

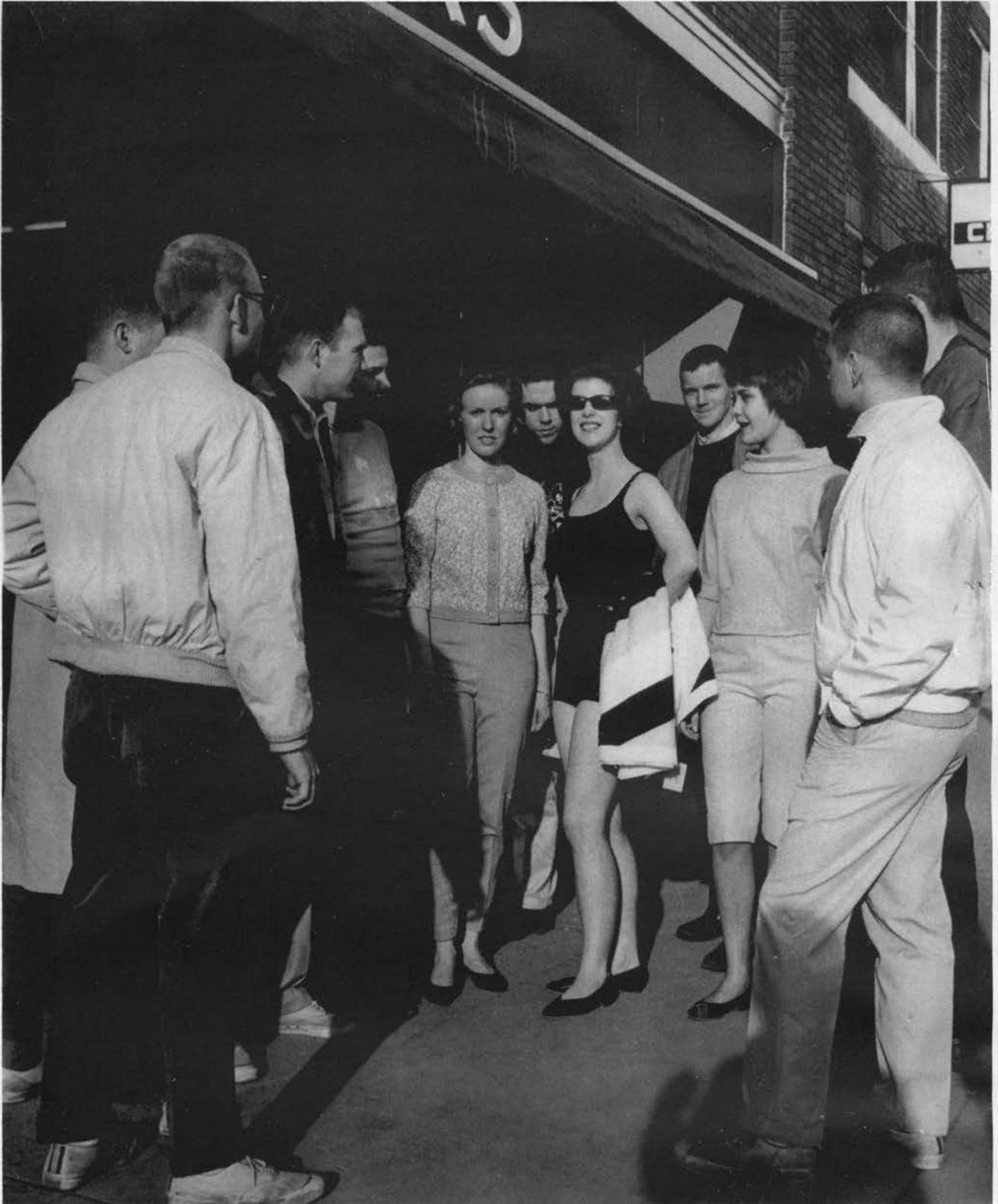
the iowa  
**homemaker**

March, 1962



**1922-1962**

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**Cover Description:**

Bess Storm Ferguson, the first editor of *The Iowa Homemaker*, and Mary Ellen Muckenhirn, current editor, combine their efforts in publishing the 40th anniversary issue of the magazine.

MARCH, 1962

*the iowa* **homemaker**

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Volume XLI, Number 8

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Published monthly except June, July, August, September by home economics students at Iowa State University, Ames, Iowa. \$1.50 per year. Entered as second class matter at the City Post Office, Ames, Iowa, under the act of March 3, 1879. Apply for advertising rates.

**Woman's Angle**

The following letter, received by the staff earlier this fall, brought to our attention that the March issue of the *Homemaker* is our 40th anniversary. Genevieve Fisher was the Dean of Home Economics from 1927-1944. The Fisher Home Management House has been named in her honor.  
**Dear Staff of the Iowa Homemaker,**

My congratulations upon the 40th anniversary of the magazine which has meant so much to the students of the Home Economics College through the years.

I've just read the October number and I'm sure you are maintaining the high professional standard which the preceding staffs have set. I look forward to receiving my copy and appreciate being on your mailing list.

My best wishes for continued success during this 41st year of the *Iowa Homemaker*.

Most sincerely,  
Genevieve Fisher

November 25, 1961  
Black Mountain, N.C.

Since this will be the last issue under the present staff, we want to take this opportunity to wish success to the 1962-1963 staff and ensuing staffs for the next 40 years. L.G

# What We Were . . .

## 'I was the editor of the first *Homemaker*'

by Elizabeth Storm Ferguson, 1921

### Editor's Note:

Elizabeth Storm Ferguson is the woman greatly responsible for the first issue of the *Iowa Homemaker*. She and her staff created Volume 1, Number 1 of the magazine in 1921.

That same year she was graduated from Iowa State, receiving her degree in Home Economics and Agriculture. Her courses had included many electives in English and journalism.

From 1921-1923, Elizabeth Storm worked with the Extension Service of Iowa State. In 1923, she married Fred E. Ferguson (ISC '22), publications editor for the Division of Agriculture and the Iowa Agricultural Experiment Station.

An Ames resident since that time, Mrs. Ferguson is interested in "homemaking, people, cooking, gardening, and housework, in that order." A little free-lance writing through the years has kept her in practice; and now she is managing editor for publications of the National Association for Nursery Education, women's editor for the *Iowa Rural Electric News and Tractor Farming*, and publicity chairman for the Iowa Home Economics Association.

On a gray April afternoon forty years ago, the first copies of the *Iowa Homemaker* were presented to Iowa State faculty members who had supported its struggle into existence with advice and encouragement: President Raymond A. Pearson, Dean of Home Economics Catherine J. MacKay, and Head of the Journalism Department Fred W. Beckman.

Backed by \$500 from the home economics club, the publication board and the editorial and business staffs had spent a year planning and producing Volume 1, Number 1.

The associate editor, Gwen Watts (Mrs. H. A. Madson, Glendive, Montana) and I and our staff had great fun planning and assigning stories, discussing cover designs with the Applied Art Department, and choosing type styles.

The real work of sending a new magazine out into the world befell the business manager, Jessie McCorkindale (Mrs. Frank Kerekes, Houghton, Michigan) and circulation manager Eloise Parsons (Mrs. Wade Hauser, Atlantic, Iowa) who were charged with selling advertising and subscriptions.

Jessie and her staff approached every potential advertiser in Ames and found them a little reluctant to buy space in an imaginary magazine. But many did.

### Why the *Homemaker*?

The efforts of Eloise and her staff to sign up the 500 subscribers Mr. Beckman had designated as

the starting point took them to every college girl's room and out over the town, knocking on doors to promote this magazine that was to bring the newest ideas in homemaking to the homemakers of Iowa.

The purpose of the founding mothers of the *Iowa Homemaker* was as simple as that; and the homemakers of Iowa were our mothers, our sisters, our cousins, and our aunts and their neighbors.

In time, the *Homemaker* became the practical laboratory for home economics students in journalism, with a local audience. Here is valuable experience in writing, editing, and publishing. The activity fee now eases the chores of the circulation manager; but the business staff continue to be active salesmen, and the editors continue to interpret home economics for their contemporaries.

We who dreamed up the *Homemaker* were too naive to think in large numbers of readers. Mass communication had not yet become a common term or a common concern. We wanted to share our knowledge with women whose problems we knew something about and thought we understood.

### Consideration of Each of 1300 Readers

Over the years, this recognition of the reader as an individual has gathered ever-widening acceptance. A recent issue of *Time* carries a full page ad for itself. Four words, "The Audience of One," are centered in the upper two-thirds of a white page. Below, the ad explains that, although *Time* is read by millions, it is edited for individuals.

This, it seems to me, is the heart and soul of successful communication. Whether we write a note to the milkman, a letter of application, a memo to a supervisor, or a report to the President of the United States, we reach for the attention of an individual. As we move into larger fields and write for mediums reaching people by the hundreds or thousands or millions, the writer who keeps the individual in mind will have a large and appreciative audience. Successful communication is a person to person affair.

Is this important? John Bowen thinks it is. He says, in *The Writer's Dilemma*, "One has a duty to use the media of communication one can, . . . and to use as skillfully as one can every technical device of those media, provided only that one does not compromise the truth of what one is trying to say. Even with that skill, communication is

not going to be easy, because it is always two-way — simply to receive is a positive act. Always. It is like a broadcast. At one end is a man with a microphone and a technical apparatus of extreme complexity. At the other end is a woman with a cheap portable radio of indifferent tone and a battery that needs renewing, who is using it only as background noise while she does the ironing. In between are atmospherics. But every now and then the voice comes through clearly and the woman looks up from her ironing, and thinks over what she has heard, and perhaps says to herself, 'That's true, but I never knew it.' It's all one can hope for, but it's worth doing."

In the same little book, Arnold Toynbee emphasizes the need for the writer to feel a part of the audience he is writing for.

"It is no use being a writer if one is not en rapport with the world in which one is living. The pen can be used for different purposes: for instance, either in support of prevailing tendencies or in opposition to them. But, to be effective for any purpose in the writer's own day, the written word must reach the minds and touch the feelings of the writer's contemporaries. If a writer cannot do that, he might as well store his manuscripts away in a safe, in the hope that, some day, there may be a generation for whom his words will come alive. One can think of writers who have had this fate: Akhenaton, Obn Khaldun, Roger Bacon, Vico and Mendel are famous examples. But this is a sad fate, and worse than that, the writer will be failing to fulfill his vocation if he fails to affect his contemporaries in an age in which the fate of mankind itself is in the balance."

From a practical, down-to-typewriter point of view, the American Psychological Association counsels its writers, through its publication manual: "A good and mature writer is so vividly aware of his material and the ultimate reader that he perceives himself chiefly as the link between the two."

And this warning hangs over the desk of biographer Catherine Drinker Bowen: "Will the reader turn the page?"

Now to come back to the *Iowa Homemaker* and women writers. We must be "en rapport with the world" in which we are living. We must be on the alert for ideas that will open up new vistas, new avenues of thought and new ways of doing things. We must write clearly and accurately about what we see, what we hear, what we do, what we think, and how we feel. These reports become our contribution to our times.

"The here, the new, and the individual, have always been the special concern of the saint, the artist, the poet and — from time immemorial — the woman," says Anne Morrow Lindberg.

## And After May 26th?

James Hilton, President of Iowa State University, comments with enthusiasm about ISU graduates. He can name dozens who have become really important contributors to the advancement which the 1960's show.

And many of these alumni have remembered the institution which helped them succeed. Some have contributed financially to the improvement of Iowa State. Some have sung her praises through their excellent work.

But, you say, "I've had to work for my diploma, and once I get it in my hands, I'm going to forget school. I've earned my degree!"

Well, maybe you're right. You may not owe Iowa State a thing . . .

IF you haven't benefited from new classroom buildings.

IF you haven't enjoyed the air-conditioned library and Union.

IF you haven't made any friends here.

IF you never had a good instructor.

IF you haven't received some recognition for going to a university which has a very high reputation in America and abroad.

IF you won't be proud to say you are an Iowa State graduate.

If you are convinced, then, that you don't owe loyalty to the school and the state in which you have spent your college life, then accept your diploma, and leave the campus and the associations in your scrapbook.

If you do think you could do something to further the work of Iowa State, consider the different capacity which each person has to support his "Alma Mater." President Hilton recognizes that financial aid is difficult for the recent graduates to give. It is the graduate of 40 years who may be most helpful — when he remembers ISU.

He reminds us, "You don't need perfect facilities for good research." You need curious and ambitious students — students who have heard from others the values of the University. Every student and graduate can repay part of his debt to Iowa State when he encourages the prospective freshman, saying, "Yes, you'll have to work, but you'll have a good education."

With the 1950-60 building plan now completed and plans for expansion needed again due to increased enrollment, it seems inevitable that this story will repeat itself. This, then, puts further emphasis on the necessity of not breaking the chain of progress. We have depended on what past decades have built. In what shape will the next decade be unless we also build? M.E.M.

# 1920s

by Rose Storm Summers, 1923

The Terrible Twenties took over our lives while I was a freshman at Ames. Following on the heels of the "War To End Wars," there were so many changes in our way of life that our generation was wholly unaware we were to become the symbol of the great upheaval in social traditions. We just considered ourselves a little more "progressive" than older brothers and sisters — considerably more progressive than our parents!

Indoctrination of coeds was delicately phrased but specific in detail. The Dean of Women, trying valiantly to hold the line, assumed we were all ladies, and as such we would:

Always be completely dressed, including gloves, before we left our rooms; for to put on gloves in public would be as immodest as to put on hose.

When on dates, try to join at least one other other couple in crossing the campus after dark.

When conversing directly with a gentleman, avoid using words that shaped our lips provocatively, such as "prunes" or "soup"; if it were necessary to use such a word, we must turn our faces so he would not be tempted beyond his control.

The latter seemed to hint that college fellows were delightfully more dangerous than the ones we'd gone with in high school, and we could hardly wait to try these words out on our first dates.

Secure in the knowledge that if my date got too fresh I could always slap him, I grasped the first opportunity to smile intimately up at him and ask, "Did your dinner start with soup?"

When all he did was to answer, "Gosh, no!" I tried again, enunciating carefully, "Ours did — and for dessert we had the most delicious prune whip!"

At that he clutched my elbow and started propelling me down the cinder path at a dog trot. I thought, "Oh boy! That double dare was too much for him!" and hung back so we wouldn't get separated from the other couple.

But he only shoved me more vigorously, explaining, "Here comes the Dinky round the bend! Hurry up or we'll miss it and have to walk to town!" And we all took off at a healthy gallop.

No different from high school dates.

Just before the Engineer's Campfire in October, "Dean H" admonished us to beware of any

*(Continued on page 21)*

# 1930s

by Laura Christensen Daily, 1935

There are two college-age persons who live at our house and call me "Mom," and they are reasonably well-informed about American history, sociology, economics, and other aspects of our culture. Yet they have one blind spot. They believe that the time of their parent's youth is known as the Olden Days; everyone who lived then was a righteous, thrifty, ambitious "square," and certainly college life bore no resemblance to the enlightened way they are living it now.

"Well, I have news for them, as well as for the rest of you who may share this view — fundamentally our college life was just the same as yours. It is merely some of the "trappings" that have changed.

Just as the center of our Iowa State campus remains substantially the same, decade after decade, so the core of our lives was the same.

Even some of those "trappings" were the same — we ate grilled rolls in the Union, complained bitterly about Union coffee while drinking cup after cup (although most of us had to learn to like coffee after coming to college); Bill Schramper had "Ladies Day" in his business law classes with the same effects; student leaders and faculty complained about the exodus from the campus over Veishea weekend; we struggled with the *Homemaker budget*; we even believed in the tradition of the Campanile at midnight.

Our serious discussions dealt with the same problems — the state of the world (Could it survive another World War?); the state of the nation (Was the New Deal going to make us a welfare state?); the state of the campus.

However, there were differences. The thing that influenced our lives in the Thirties was, of course, the Great Depression. It's hard to know, looking back, whether we realized we were going through such an ordeal or not. I'm inclined to think we went along from day to day thinking of it as normal. However, I don't want to minimize the effect. The hard work, the learning to manage, a certain amount of the self-denial may have been good character builders. I am not sure that the insecurity, the extremity of the self denial, and the sense of futility were.

I can only give you a personal experience. Quarterly tuition was then \$32. Counting a \$20 scholarship, my expenses averaged about \$25 for fees and

*(Continued on page 20)*

# 1940s

by Ruth Hackett Webber, 1949

The Forties saw the beginning and the end of the War. In the first part a man was either 4-F or in the service, and the campus ratio wasn't as favorable to women as usual. The shift brought more women to Iowa State College because families didn't have to pay to put their sons through school, and they sent their daughters. In 1941, home economics enrollment hit a peak of nearly 1,800 students.

Then the Navy landed, and the ratio was remedied — with seven men to every woman. The Bomb was dropped in Hiroshima August 8, 1945 — practically nobody grasped the significance of that — and the men returned, with wives. Pammel Court became a synonym for married-life-and-children. Suddenly it wasn't unusual to go to college and to be married, too. Some home economics students practiced their child development in their quonsets.

The Division of Home Economics had 70 full-time staff members in 1940, and grew to 87 by 1950. Dean Genevieve Fisher was in charge from 1927 to 1944, and was then succeeded by Dr. P. Mabel Nelson.

The College celebrated its 75th anniversary in 1947. In 1944, home economics research was incorporated in the Agricultural and Home Economics Experiment Station.

Home economics students shared a common freshman year then and selected their major as a sophomore. Around 1949, students helped with the planning of the "core curriculum." We had 6 weeks as seniors living in the home management houses, and we took turns being "mother" for the baby.

After the veterans returned, there was a formal ball somewhere each weekend; and everyone traded formals. No girl had a car; and we walked miles, acquiring the famous leg muscles caricatured in the humor magazine now long gone, "Green Gander." Men sometimes had cars, but they were generally for weekends only.

Skirts and sweaters were popular then, too; but hair styles were shoulder-length, in page boy or billowy "glamour." Shoulders in suits and coats were well padded.

Very few people stayed around for summer sessions. We took summer jobs as waitresses, camp counselors, or did a summer stint in other work.

# 1950s

by Ruth Abbott Remy, 1957

I graduated in 1957, so "home ec" as I knew it probably isn't too different from what you have today. Yet, I do know of several changes that seem strange to my "old-grad" ears.

A major part of every senior's year in '57 was home management house. We *all* lived there for six weeks — and we had a real live baby to care for. Having had no previous experience in baby care whatsoever, I think that baby was probably the most valuable single bit of learning experience I had. At least he gave me a bit of confidence in handling small babies — maybe too much. After our first child was born my parents visited us and went home reporting to friends that we treated him more like a fifth child than a first.

There are other curriculum changes — every home economics major in '57 was required to take art appreciation, basic food preparation (2 quarters of it), meal planning, and clothing construction — but the deletion of home management house looms greatest in my mind.

The new addition to the Home Economics Building (as it was called in 1957) was not there either. In fact, I believe they were just barely starting to dig ground when my class left school.

Two traditional activities that took place in the 50's were the sale of fruit cakes by the Phi U girls in December and the sale of cherry pies by the Institution Management girls at Veishea. I assume these two events still occur today.

Home economics during "my decade" was marked by the arrival of Dean Helen LeBaron in the early 1950's. To me she was a friend as well as a most excellent head for the Division (now College) of Home Economics. I did not have the privilege of knowing the former dean, P. Mabel Nelson, but my mother was in school under Miss Nelson and had only praises for her work. Home Economics at Iowa State has been extremely fortunate in having such able administrators during the last several decades.

For me personally, the *Iowa Homemaker* figured largely in what I thought of as "home ec." Doing a short stint as editor with Nancy Merchant Lysen brought into practice all the things I had learned in my major field of home economics journalism. The format of our magazine looked much the same as the *Homemaker* of today. Congratulations on your anniversary!

# Food Class for Foresters

by Russell B. McKennan, 1925

Spring quarter of 1925, there must have been 16 or 18 of us who decided to sign up for a course in camp cooking, offered for forestry students by the Home Economics Department.

The course wasn't required, and we earned no credit. It was simply a class for foresters who wanted to learn something about camp cooking.

The class met one day a week, after our regular classes. I think we went over at about 4:00 in the afternoon; and for two hours we worked in groups of four, turning out choice morsels such as sour dough pancakes, sour dough biscuits, muffins. I remember one afternoon we learned how to make popovers — why, I'll never know!

We cooked meat and regular meals, too — but they were meals we could use in the field.

About the only summer jobs for foresters used to be out in the woods — timber cruising, scaling, survey jobs. In 1924 and 1925, a number of us worked for the Forest Service out in western Colorado.

The first time I wound up doing the cooking for a crew, we had just moved our gear from one of the little "cow towns" on the western slope to our

camp site. The hired cook managed the move out from town all right; he knew how to pack a wagon. But from the campsite into the area where we were working, there just weren't any roads. We had to pack everything in — and "old John" knew less than nothing about packing horses. We sent him down the trail talking to himself, and I had to take over the cooking for the five-man crew until we could hire another cook.

In Colorado, we got into town often enough that we could get some variety in our meals. But that wasn't the story in northern Minnesota.

I went to work for the Army Engineers after I graduated; and the first year we were working on the Northern Light Lake, 80 miles from the nearest little town of Winton, Minnesota. We packed in all of our food in the fall; during the winter our diet consisted of beans, rice, coffee and sawbelly — some kind of cured meat not more than one or two of the men could eat. (And I wasn't one!) Most of the time we had moose and venison meat; but obviously, anything special we could get to eat was to be desired.

Three times a year, one of the local people made the trip out to our campsite with supplies. Lakes were frozen over, and it took a good dog team three to four days for the trip. Bill McGee, a forestry and wild-life man who has spent more than 50 years working in the Duluth area, brought most of our supplies in.

One trip I'm sure he remembers well was the time he broke through the ice over a section of rapids about a mile from our camp. He was driving his team over a shelf of ice, skirting the bank of a river. Each husky weighs about 60 pounds, and the weight of the sled — probably three or four hundred pounds — is spread along the 12-foot runners. Bill was following the sled, as the drivers usually do when they have a load. He had on snowshoes, of course, but his 180 pounds was too much, and he broke through. He had hold of the tail rope, and as he felt the ice go, he yelled "mush!" The dogs kept going, dragging him up onto the opposite bank. By the time he got into camp, his heavy clothing was a solid shell of ice; we had to crack it off him.

After we got him thawed out, we unloaded the sled and found that Bill had made that trip — the last one until spring — with the entire sled loaded with nothing but shredded wheat.

If he had an explanation, I don't think he got a chance to give it.

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# What We Are . . .



Members of the "Know Your Neighbor" panel are (l.-r.) Mrs. Harold Goldman, Sister Mary Denis, B.V.M., Mrs. Arthur Stein, Jr., Mrs. J. B. Morris, Jr., and Mrs. David Kruidenier, Jr.

## Mortar Board Presents:

# Know Your Neighbor

There is one family in America named "Minority Group." They are composed of one third of the citizens of the United States. They constantly encounter opposition from the other two thirds of the population who stereotype them and judge their superiority, equality, or inferiority.

There is another family in America named "Majority Group." They also encounter problems — difficulties and responsibilities which come with relating to the minority groups.

In response to the interest shown when "Know Your Neighbor" appeared in Des Moines, Mortar Board has asked the group of women who presented the program to come to Iowa State for the benefit of women students here.

Each person in the group is a member of either the "Minority" or "Majority" family. A Negro woman, a Protestant housewife, a Catholic nun, a Jewish mother, and a lady from the Orient will be in the Sunroom of the Union at 7:15 p.m., April 5, 1962, to explain how they live in the prejudiced world of 1962.

In years past, Mortar Board sponsored "Women's Day." The purpose of that day was to promote deeper thinking among women students and to encourage and honor scholarship, leadership, and service at Iowa State. This year it is being replaced by a two-event program.

"Know Your Neighbor" will be the first part of the program.

A recognition tea at the home President and Mrs. James Hilton will be the second event. This will be held on Sunday, April 15, at 2:30 p.m.; and freshman, sophomore, junior, and senior girls who have made significant contributions to Iowa State will be attending the event.

Now, back to "Know Your Neighbor."

Remember — the time is April 5, 7:15 p.m.

- the place is the Sunroom.
- the subject is prejudice — We'll let the panel tell the rest.
- the guests are members of your own family, Whether your name be "Minority" or "Majority." COME AND MEET YOUR RELATIVES.

# *Decorating Your Home*

## *With the Family in Mind*

by Jan Wheeler, H. JI. 1

New ideas and products are forever popping up in the world of interior decoration, and new and exciting trends are always in swing. These ideas and tendencies may be completely novel or may be delightful revivals of a past era, as seems to be prominent with the current emphasis on early American and provincial decor.

An example of the early American or colonial influence is the return to hardwood flooring accented by throw rugs, which include animal hides and skins for a rugged flavor. Bright, roughly woven rugs of Mexican or Indian design can be a rich addition to the use of bare wood floors.

Popular for their feeling of luxury and air of femininity are the "pouf" rugs, which come in many sizes, shapes and colors and are best used in a bathroom or bedroom.

Synthetics have made wall-to-wall carpeting in plain, solid surfaces more practical for today's hurried homemaker, for they not only wear well but are treated to be soil-resistant. Patterned carpets are often used now in bedrooms, and Oriental rugs seem to be enjoying a return to popularity. Large, woven, mat-like rugs are favorites for porches and recreation rooms.

What to do with walls is one problem often encountered in redecorating an older home, but it might be successfully solved by using wood paneling. Many beautiful, subtle finishes are now available in natural woods or synthetic products and can lend warmth and charm to many a room. One suggestion might be to utilize such paneling in a large, homey country kitchen.

### **Wallpaper Is Back**

To keep up with new ideas in other phases of interior decoration, wallpapers have become very unique and are now used mainly as points of distinction rather than as backgrounds. Scenic wallpapers depicting views from a terrace or a lovely winegarden are used in dining rooms; while rich, subtle grass cloth papers add texture to living room and bedroom walls. Thanks to Mrs. Kennedy, reproductions of wallpaper prints from the

homes of famous American patriots are now much in demand. Papers with matching draperies have also received much recent attention.

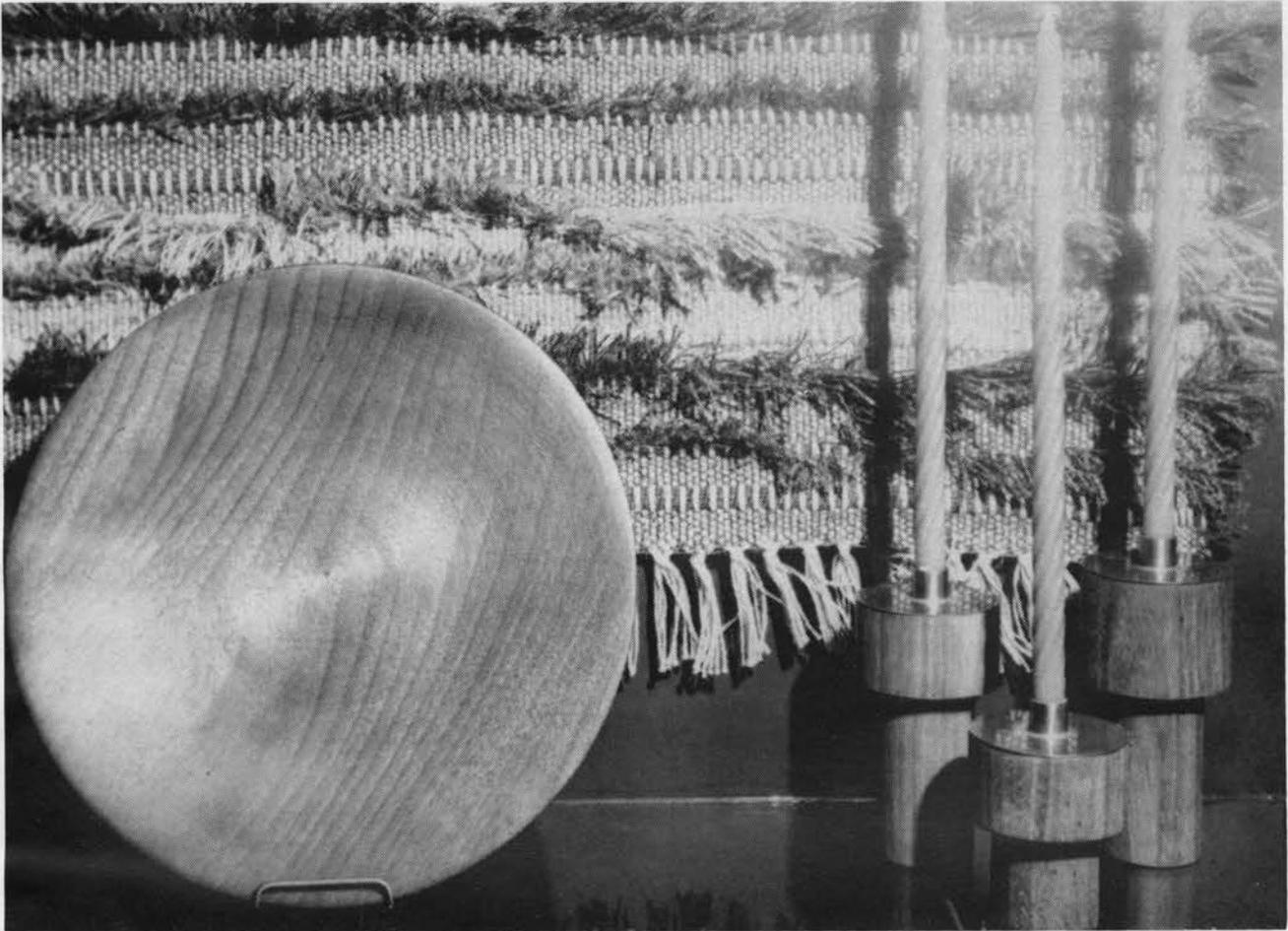
Folding screens, particularly those with Oriental motifs, have proved most useful as camouflage for an unsightly corner, as dividers for too-long rooms or for bedrooms that must be shared by people with diverse personalities. They can hide or give a new function to an alcove or a poorly-planned hallway, or provide a kitchen bulletin board. Versatility and portability have made the screen an important figure in the decorating world.

Folding louvered shutters used inside on windows will aid an early-American theme if they are simply made and naturally finished, or will lend a provincial taste if done more elaborately and painted with perhaps a gold detail. Louvered doors — double, single, or folding — can add interest where quiet and privacy are not vital.

### **Latest Furniture Style? A Combination**

Since good major pieces of furniture are not as easily replaced as paint, paper, curtains, or rugs, trends in furniture styles don't change as rapidly. Renewal of past modes has been very evident in recent years as early-American furniture and provincial pieces have enjoyed a steady rise in popularity. Although less adventurous souls feel safe in using just one type throughout their homes, many people have combined successfully these styles and others, mixing types of wood as well. In doing this, the decorator can also utilize family treasures more attractively or incorporate souvenir pieces from other lands (and perhaps include exciting finds from auctions or antique shops).

Fabrics for furniture have been much improved and, like the carpets, have been treated so that they are soil and wrinkle resistant. Bright colors, rich fabrics, and unusual materials bring news to this area of decorating. Corduroy, velvet, and burlap provide interesting textures, although the burlap can be uncomfortable; and satin brocades are now more usable because of new processes in protective finishes. Pettipoint and cane for occasional or dining room chairs have returned as charming finishing touches.



Intended for use either as accessories or as additions to table settings, these products of Iowa State craft classes can be seen on the second floor of MacKay Hall.

#### Accessories Show Personality

Accessories are an important but often neglected factor in decorating. Too often people feel that these items come under the heading of luxuries and should, for the most part, be acquired through gifts; but in order for the home to be well-planned and tastefully arranged, this is not a good thing to depend on. It is hardly reasonable to expect friends or relatives in some far-off state to know just what your home looks like and what colors and ideas have been used and to send a vase or lamp, or even an ash-tray, that will go well with the main theme. Many times the gifts are just the wrong item and will do more harm than good in the setting that has been planned.

On the contrary, the good decorator works to develop a flair for choosing the right accessories to make her house a delight to live in. She is aware that a shell here, an alabaster vase there, a basket-hammer here, or an Oriental lacquered box over there might be just the thing to complete her scheme; she knows the value of texture and color and the beauty of natural finishes. She does not discard a lovely old jar because it is cracked or a Wedgwood pitcher because it is chipped, but

recognizes the charm in these things as they are and uses them to good advantage.

New items in the world of accessories are old objects, such as antique jars and vases or good reproductions of articles that were once functional but have become so obsolete that they are now decorative. Elegance in accessories has also become popular, as can be seen in the golden finishes of elaborate wall hooks, door knockers, towel rods, switchplates and doorknobs. Other recent items brought to the front include embroidered pillows, baskets as wall-decorations, vases or magazine holders, carved wooden boxes and lacquered boxes for cigarettes, and colored glass jars and bottles.

Because they pull a room together and give a look of warmth and living to a home, accessories are vital. They are the things which will bring comment from visitors and will be remembered by children as they grow and leave for faraway places. They are just the touches that reflect the mood and personality of the home and of the homemaker who selects them. They are most effective when chosen with thought and care and treated with subtle importance in the decorating scheme.



## Let's Split A Pizza

by Barbara Pierson, H. JI. 3

A chocolate malt and a peanut butter and bacon sandwich, or a pizza and a bottle of pop? When you place your order for this imaginary, late-evening snack, you will also be showing your age by choosing the food that was a fad during your college years.

Since cookery began, certain foods have periodically appeared and have gained almost complete acceptance. However, after a certain length of exposure to the fickle public, these foods slip into oblivion and are unknown to following generations.

Had you lived in the 1840's, the words "flummery" and "bolivar" would conjure visions of two sweet treats. Flummery was a rich, custard-type dessert. The bolivar was a large scalloped ginger cake named after "The Great Liberator."

Some fad foods survive the period of popularity to remain as standards in American menu selections. Ice cream, hot dogs, prepared breakfast cereals, and the inevitable hamburger were first eaten chiefly for their novelty, but have achieved

and maintained positions at the top of the list of favorite and most frequently eaten American foods.

In other instances the food will be popular for a period, then be forgotten and later reintroduced. Fried pies, or half pies, were extremely well received in the late 1800's. Today the crispy, fruit-filled pastries have found a new appreciative audience and are again becoming a popular complement to a cup of coffee.

The college student often becomes a devotee of various foods that develop as fads. Peanut butter and bacon sandwiches were eaten with malteds as a favorite snack of students in the 1930's. Today's student has popularized pizza.

Perhaps the high-calorie choices of former students are responsible for the latest fad in our culture. Diet foods — solids, liquids, and powders — are appearing all over our country and are being consumed with great gusto by individuals seeking an easy way to trim off pounds.

Iowa farm women created another food fad when they dipped into the lime that their husbands used on the farm. The lime was combined in a syrup and produced pickles which had an unsurpassed crispness.

Food popularity has also been affected by public interest in health. Whole grain instead of white flour and sea salt instead of table variety are only two of the many fads created by this interest.

The modern, well-supplied supermarkets of this decade plus a new awareness of other cultures present opportunities for developing more sophisticated food fads. In the growing space age, we may savor delicacies from a world that we did not know existed. But in time that food, too, may lose its appeal and simply become another in the long category of passing fancy.

## Easter Bonnet In An Hour

Veil hats not only have caused men to feel that women do have some millinery sense, but this type of accessory is easy to pack and smart to wear.

One problem still remains. It would be nice to have a veil to go with every costume which requires a special color or design. This becomes costly.

The situation can be remedied by using your ingenuity and a dollar's worth of supplies to create an individual and inexpensive chapeau.

Supplies needed:

30 inches of 9-inch veiling.

All-purpose glue.

Thread to match the color of the veiling. (and needle)

Trimming.

These supplies, which may be purchased in a variety store, a department store, or a millinery supply shop, cost about a dollar, depending on the trimming you choose.

This is how to do it:

1. Place the veiling lengthwise on a table. Bring the two 9-inch sides together, matching the mesh so that it looks like one continuous piece of net. Glue the points of contact together. Creamy glue will not show when it dries.
2. When the glue is dry, gather the top of the veil, and pull the thread tight. Fasten this so that there isn't a hole in the top of the hat. Now the veil has the shape you want.



Linda Synnes, F.N. 3, looks like spring in a veil hat made by an Iowa State student.

Here are some ideas for trimming.

A band can be made and used as a crown for the hat. Sew or glue fabric to belting of any width. Place the veil over the band and tack lightly.

Velvet bows, ribbon of any fabric, or designs cut from cloth can be glued or sewn around the veil.

Artificial flowers, individual buds or a bunch of flowers, contrast with or compliment the color which you chose for your veiling.

Feathers make a good addition to a winter veil hat. They can be purchased and used as they come, or a large feather can be taken apart and the pieces arranged artistically to swirl from the top of your veil.

Another new idea is to make your hat a double veil. This gives a heavier appearance and could give a chance for you to use two colors, such as beige and brown, in the accessory.

To finish your creation, steam press it into shape. Holding the hat *over* boiling water will serve the same purpose as using a steam iron. This process can also revitalize veil hats which seem to have lost their life.

Now there won't be any problem in having the right "topping" for each of your outfits.

# Here's How We Look

"Is that how I really look?"

"That's not *my* voice!"

People are amazed that the camera and the tape recorder are accurate reproductions of appearance and sound. Sometimes, though, these devices are the inspiration for changes which will improve undesirable features in a personality.

Not being able to photograph or tape what a home economist is — and wanting to know what she looks and acts like — a committee of Iowa home economists set out to find a way to see the "image." Florence Fallgetter, Julia Faltinson, Dorothea Gienger, Candace Hurley, and Thelma McMillen, all Iowa State home economics faculty members, are among the committee of fifteen who are trying to discover just how the profession stands in the eyes of the public. They are working under the Iowa Home Economics Association.

Their long-range plan is to conduct and tabulate the results of three surveys which will be completed in the near future.

The first survey is finished and was conducted among the co-workers of home economists. A ques-

tionnaire, written under the direction of George Beal, professor of sociology, was distributed to 900 people. The recipients of the questionnaire were employees in colleges, high schools, hospitals, extension, and business. Home economists were employed in these areas also.

The survey consisted of two open-end questions asking what a home economist was. Following these queries were sets of "polar adjectives," a section in which the person filling out the form rated home economists somewhere between "specialized" and "non-specialized," for example.

The third section listed 50 areas of occupation which people normally follow. The person answering the questionnaire checked areas of employment which he felt were entered by home economists.

Although this survey alone does not give all the answers, it did seem to indicate that the reason people don't know about home economics is that they do not come in contact with it. The employees who knew the most about the profession were those who either worked closely with home economists or had backgrounds similar to home economists.

A second survey, which is now nearing completion, utilized an improved questionnaire. This part of the study is to find out what home economists think about themselves. The only question which was added to the original form was one on the age, marital status, family status, current employment and degree possessed by the person filling out the form.

Charlene Lucken, working toward a masters degree in technical journalism, assumed this project for her research. She distributed the questionnaires to 1500 of the 3000 home economists in 21 Iowa counties.

A final survey will be done among a random sample of the general public.

The purpose of this experiment is to show where the "image" of the home economist is less than the desirable one which each member of the profession hopes to create. Perhaps it will indicate how to make the view which America holds of the home economist socially, psychologically, and academically accurate.

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# What Will We Be!

## The Younger Generation

by Sherry Stoddard, H. JI. 2



Forty years from now . . . an era far from the mind's eye of today, or perhaps not so far, measured on the scale of the past altogether.

Forty years from now . . . when our children, and our children's children, turn with the century to a life that is now just the workings of our imagination.

Life is "ultra." Mrs. 21st Century is a super being in a super home in a super world. She is executive of the family unit. Sound, light, and electricity are her employees.

The grating, buzzing, nerve-shattering eruption of the alarm clock has disappeared with the pioneer days of the sixties. Bright and early, about eight o'clock, one wall of the master suite slides away, uncurtaining a brilliant rush of sunlight. The warmth of the sun, the lilt of "good morning" ultra super-sonic recorded music, and the fragrance of instant breakfast automatically preheating in the kitchen gently arouse the family.

Outmoded morning routines . . . teeth-brushing, hair-combing, shoe lace tying . . . have been eliminated by an all-glass "preparation box." Ten minutes, and the sleepy night creature is transformed into a reputable 21st Century citizen.

Carpeted conveyor belts carry the family to the dining area, where breakfast is served, via automatic pilot. The meal is hearty. A strenuous day of thinking lies ahead. For Mom and Dad, steaming coffee tablets, powdered scrambled eggs (unscrambled to conserve space), pancake pills with condensed syrup, and eleven nutrient capsules, arranged by harmonizing color and alphabetized. For the youngsters, deflated doughnuts (hole eliminated to conserve space), shredded wheat germ, whole calcium tablets (for developing bones), citrus lumps, and fifteen nutrient capsules.

All food is served in disposable synthetic containers, manufactured in the kitchen. Clean-up is no problem.

After breakfast, Mr. Century and the little Centurys leave for work. (Through the wonders of speed-up hypnotic instruction, children complete their education at about the age of eight.)

Mrs. Century is now alone to her thinking. She thinks of the washing and ironing which must be done. Her family's clothes are of spun-metallic fiber, which must be sponged and then buffed to a high luster. Hanging upright for 15 minutes leaves them wrinkle free and ready to wear.

She thinks of the marketing for the day. Pills, capsules, tablets, lumps, tubes, shreds, dehydrates, and condensations are chosen by number from a catalogue, ordered over a close-circuit TV connection from the market place, and delivered by non-stop space truck.

She thinks of the day's work, which consists of dusting the automatic button panel, sorting the space mail, balancing the credit budget (money has long since become extinct), rearranging the artificial flower beds, testing the audio-visual hook-up, supervising the total operation of her electronic household, and concentrating on the general welfare of her family.

Mrs. 21st Century is a hard-working thinker. When her family return, about 3:30, she will be ready for a relaxing evening in front of the Full Sensory (color, sound, smell, taste, and touch) Superama television set. Then the carpeted conveyor will whisk the family off to bed.

Of course, the Centurys live now in the unfulfilled center of imagination. We may not have the era pegged precisely, but then, forty years from now . . .



Bonnie Pepper keeps her mornings and afternoons filled by caring for children of working mothers. Her usual crowd consists of six youngsters. Mr. Pepper is doing graduate work in vocational education.

## Part-time Jobs After Marriage

by Diane Sharbo, H. JI. 1

Home economics is a broad term. It consists of a broad area of study leading to a broad range of job opportunities on a full-time or part-time basis.

Careerwise, no home economics graduate will ever lack the chance to use her knowledge. The girl who immediately becomes a homemaker does not "waste her education." She can use her free hours on a part-time job related to home economics. The only limits are individual desire and the ability to adapt skills to the local community.

### The Art Major

Many graduates in applied art have opened craft shops in their homes to supplement income and provide personal enjoyment. Business varies

with the season, customer demands, and the operator's interests. Summer and short-session jobs as craft directors also fall into the line of interest of these women. Others act as informal decorating consultants for friends.

### Children Everywhere

Being a major in child development is a good recommendation for caring for others' children. Day care for youngsters of working mothers would be a challenge. Several wives of college students have assumed this responsibility and have earned living expenses in this way.

### Leaders from Education

Those who major in home economics education

are prepared to teach and to participate in many other activities. A teaching career is one in which the work hours combine well with the hours you would like to spend at home. Substitute teaching is valuable for those who are not able to devote nine months of the year to their job.

Experienced extension workers have learned a lot about organizing programs and projects. Club work, church work, and events in other organizations demand such qualities of leadership.

#### **Food for Employment**

Food and nutrition majors find inexhaustible use for their school experiences. Some have opened candy shops; others bake wedding cakes; still others are employed by industry, testing new products in their own home. And there's always the fun of creative cooking for your family.

Institution management prepares a woman for a variety of jobs in restaurants, hotels, clubs, cafeterias, and industrial food service facilities. For those who chose homemaking as a career, this knowledge is of benefit in helping with banquets and other events which require a knowledge of large quantity planning and food preparation.

#### **Aiding the Consumer**

Achieving desired goals is an aim of home management. Confidence and competence are synonymous with a well-run home, and this is one of the results of home management education.

Many women have contributed their talents and knowledge outside the home as well. They act as consumer consultants to banks, credit agencies, insurance companies, and consumer magazines on a part-time basis.

Along with home management majors, graduates in household equipment are an aid to the consumer. Passing on their information of efficient and effective use of household equipment is one of the functions they can perform, either casually or on a job.

#### **Still More Opportunities**

Women who are in the area of home economics journalism can "free-lance." Writing may be done at home; proofreading is another part-time occupation; and radio and television offer other possibilities. There is no substitute for practical experience in journalism when the need for publicity arises in some of the organizations to which the homemaker belongs.

Textiles and clothing majors are an asset to their families. Good taste in clothing is a real addition to the attractiveness of family members. Skills such as this can be put to use also in community projects, designing costumes for plays and skits, and remodeling old clothing.

Youth and recreation leaders are always in demand. Girl Scouts, Campfire Girls, YWCA, and the

Red Cross all need competent full- and part-time staff. Persons trained in physical education can help in the development of good sportsmanship and physical, mental, and social skills when they become staff members.

Whatever your background in home economics, an opportunity is waiting. It just takes a little extra look and a stretch of the imagination to find a position suited to your skills and time.

## **Looking Abroad**

by Barbara Brown, H.G.E. 4

An International Service Program has become a part of the home economics curriculum here at Iowa State.

Although this program is not considered a major, it is designed to provide students with a background in international service for work in such government programs as the Peace Corps.

One girl is now studying under this program — Anita Wright, H.G.E. 3, from Glendora, California. When asked about the program Anita said, "Work abroad will be a rewarding experience. But I realize I must accept the culture of that country and help the people to help themselves. I realize that I cannot expect to impose our ideals on others in my time abroad."

And afterwards? Anita has not yet decided what she will do following graduation or after working overseas. Some of the opportunities she is considering is becoming a Peace Corps member or associating with another government agency. It would also be possible to work in industry either upon graduation or after experience in another area.

This is a type of education that is ever growing and changing with the times. Through this program young women will now have an opportunity to become oriented to national and international affairs. It will give students a chance to be informed and to understand the complex world that we now live in. The girl who goes into this program must appreciate the values and ideals of freedom and feel a sense of responsibility toward others throughout the world.

In order to fulfill the requirements for this program, students will be required to complete the home economics core curriculum courses. In addition to this, education is broadened by courses applying physical, biological and social sciences and the arts to the betterment of family living.

With a desire to serve others, a spirit of adventure, and a desire to increase her level of educational experience, Anita is looking forward to worthwhile adventures in other cultures.

# 40 Years From Now

by Anne Collison, T. JI. 3

To be the woman I wish to be in forty years, I must remember today the happy ways of doing. . .

Practicing etiquette and simple courtesies which make life more pleasant for me and my associates.

Paying attention to the obvious (which is most often the overlooked).

Always, always writing promptly a thank you note for a week-end, a dinner, or a blue hair ribbon.

Using the right fork — and knowing why.

Respecting age and femininity in making introductions.

I must remember also that being a lady requires more than being a walking Amy Vanderbilt.

I must show by my actions the esteem I hold for appropriateness and neatness in dress.

I must win the eternal game of "beat the clock" and not make others wait.

I must think about that indefinite and indescrib-

able term "charm," composed of poise, voice, personality, and star dust.

I must never forget

—that "a reputation is like a white satin ball gown."

—that it is good to have an ever-inquiring and growing mind.

—that there should be meaning in the shells of words such as "sincere," "thoughtful."

I must remember to have a minute to spare and an understanding heart that perhaps by some miracle has the answer to a problem.

May I look at the world through champagne bubbles while keeping my feet firmly on the ground.

And may I remember to look at this memo. Perhaps then I will be able, in 2002, to look back with pride on forty years to see that I have become the woman I hoped to be.

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(Continued from page 6)

## ISU in the 1930's

books. I was fortunate enough to secure a job on a student schedule-making committee which allowed me to earn just about this amount during quarter breaks. With President Roosevelt's New Deal, the SRE (Student Relief Employment) which later became NYA (National Youth Act) brought federal-paying jobs for many of us — sort of a student WPA.

Many, in fact most, of my friends worked in Ames homes for room and board; two of the women's dormitories were cooperative with residents sharing in food preparation and other tasks to cut costs. Almost everyone was in the same financial boat.

The cinderpath between the campus and downtown Ames was a wide and well-walked route. Bus fares were only seven cents, but many of us had to consider even that small saving. Even then it was considered "nardy" (we called it something else, I can't remember what) to carry a brief case; but I found I had to on such a long walk and suffered untold embarrassment until I could get across the campus to my locker in Home Ec. (MacKay was Home Ec.; Curtiss, Ag. Hall; Marston, Engineering or Engine; and the *Daily* was the *Student*, published tri-weekly.)

Mending runners in hose has become to me the symbol of our duress. All coeds wore hose; and, though they were of service weight, they developed runners — and *we mended them*.

There were other differences not strictly of an economic nature. Undergraduate marriages were practically unheard of; there was no Pammel Court. Girls were forbidden to marry during a quarter, and married women were not permitted to live in dormitories as a rule. Smoking was forbidden for women and limited to certain areas for men. (the Cyclone Cellar in the Union, for instance).

There were few cars among the students, and this probably accounts for the biggest difference in social life. All-campus social activities were more important and more widely attended. All-college formal dances were more frequent and popular; and dress was really formal with full-length gowns and tuxedos.

In fact, all of our life — social, intellectual, religious — was far less casual than it is today. We had some rugged individualists, but I believe on the whole we were more observant of regulations.

There is one question I have side-stepped in camping student life today and that of the Thirties.

Are students less able now, or is the subject matter much more difficult? I don't know. Certainly the body of technological facts has grown astronomically. The angle of approach in many courses has been changed. But were we more hardened to difficult tasks and more likely to have better working habits?

Several years ago the ALUMNUS magazine (with which I am associated) did a small survey on campus among teachers of long experience. We asked them this very question, but we still came up with no definite answer. Some believed the students have less ability now; others, that the challenge is so much greater there is no comparison.

That is likely the answer — we shouldn't compare. Many aspects of life in the "Olden Days" were different, but people (even college students) remain the same.



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young man who attempted to take a blanket to the Campfire. Of course we had all been on high school picnics where blankets to sit on were standard equipment — to say nothing of bob-sled parties where we were buried up to our noses in blankets. But “Dean H” could make even a wool square throb with portent.

About time for our dates to arrive several of us gathered in one girl's room to discuss what we should do about this dilemma. We agreed if any fellow showed up with a blanket it would be too embarrassing for the girl to mention the danger involved; so we would say nothing, but each of us would keep her in sight so she wouldn't be forced to defend her virtue alone.

Just then the girl nearest the window screamed, “Oh, look!” Every path leading to the dorm was almost solid with boys bearing blankets, the few empty-armed ones conspicuous for their drabness. Someone sang out, “There's safety in numbers!” and we hurried off in blithe anticipation that surely something exciting would happen. We really felt a little let down when, back in our rooms, not a one could report anything approaching a dangerous situation. We decided the Dean must have been raised in a different environment than we had.

Nevertheless, we all went home for Christmas feeling we were pretty worldly. When one of the home town boys who was a senior at Iowa asked me to the Athens Club New Year's Ball at a Des Moines hotel, I knew I had “arrived.”

(Continued on page 22)



**“You want some ice cream, too, Kipper? Some of that yummy kind from the D.I. Building salesroom.”**

(Continued from page 21)

I had left my only formal at Ames and was too small for any I could borrow from friends, so I had to whip one up out of an old taffeta "Sunday" dress. Mother was wonderfully helpful in seeing to it that I didn't expose any bare skin to the elements. Mother was a determined woman, so we compromised: I could make it without sleeves if I would wear my midseason underwear! That garment wasn't quite as hateful as regular winter underwear — at least it ended just below the knees and had a vest top with inch-wide straps over the shoulders. There was a drawstring inserted around the top to be pulled up to your throat line when it was really cold, and Mother thought I had better not alter the neck of the dress, for if the temperature stayed at zero, I'd surely want to pull that string up tight!

I accidentally slashed the dress right in the front so had to open up the neck line, but Mother hurriedly fixed a little ruffled georgette dickey to fill the space. I groaned inwardly, but knew I dared not stress the point too far, or she would refuse to let me go.

And certainly I wasn't going to wear those flimsy little slippers the whole twenty-two miles to Des Moines, even if Sid did have four fur rugs in the car! So she scrounged a slipper-bag somewhere in the neighborhood, and I docily laced up my high top shoes.

The minute I saw that roomy velvet slipper-bag, I knew my underwear problem had been solved. In the bag I hid my nicest suit of embroidered (with French knots, yet!) cross-bar dimity "teddy bears," and a bottle of perfume.

Although I had known Sid since childhood (Mother always felt either of her girls were safe



Daring Bathing Beauties of the 1920's.

when they were out with Sid), I just couldn't confess that I had to stop somewhere and change my underwear, so I concocted a seemingly logical excuse for stopping at the home of a college friend who lived on the outskirts of Des Moines.

Grace and her mother were somewhat startled at the invasion but when I shared the secret, they joyfully helped with the conspiracy, Mrs. Bowie deftly removing the dickey and giving me some tiny safety pins to pin it back in before I got home. (Mother always waited up till we were in, and would be sure to notice the missing dickey.)

The dance was the epitome of every girl's dream. Sid had exchanged more than half the dances, and every man was real smooth! That was flattering, for if a girl wasn't a good dancer, her date had to keep most of the dances for himself, trading only with fellows who weren't very good, either. One of the smoothest dancers was from Duke, and he was teaching me the "Bunny-Hug" when Sid circled by and stopped us.

Many of the girls were products of Eastern Finishing Schools and wore their elegance with svelte and bored sophistication. Some of them even smoked cigarettes as they sauntered around the lobby — right in public! (Of course some of the girls at Ames had done some experimental smoking after the lights were out, blowing the smoke out the windows. Afterwards they dabbled perfume around on the bedding and drapes and chewed Sen Sen like mad to cover the smell.

I probably looked more like a shepherdess than a siren; but I was determined I wouldn't act impressed by this blasé smoking, so forced my face into what I hoped was an equally bored expression, pretending I, too, was just dropping in on a little midwestern school dance — pleasant but not exciting. But I had a hard time retaining my composure when we strolled by a secluded corner and saw a couple drinking from flasks!

I was lucky that I had this bit of rehearsal, for at midnight the floor show swept in; and Sid and I found ourselves in the front row, only a few feet



Rose Storm, 1923

(Continued on page 24)

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- \* **Color Styling** No more than two colors should dominate a setting, and these should be chosen to display silver, china, and glass at their very best.
- \* **Decoration** Use decoration to accent color, build the mood of the table, and concentrate major decoration at only one or two points.
- \* **Balance** Place the appointments and color accents to create a sense of equilibrium. No part should look too heavy or too light.
- \* **Appropriateness** The right setting for the right occasion, a setting suited to your method of serving, and your way of life, whether it be formal or informal.

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# Plumbs'

— Walnut at Sixth —

from the performers. Star of the show was a Theda Bara-type dancer, clothed only in a few wisps of bead-encrusted chiffon. Several of the girls gasped, but I maintained what I hoped was an aloof expression. This became increasingly difficult, because as the girl danced, the beads began dropping off! Suddenly Sid whispered, "Don't look so much like your mother!" This deflated my ego, but by then the beads were bouncing and rolling under our feet and the fellows began to snicker. That broke the tension and the dancer — and she retreated to the wings in a hurry.

Safely home, I hurried past Mother's droop-eyed scrutiny with the dickey in place. If she detected the extra bulge of underwear in the slipper-bag she didn't let on. Mother was pure Irish, and if her youngest spalpeen hadn't outwitted her now and then, she would have worried.

I decided as I drifted off to sleep that there was too much fun to be had in life, I couldn't be bothered going back to college. But the next morning some of the glittering events began to look a little shabby, and I knew I'd rather get an education. So I returned to the campus with some sober purposes dominating my thoughts.

As soon as we had finished the shrill regaling of vacation experiences we settled in for winter on the campus. With only a handful of cars among the students, no one left the campus except for weddings or funerals. We went everywhere by foot, but there was S R O for every event — No one even thought of staying home because it was blizzarding. If it were a real dress-up affair, we wore suede spats over our slippers, and if we forgot the buttonhook, we used a hairpin to fasten them for the return home.

The field of journalism was just opening up for women. This was another aftermath of the war, for while the men were in service their places had been filled with women and girls whose work was of such high quality that temporary appointments became permanent, even at the executive level, and the door was open for a new and exciting career.

So many traditions had been broken that women felt quite daring — at times a little giddy with self-importance. Anything the men could do, the girls could do better. The men published the humor magazine *The Green Gander*, so the girls put out *The Emerald Goose*, and made more money than the rival magazine. The men had their professional magazines, so Bess Storm dreamed up *The Iowa Homemaker*. Not only did advertising have to be sold, but so did subscriptions, for no one had thought of having this a part of the fees.

With half as many students, there were almost as many events held, offices filled, and committees assigned. This meant more jobs for each person; but there was less red tape involved, so tasks were more easily accomplished. When something needed to be done, often only one person was assigned and, unencumbered with committee members and coordinating committees, the one person went out and got it done in a hurry.

We not only had to do all our extracurricular activities on foot, but the girls had many fewer hours for such things. Every girl had to be in her residence at 9:00 p.m. on school nights, and lights had to be out at 10:00. On Friday nights we could be out until 10:30, Saturday until 12:00, and Sunday until 10:00. We had no Kleenex nor nylon — even handkerchiefs had to be washed and ironed. There were no automatic laundries, so most of us sent our laundry home. But the pressing! With no wrinkle-resistant materials, and all cottons heavily starched, we spent more time at the ironing board than any other one place. There were no electric hair dryers, and the pounds of long hair to be washed and dried created a real problem.

Gym clothes were white middie blouses, red satin ties, pleated wool bloomers, and long stockings, winter and summer. Dance costumes included long cotton stockings, dyed to match — bare legs were taboo anywhere in public, although a few venturesome girls were going swimming without stockings (away from Ames, of course!).

Confident that there would never be any more wars, that we could look ahead to lifetimes of peace and prosperity, we were expansive with enthusiasm. Plans were under way for the first Veishea, and some visionary engineers were tinkering with something called radio. They claimed they could talk through the air without any wires! Fantastic! But anything was possible.

New organizations blossomed on the campus new courses were added to the curricula. Fraternities and sororities plunged deeply into debt to build larger houses, and wooden dormitories dotted the lawn east of the three brick ones then in use. Best news of all was that at last we were to have a recreation building of our own — a Memorial Union — paid for with student subscriptions and operated by and for the students.

So we fell in and out of love, most of us in again, with no thought of getting married until we graduated and had our debts paid. A man who would have suggested getting married before he could support a home would have been considered a pretty slippery character. Because the bride was expected to just keep house and raise a family — any thought of a career vanished with the "I do's."

Ha!

Congratulations to

## *The Iowa Homemaker*

on their

## *40th Anniversary*

Best Wishes for forty more years of reading  
enjoyment — facts, names, pictures, and service —  
all of special interest to the  
future home economists.

## The Memorial Union

### For the Man in your life

Everything your man needs for those formal  
dates. Tuxedos, white dinner jackets and acces-  
sories.

**BERCK'S**  
downtown

**BRUCE—ROSS**  
campus town

**JAMESON'S**  
campus town downtown



Special attention given to weddings.

# Who gets free BOMBS – 1962

- A. Seniors and juniors in Science, Engineering, Agriculture, and Home Economics who are registered Winter, 1961.
- B. Vet Med Sophomores, juniors, and seniors. Vet Med freshman are equivalent to regular juniors and must pay \$5.00.
- C. Seniors registered fall, 1961, to graduate fall quarter who have their picture in the Senior section.
- D. Co-op students registered as a junior or senior in fall, 1961, or their last quarter at ISU.

## Who does not get free BOMBS — 1962

- A. Graduate students.
- B. Students transferring to ISU in spring quarter, 1962, as a junior or senior.

**The 1962 BOMB**

# WHAT IS DRY CLEANING?

## **ISN'T DRY CLEANING A COMPLICATED PROCESS?**

In the past, dry cleaning was a complicated process. This picture is now completely changed through THE NORGE SCIENCE OF DRY CLEANING. Norge research and development has so simplified dry cleaning that it may now be performed more simply than laundering.

## **WHAT SHOULD I DRY CLEAN?**

Any and all garments and household articles that you do not include in your laundry with the exception of materials or garments containing plastic, paper, leather, rubber, fur, angora, or garments trimmed with these materials.

## **CAN'T I CLEAN ANY GARMENT WITH A FUR COLLAR, AND WHAT ABOUT ELASTIC WAIST BANDS, THEY'RE RUBBER?**

Man-made fur will clean very well. Animal fur trimmed garments require special processing; therefore, they should be cleaned and handled by furriers. Elastic will eventually lose its elasticity after approximately five dry cleanings.

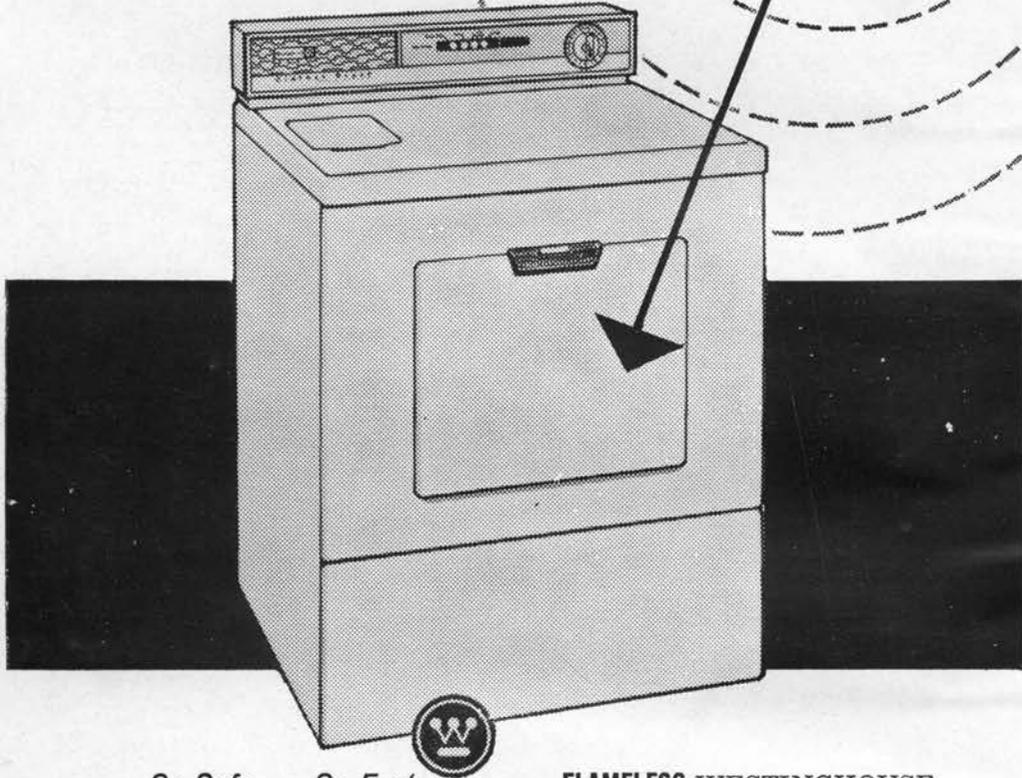
## **DOESN'T DRY CLEANING WEAR OUT FABRICS FASTER?**

Science has proven otherwise. Soil particles cause friction, weakening the fibers. Frequent cleaning may double the life of the garment.

**Daultons**  
**Coin Operated Dry Cleaning**

PUTS SUNSHINE IN YOUR WASHDAY

Westinghouse  
AUTOMATIC ELECTRIC **Dryer**



*So Safe . . . So Fast*  
**DIRECT AIRFLOW SYSTEM**  
*for more efficient drying!*

**FLAMELESS WESTINGHOUSE ELECTRIC CLOTHES-DRYING** is faster, cooler and more economical because fresh, warm air is blown directly into the tumbling clothes. Safe for all fabrics.

Trade-ins and easy terms.  
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LIGHT AND POWER  
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