

Linens Handkerchiefs  
 Compacts Costume Jewelry  
 Cigarette Cases  
 Chase Copper and Brass

## COE'S

Your Campustown Gift Shop  
 2530 L. Way

## TALLMAN'S

Our long experience in the Jewelry  
 business and our being a

REGISTERED JEWELER  
 AMERICAN GEM SOCIETY

makes this a safe place to buy  
 Store Est. 1890  
 Downtown Ames

## Headquarters for School Supplies!

See Our

### DuBarry Hosiery

Styled Right  
 Constructed Right  
 Priced Right

Join Our Hosiery Club

**CAMPUS 5c-\$1.00 STORE**

COME IN TO SEE US FOR  
 THOSE FALL

## SPREADS and PICNICS

We have the baked goods  
 you want

## PURITY BAKERY

## AMES LAUNDRY

DE LUXE CLEANERS

218 Fifth

Phone 47

## A Worthy *Phi U* Project

*Eleanor Maver exposes the work of  
 a Home Economics Fraternity*

**H**AVE you ever wondered if all honoraries are use-  
 less as they appear to be? Phi Upsilon Omicron,  
 national professional home economics fraternity, has  
 attempted to dispel such thoughts by undertaking a  
 national project. A fund to be used in the development  
 of some phase of home economics has been established,  
 and the American Home Economics Association has  
 charge of administering it.

Keen interest in consumer problems has been aroused  
 in recent years. People are beginning to realize how  
 slight is their knowledge of social and economic prob-  
 lems. So the Association selected consumer educa-  
 tion as the field most worthy of their work. To insure  
 a sound contribution which would make this service  
 of maximum value, an advisory board was appointed  
 consisting of Day Monroe, chairman of the Associa-  
 tion's department of research; Ruth O'Brien, chairman  
 of its committee on standardization of consumer goods;  
 Florence Fallagatter, present head of Home Econ-  
 omics Education at Iowa State College and president  
 of Phi Upsilon Omicron.

To obtain information as to what type of service  
 would be most valuable, the committee sent a question-  
 aire to a number of selected home economists. Answers  
 to their inquiries told them that the service should  
 be limited to the preparation of material to meet the  
 needs of groups rather than individuals; that the ma-  
 terial prepared should place emphasis on the position  
 of the consumer in our economic order rather than on  
 guidance in buying specific commodities or on problems  
 of family budgeting; last, that as wide an audience  
 as possible, to include the lay consumer, teacher and  
 extension worker as well as the school supervisor and  
 professional person, should be interested.

The committee decided to prepare a publication  
 called *Consumer Education Service* which would be  
 offered on a subscription basis.

Newsletters have been published in October, Febru-  
 ary and May. During 1937-38 subject matter was as  
 follows:

1. News publications, consisting of annotations  
 from new books, periodicals and bulletins.
2. News from government agencies, current activi-  
 ties of the Bureau of Home Economics, the Con-  
 sumers' Council of Agriculture Adjustment, consumer  
 projects of the Department of Labor, Food and Drug  
 Act and the Federal Trade Commission.
3. Legislation affecting food, drugs and cosmetics;  
 resale price fixing; sale of goods below cost.
4. Standardization and report of the simplified prac-  
 tices and commercial standards of the National Bureau  
 of Standards.
5. Grading and labeling, including a report of the  
 rayon and wool labeling conferences and the Federal  
 Trade Commission; Canadian compulsory grade label-  
 ing program.
6. Cooperatives, including reports of student co-  
 operative dormitories.