clerk credit for the sale. If you should return to a store to buy some merchandise previously shown you, you will be kind if you give the same sales girl the sale.

A too important, worldly-wise attitude only antagonizes those who wait on you. An intelligent shopper soon discovers this.

Grocerymen appreciate the woman buyer who is definite about what she wishes to purchase. Make it a practice to ask for things by the brand names and to know the different sizes of canned goods. The too careful, "pernickity" buyers who snap the beans, taste the peas and cheese, sniff the

butter, and punch, poke and compare melons are not popular.

Don't ask for special privileges unless you are willing to pay for them. Tipping ought to be sufficient but not lavish. Amounts of tips vary in different sections of the country. It is the wise person who inquires and then does in Rome as the Romans do.

It is just as important to keep your appointments with the hairdresser on



time as it is to get to an eight o'clock class. Another person's time is as valuable to him as yours is to you.

Purchasing services doesn't give one the right to add whatever strikes his fancy to the souvenir collection of menus, towels and silverware.

It will save time and temper if you will secure change before boarding a bus or taxi rather than to profer a bill.

Five demerit points for you if you're one who leaves a poisonous rash of red lipstick on linen napkins, towels, and water glasses.

Where do you stand, guilty or not guilty? Be the customer who is always right, and gracious and kind.

Homemaker Hints

Lights for the side of the medicine cabinet have progressed a step. Now the two lights on each side of the mirror are adjustable. They may be pushed up or down to accommodate tall or short people.

Cooks will find that broiling steaks on both sides simultaneously on the modern charcoal briquets, new style vertical broilers, saves both time and disposition.

Observations by various investigators show that colds are fewer if there are less sugars and starches in the daily diet. It is believed that this diet reduces the amount of fluid in the body tissues and this in turn reduces susceptibility to nose and throat infections.

Comes now a toothbrush with an attached syringe which squirts water onto one's teeth from holes in between the bristles.

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- Combination
- Sport Panty
- Girdle

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Behind Bright Jackets

Country Kitchen

DO YOU remember the delights and mysteries of your grandmother's cookery? Have you ever met despair in trying to duplicate them, with a "heaping spoon" of this and a "pinch" of that? Then you will want to own Della Lute's **The Country Kitchen**. She has preserved many of the secrets of old-fashioned cookery and translated them into the exact measurements which we scientific-minded moderns demand. It is only fair to warn you, however, that they were simply lavish with butter and cream. The recipes and instructions are woven into a cleverly written story of simple family life on a southern Michigan farm a half century ago. You will be both annoyed and amused at the exacting, but kind-hearted father and "his sisters, and his cousins, and his aunts."

To make the recipes accessible, there is an index at the end of the book.

The Country Kitchen, by Della Lutes. Little, Brown and Company, Boston, \$1.75.

Story of Glassware

BECAUSE glassware has become so common in homes today, people habitually accept and admire its beauty without realizing how fascinating is the history of its origin and manufacture. In the "Story of Glassware," Mr. Baumgardner explains in detail the introduction of the glass-making industry into America, the difficulties of production, and finally the successful manufacture of a perfect product. Interesting and astounding are the various processes through which the glassware must pass before it reaches the state of completion. Following the steps of the collection and melting of the materials are the difficult courses of pressing, grinding, blowing, and the last important and intricate process, decorating.

The author also offers excellent advice on the subject of selecting types of glassware for the home. One must consider, in addition to the cost and value, the chinaware or other furnishings in the room where the purchased product is to be used. Glassware is something with which one lives for years; therefore, before deciding upon

the final selection, extra time devoted to accumulating authentic information concerning the many types of manufactured glassware, will always prove to be a good investment. After a fine piece of glassware, representing all of the artistry and development of thousands of years, has been chosen, it should be given the greatest of care.

The Story of Glassware, by A. W. Baumgardner. The Cambridge Glass Company, Cambridge, Ohio.

Textile Romance

THE *Romance of Textiles* by Ethel Lewis is a book dedicated to those interested in antique furniture or ceramics, or who know a little about textiles and would like to know more.

If you are interested in the whys and wherefores of silk, cotton, wool, linen and synthetics, you will find them in this book.

Ethel Lewis, associate editor of "Interior Design and Decorating," has done years of research on the subject in preparation of *The Romance of Textiles*.

It is not too technical for the general reader, though the student will find detailed information chronologically presented.

The Romance of Textiles, by Ethel Lewis. MacMillan Publishing Company. \$4.50.

Fishback Omnibus

MMARGARET FISHBACK, writer of light sophisticated verse, has combined her last three books of poems and added about 30 new ones in her *Fishback Omnibus*, recently released by the Dutton Publishing Company.

I Feel Better Now established Miss Fishback's reputation as a poet. Following the first came *Out of My Head*, which amused her admirers even more than its predecessor.

Between the second and third books Miss Fishback married Tony Antolini, who helped her design her new book, *I Take it Back*. The 30 additional poems, not previously printed, voice the devotion of "Manhattan's wittiest maid" to the husband who wrecks her bathroom.

I Take it Back, by Margaret Fishback. Dutton Publishing Company.



Alumnae News

by Faith Danielson

RECENT placements from the Home Economics Division are:

Mrs. Ethel (Reed) Watters, M. S. '31, is the head of the Home Economics Department at Union University, Jackson, Tenn. **Helen Wellman**, M. S. '36, is the house director and study supervisor at Montana State Normal College, Dillon, Mont. **Rachel Fowles**, M. S. '37, is teaching home economics in the Houlton, Me., High School.

Hager Heddleson, '37, is dietitian at St. Mary's Hall, St. Mary's School for Girls, Faribault, Minn. **Henrietta Hohberger**, '35, formerly dietitian at Columbia hospital, Astoria, Ore., is in charge of the dietetics work at St. Vincent's Hospital, Billings, Mont. **Lois Simmons**, '37, is assistant dietitian at the Alton Memorial Hospital, Alton, Ill. **Beth Holt**, '37, who has been at Hutchinson Commons, University of Chicago, is the new dietitian at Shurtleff College, Alton, Ill.

Trandailer Jones, who received her dietetics requirements at Iowa State last year, has received a dietetics ap-

pointment as student dietitian at Freedmen's Hospital, Washington, D. C.

Bertha Nelle Bennett, '37, is the new student dietitian at Ancker Hospital, St. Paul, Minn. **Elinor Wakefield**, '37, has gone to the University of Washington Hospital, Seattle, Wash., for her dietetics internship.

Dorothy Fischbeck, '37, is the new teacher in the high school at Galva, Iowa. **Maxine Moad**, '37, has accepted the position to teach in the Ottosen, Iowa, High School. **Inga Overland**, '37, is teaching in the Cranton, Iowa, High School.

Mary Lu Donald, '37, is teaching at the Edna school at Minneapolis. Her laboratory, which is being used for the first time this year, is rated as one of the best in the state of Minnesota.

Elinor Zoller, '36, is writing foods articles for the Omaha Herald. **Charity Bye Shank**, '37, is Home Service Direc-

tor for Missouri Electric Power Co., Marshfield, Mo.

Janet Evans, M. S. '37, is continuing study at the University of Minnesota the next semester. **Phoebe Grewar**, M. S. '37, is continuing study this semester at Columbia University, New York City.

Ruth Born, '36, is the dietitian at Michigan Children's Village, Coldwater, Mich. Miss Born also spends four hours five days a week teaching cooking and sewing to the older girls.

Leona McClaran, '32, began work January 12 as Home Demonstration Agent for Clay and Dickinson Counties.

Laura Arnold, '31, has also been recently employed by the Iowa Extension Service.

Betty Reeves, '37, has been employed by The Gas Service Company, Kansas City, Mo. Miss Reeves will be assigned to various company properties to do home service work. **Pauline Watson**, '36, is also with this company with headquarters in Topeka, Kan., while **Doris Ingle**, '37, is carrying on the work in Wichita, Kan. **Louise Petersen**, '37, who began work with The Gas Service Company August 1, 1937, has recently become home service director for them at Hutchinson, Kan.

Maxine Lewis, '36, who has been teaching at Scranton is now Mrs. Myron J. Chipman, living at 119 Ashdale Ave., Syracuse, N. Y. The former **Lorene Galbreath**, '33, of Fayette, Mo., is now Mrs. John W. Todd of Bolckow, Mo. **Sybil Tincknell**, '30, of Paullina, was recently married to Earl J. Test of Alta.

Alice Post, Ex. '38, was married to Donald J. White, Sept. 10, 1937. Mr. and Mrs. White are living at 1208 3rd St., Ames, **Beverly (Brown) Anderson**, Ex. '39, and Dr. Everett T. Anderson, '37, who were married during the summer are making their home at Tuscaloosa, Ala.

Dale Brubaker, '33, was married to Walter B. McCoy, of Galveston, Tex., August 31, 1937. **Louise Pattengill**, '36, and Blaine Lorenz Stuhlsatz, '37, were married Nov. 13 in Chicago. The Stuhlsatz' are living at 487 Duane Ave., Glenn Ellyn, Ill. **Irma Paul**, '36, of Marshalltown, and P. M. Nash, '36, of Detroit, Mich., were married this fall. Mr. and Mrs. Nash are at home in Highland Park, Mich., where Mr. Nash is employed in the engineering division of The Chrysler Corporation. **Mary Lillian Stewart**, '35, of Little Rock, Ark., was married late in the summer to Dr. Paul Milton Gray of San Antonio, Tex.



Louise Petersen, '37



Elinor Wakefield, '37

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—W. H. Davies, Leisure



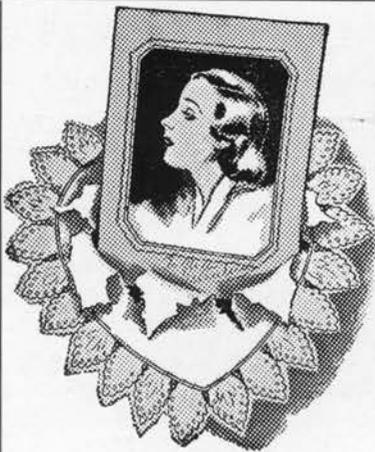
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Lamp Light



by
Mary
Bush

DOES YOUR head ache after studying? If it does, check up on your lamps. Do you really have a lamp suitable for close reading on your desk, or is it just something you brought from home? We're casting no aspersions on your mother's light fixtures, but chances are she didn't buy that lamp you have with the idea of seeing it carried off to college for study purposes.

STUDY LAMPS

Table lamps for study purpose should be from 100 to 150 watts. They should be placed on the left-hand side of the desk. The modern semi-indirect lighting, used in most of the new lamps, removes the glaring, uneven light which causes so much eye strain. Avoid using a large table lamp on a small table.

WALL LAMPS

These are 100 watt lamps and should be placed at the left, over flat top or slant-front desks. If your room is too small for a floor or table lamp, a wall lamp is ideal. Don't use this type in a formal room and don't center it over your desk.

FLOOR LAMPS

The wattage of floor lamps for studying can be from 100 to 300. Place this type of lamp in back and to the left of your study table. Semi-indirect light is best for study needs. Don't use the regular indirect illumination. It doesn't give your eyes enough help for a long study session.

The lamp in your room can be decorative as well as useful. The new simplicity of line used in all modern furnishings is carried into light fixtures, too. It's quite easy to find shades of almost any color—and they aren't very expensive. Plan on making your lamp an attractive feature, not a necessary evil, in your school-home.

Check your lamp now. See if it is correctly placed and if it carries the proper wattage. You owe it to your eyes—they have a long hard grind ahead of them.

To Whom It May Concern

*You remind me of a stiff meringue,
You're mostly made of air.
Good looking and sweet to taste—
But really nothing there.*

—Ronny Ronningen

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Heart to Heart

"LOVE IN THE MAKING" by Newell W. Edson aptly expresses the minimum essentials of love for boys. For girls his formula is just as applicable:

1. A genuine interest in the man and all that he is and does.
2. A community of tastes, ideals and standards with no serious clashes.
3. Greater happiness in being with this person than with any other.
4. A sense of being a finer person because of each contact with him.
5. A real happiness when he is absent.
6. The capacity to bring out his best qualities.
7. A feeling of good comradeship always.
8. A willingness to give and take, to give of one's best always and to better that best whenever possible, to take with serenity and happiness whatever he gives, confident that he too is giving his best.
9. A disposition to give fair consideration to his judgment.
10. A pride in him when compared with any other.
11. A wealth of things to say and do.



"USE YESTERDAY MORNING'S NEWSPAPER, if you merely want something to cover your head. An essentially well-proportioned hat never looks funny unless it is worn by the wrong woman," believes hat-designer John Frederics. So it is the fault of the wearer rather than the hat which brings hats ridicule.

THE WORLD WILL NEVER starve for want of wonders, but only for want of wonder, said G. K. Chesterton.

QUIET, PLEASANT HOME LIFE can correct the alarming increase in mentally, emotionally and nervously unstable persons. Miss Lita Bane is long on faith in homes and the things that homes can build into people. That is a torch for home economists.

COLLEGE HAS a peculiar position. It must teach the individual to be social minded, to give all he can to society. And yet it must teach the individual to take all he can from society, to live his own life unsubmerged in the mass.

TEA TASTERS SIP all day long without drinking a drop. More than a sip of one tea would impair their sense of taste for the next sample. Professional tea tasters say that the ideal tea is brisk, full, rich and flavory; thick and sirupy in the cup; not dark but rich in color.

"I WOULD RATHER make clothes, above all, for a woman who knows how to walk and enter a room," exclaimed Mainbocher, renowned dressmaker, recently.

—Peggy Schenk, editor

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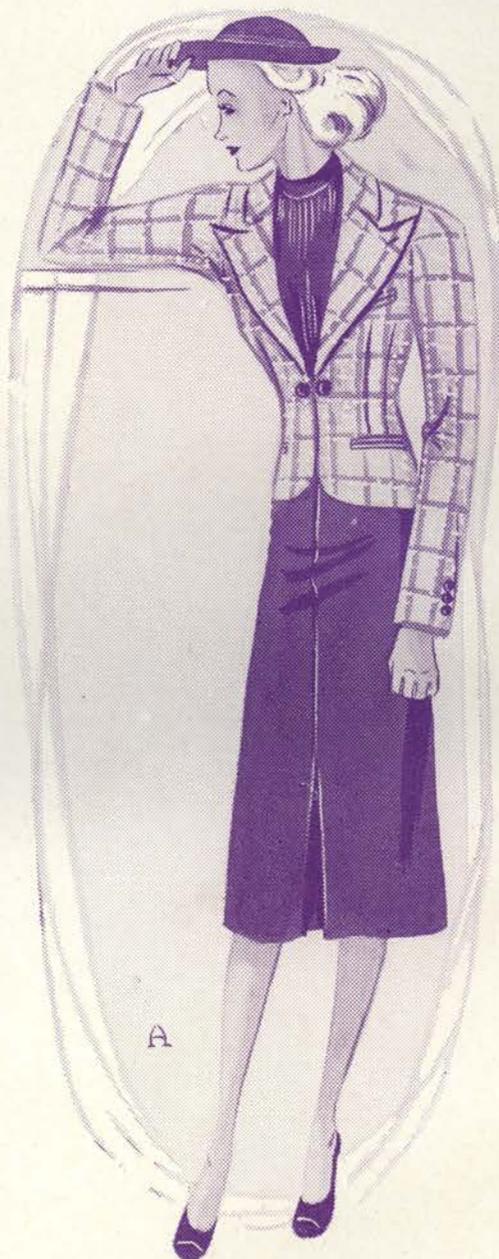
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