

the iowa

# homemaker

April, 1960



*... As Others See Us*



due on campus?

don silk-twist!

You're off to a sunny start in silk-twist, our sunshine-happy blend of silk and rayon that stays fresh 'n crisp now and through summer at home. Choose your colorful coordinates in stripes or prints today.

1. Striped, roll-sleeved shirt in navy, toast, lilac or grey with beige. 10 to 20. \$5  
Navy, toast, lilac or black skirt with striped sash. 10 to 20. \$5.98
2. "Carpetbag" print, roll-sleeved shirt in green, toast, blue or gray with beige. 10 to 12. \$5  
Green, toast, navy or beige skirt with "carpetbag" print sash. 10 to 20. \$5.98

—Sports Shop: Second Floor; East, Downtown, and Merle Hay Plaza

MAIL ORDERS WELCOME

**YOUNKERS**  
"Satisfaction Always"

# SPECIAL!

## FIRST TIME AT THIS LOW PRICE!



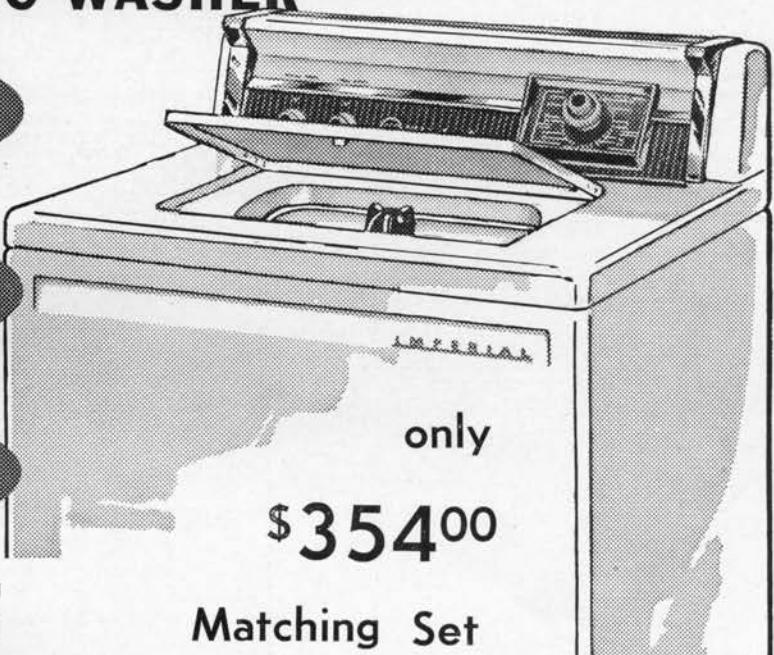
# Whirlpool

AUTOMATIC WASHER

TWO SPEEDS

TWO CYCLES

BUILT-IN LINT FILTER



## WRINKLE-FREE DRYING!



2-cycle—Wash 'n' Wear and Regular. Six temps. Extra fast drying. Special AIR setting. New faster drying.

RCA Whirlpool  
Automatic Dryer



- Normal speed for regular laundry . . . plus a slow speed for delicate fabrics
- Built-in lint filter gives you lint-free wash . . . no tray in your way
- Five-temperature water selector including cold water wash
- Two cycles—regular and gentle

5-yr. warranty on sealed-in transmission. Now—a new, wider fabric range . . . safer, cleaner washing . . . and the most softening rinses you've ever seen. Get a big trade-in now for your old washer—while GIANT TRADES, EASY TERMS are in effect.

## Ames Appliance Center

202 Main Street

Ames, Iowa

Phone: CE 2-2763

W. J. STUART, Owner

## *Ice Cream and Iowa State Go Together*



Jackie Jepson, H. Ec. 1, and Peter Christopher, For. M. 4, enjoyed their IOWA STATE DAIRY ICE CREAM so much that they almost ate all their ice cream before the photographer could get a picture.

**For a pleasant after-class snack stop at one of the ice cream vending machines in the Hub, Curtiss Hall or Physics Building.**

**EDITORIAL**

PUBLISHER Gail Devens

**CO-EDITORS**Marty Keeney  
Carol Shellenbarger**ISSUE EDITOR**

Ellen Molleston

**ASSOCIATE EDITORS**Sue Guernsey  
Carolynn DeLay  
Beth Lambeth**RESEARCH EDITOR**

Sylvia Noid

**ART EDITORS**Faith King  
Ann Ward**PHOTOGRAPHERS**Connie Sherod  
Lavonne Daniels**STAFF WRITERS**Beth Beecher  
Diane Houser  
Julie Briggs  
Doris Post  
Barb Pierson  
Patty Anderson  
Laveda Jansonius  
Mary Ellen Muckenhirm**BUSINESS**

BUSINESS MANAGER Barbara Strang

ADVERTISING MANAGERS Barbara Racine  
Marilyn Miller

TREASURER Mary Jo Drilling

ASSISTANT TREASURER Anita Trachta

CIRCULATION AND PUBLIC RELATIONS EDITOR Nancy Dean

ASSISTANT CIRCULATION AND PUBLIC RELATIONS Judy Dorrel  
Marilyn GiddensADVERTISING SALESMEN Leslie Graham  
Nancy Swartout  
Liz Lane  
Barbara Neal  
Rita Smick

OFFICE MANAGER Mary Kay McCabe

**PUBLICATION BOARD**

Bernice Burns, Gail Devens, Kay Goepfinger, Carol Shellenbarger, Marty Keeney, Dean Helen Le Baron, K. R. Marvin, Marion Moore, Barb Strang.

**Photography:**

Cover, Gale Johnson; page 4, Tom Morgan; 6,7,16, Carol Shellenbarger; 10, Bob Johnson; 11, Gail Devens; 12,13, Bill Osborne; Artwork: Ann Ward.

**The Cover:**

The camera focuses on Deanna Smith, D.St. 1, at WOI TV studio. See "Behind the TV Camera," page 12, for the Iowa State women's role in this growing medium.

# *the iowa* homemaker

April, 1960

Volume XL, Number 1

As Others See Us . . . . .	<i>Tom Emmerson, Beth Lambeth and Sue Guernsey</i>	6
China Cues for Smart Shoppers . . . . .	<i>Doris Post</i>	8
Reflections of You . . . . .	<i>Sylvia Noid</i>	9
Campus Tours, Inc. . . . .	<i>Patty Anderson</i>	10
Child Development Experts Study "Multiple Mother" Effects . . . . .	<i>Carol Calhoon</i>	11
Behind the TV Camera . . . . .	<i>Carolynn DeLay</i>	12
Gray Meals, One Subject of Food Technology . . . . .	<i>Mary Ellen Muckenhirm</i>	14
Coed Chooses Spring Fashion's Fancy . . . . .	<i>Laveda Jansonius</i>	17
Expand Your World . . . . .	<i>Marty Keeney</i>	18
RAIN . . . . .	<i>Diane Houser</i>	21
What's Going On? . . . . .	<i>Carol Shellenbarger</i>	22

Published monthly during the school year 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.

## Women's Angle

We're not stretching our boundaries too far when we say that the "world sees us."

Last fall a noted Russian looked at the Home Economics College of Iowa State. Every day instructors, friends and outsiders are observing the actions of home economics students. The eyes of the state will be focused on the year's accomplishments of home economics as high school students, alumni and visitors attend Veishea.

People aren't always satisfied with what they see. Mr. Khrushchev was critical of a college that taught girls what a mother could teach the young women of Russia. An article in "McCall's" magazine recently classified home economics courses as an area of study not designed for colleges.

This month the "Homemaker" tries to help polish your reflection as an individual and as a student and professional home economist. It's not only the image seen in a mirror that outsiders are seeing, but we're also judged by our actions and personalities.

It's a challenge and a compliment to be the object of so much attention. How do you look?—GD.

*"O wad some pow'r the giftie gie us  
To see ourselves . . .*

# AS OTHERS

## A Man's View

by Tom Emmerson, T.Jl. 5

Trying to explain what I like to see in women gives me a greater appreciation of how the Christians felt before whetting the appetites of some hungry lions.

Perhaps my greatest criticism of women is that they are too conservative in their thinking. Only a few ever take active sides on controversial topics. We find them encroaching on the man's world in nearly every area. They have secured their rights, but I don't believe they have adjusted their thinking accordingly. In short, they are living in a man's world and still thinking in their own.

On the Iowa State level, I would say our women generally lack that Grecian type beauty, but they have a more appreciative attitude toward life. Generally, most of the women here are pleasant, sensitive and sincere. On a casual basis, girls who are most impressive are those who are courteous and appreciative of others. Women who suffer from a Narcissus complex (vanity) are most displeasing.

Another criticism is actually created by the campus social structure. Having to call a coed for a date before Wednesday seems both impractical and unwise. Ideally, women should join in a great conspiracy and refuse to accept dates any earlier in the week (with the exception of formals).

On dates, I would say that most women do their best to enjoy themselves. At least most Iowa State coeds seem to feel that they should make the best of any situation.

The best dates are, in my opinion, those who are alive, quick-thinking, humorous and able to talk intelligently. Iowa State women are probably better at enjoying themselves under any circumstance than other university women.

And as far as matrimony is concerned, love still seems to be the dominating force. Trust, understanding and consideration are also important. Generally speaking, however, I pass on this topic.



TOM EMMERSON

## A Professor Says

by Beth Lambeth, H. Ec. Jl. 3

Little things make me form an opinion of a student, and sometimes the wrong one," says Miss Neva Petersen, associate professor of applied art. She acknowledged that generally "a wonderful type of girl with great potential attends Iowa State," then voiced her opinions on coeds frankly, but always mindful of the fact that she, too, was once the subject of criticism as a student here.

In reference to students' actions on campus, Miss Petersen said, "I am amused by the way different girls meet me on campus." She categorized her students and ex-students in three ways:

1. The student who remembers her instructor and speaks to her. To Miss Petersen this is an indication of fine manners and a genuine interest in people;
2. The student who speaks to her instructor in the classroom building but not when she is out socially;
3. The student who stares right at the instructor and treats her as an utter stranger. "Obviously this student was not interested in the class or in me, but was merely taking the course for credit," said Miss Petersen, who teaches a course dealing with interior design and the history of furniture and architecture.

By ignoring occasions for acquaintances and friendships, Miss Petersen maintains that many girls miss one of their greatest opportunities for personality development. "I feel very warm toward a girl who remembers my name or even my face," she said smilingly. "It's good for students to know other age groups. I feel very flattered when a student drops in to see me — just to see me." She added that not very many do this.

"I expect my students to act like adults in class and in all my relationships with them. I expect a student to be in class and do the assignments. In fact, I consider a college girl adult enough to look up the subject matter and



MISS NEVA PETERSEN

# SEE US"

*Robert Burns—*

if she is interested we expect her to pursue it further on her own." Miss Petersen feels that each student should try to enter class discussion. However, she said, some students monopolize discussions, and a teacher "can always spot a 'phony.'"

On the topic of grooming, Miss Petersen said, "I feel Iowa State students as a whole are very well groomed. When I am standing looking at them, I appreciate this." One of her pet peeves is to see a girl chewing gum in class or in public, although she admits enjoying the habit herself. She added that she is never too happy when the season for Bermuda shorts comes. She feels that too many girls don't have the figure for shorts and that they are improper for classroom wear. She quickly acknowledged that hot summer days and Bermuda shorts days were exceptions.

"Going to class is your business and should be taken a little more seriously," Miss Petersen contends.

It irritates almost any instructor when a student is habitually late to class or when a student always has an excuse for not getting her assigned work in on time. Miss Petersen cited the girl who phones to say she will not be in class and asks, "Will I be missing anything?" This, she said with a grin, is not very complimentary to an instructor who likes to feel that all her classes are important and part of a particular learning process.

"Offhand, I would say that good grooming, organization, and good work go hand-in-hand," observed Miss Petersen. She emphasized the fact that college life and advantageous use of the time spent on any campus can lead to great personality development. "It's a case of time management. Most students waste time," she said. "I know, I was a student too."

## A salesperson sees you

by Sue Guernsey, H. Ec.Jl. 3

One segment of the world that the Iowa State coed is constantly in contact with, but seldom aware of, is that of the Campustown clerk. Just how does this "world" see the Iowa State coed?

You are seen as a competent shopper, one who knows what she wants. One clerk explained that she enjoyed helping college women because their knowledge of products forces her to keep informed of new methods and trends.

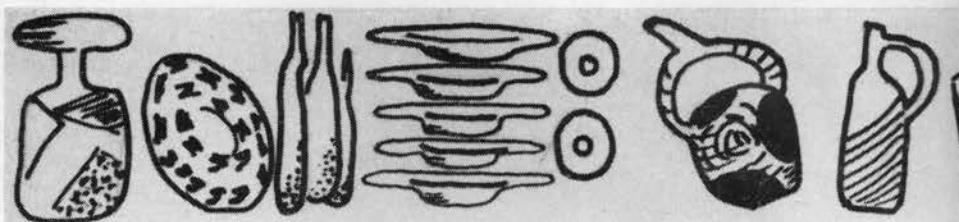


Ginger Obama, T.C. 2, is given an appraising eye by part of the masculine world which watches every coed. The steps-sitters are, left, Ron Wilson, Aero.E. 2, and John Jamison, I. Ed. 3.

You are also seen by nearly all the clerks as individuals who are open to suggestions. Even when you do not ask specifically for suggestions, you are always ready to accept any new ideas a clerk might suggest.

One clerk mentioned that college women stray from the flock once in a while and start their own trends in fashion, rather than always following those trends set up by others. She enjoyed this show of individualism on the part of college women.

*Continued on page 21*



By Doris Post, H. Ec. Jl. 2

**C**hina tableware of good quality is perhaps one of the most prized possessions a homemaker can have. And selecting a life-time pattern often confronts the college woman planning for marriage or career.

Here tastes, personality and individuality are reflected in her choice of china. Intelligent shopping can be hampered by misunderstanding some of the terms referring to china's construction and selection. Though the final selection of new tableware is essentially a matter of good taste, the following definitions may make shopping more profitable.

#### Terms to Know

1. Coupe — is the rimless tableware which has been featured by retailers and manufacturers during the past few years.
2. Ellipse — is the slightly oval shaped dinnerware which is usually found in modern settings.

3. Glaze — is the finish which gives the ware its smooth and lustrous surface.
4. Inlaid color — is the background color on dinnerware which is securely bonded to the china so that scratches don't mar the design's beauty.
5. Open stock patterns — are those china patterns which may be purchased either in bulk or as individual pieces for replacements or supplements.
6. Bone china — is very white china known for its translucency and durability. It is made from ground animal bones and clay. Prices for five-piece place settings of bone china range from \$14.95 to \$75.00. There are more expensive designs, but they are less common.

#### China or earthenware

China should be distinguished from earthenware, which is used in heavy picnic dishes as well as in some well-decorated tableware. Earthenware is generally opaque compared to translucent china.

Porcelain ware differs from china mainly in the methods used in applying the glaze to the product during production. The consumer would be unable to distinguish between the two.

There are two tests suggested by the American Vitrified China As-

sociation, Inc., that can be performed by the consumer to distinguish china from other similar products.

#### Simple tests help

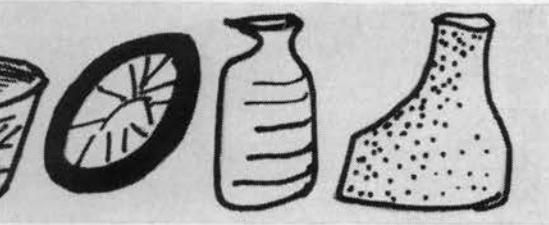
For the first test hold a plate up to the light and put one hand behind the plate. You should be able to clearly see the shadow of your hand if the plate is made of china.

A second simple test consists of balancing the plate on the tips of the fingers of one hand and sharply striking the edge with a pencil. China will emit a clear bell-like sound when struck.

Professor C. M. Dodds, head of Ceramic Engineering, says that American china producers are making fine and durable products. Domestic products, particularly of recent vintage, are tested for durability of construction and design. They are made for modern living, and may be washed in detergents or in dishwashers. If treated with reasonable care, china will retain its beauty and usefulness for longer than its owner's lifetime, according to Dodds.

#### Choose design carefully

From the standpoint of design, tableware should have a decoration and shape that implies fitness for use. It should have simple lines and an elegant appearance. It should harmonize with modern or traditional interiors and with the way



# SHOPPERS

of life of its owners. Examine the china of your choice in surroundings similar to those in which it will be used. (Retailers will gladly set sample place-settings for prospective buyers.) Remember that the theme, whether coupe or a rimmed effect, sets the style for all other service pieces. Sculptured treatments, fluting, and embellishments on the edge of plates and cups set a definite style to be followed. It can't be overemphasized that china, silver, crystal and other accessories should be carefully chosen to blend together to create a harmonious setting for the owner's way of life.

#### Manufacturer's guarantee

China bought from a well-known firm is backed by the firm's reputation. If something should happen to a piece or pieces of a set because of poor construction, one should check with the retail store where the china was bought. Manufacturers often will replace damaged pieces with no cost except postage to the consumer, and the retailer will usually take care of packaging the damaged china.

If the consumer takes time to learn some of the terms used in the ceramics industry, and considers her tableware from the standpoint of good design and her own way of life, she will take pride in setting her table for family and friends.

# Reflections Of You

by Sylvia Noid, H. Ec. Jl. 3

Women at Iowa State have a way of decorating their mirrors with sayings and quotations clipped from various sources such as magazines and textbooks. These choice words range from tempting thoughts to spiritual philosophy, and often give a peek at the woman's personality.

Take the more fun-loving person who has clipped and posted such sayings as "Live, live, live!" and "Well, why not?" Following this train of thought is a word from the matrimonially minded woman, "How does a woman choose a man?" You are left to draw the conclusions on this subject.

Iowa State academic life has its ups and downs, and many students find themselves lost in the maze of studies. Stepping into the room of a rather academically frustrated Iowa State coed, you see a mirror decorated with such sayings as "Rub, don't blot," "Keep smiling," and "I'm so smart I make myself sick." One woman in the Science and Humanities College ably stated the situation with a quote from James Thurber, "Scientists don't really know anything about anything."

Souvenirs from entertainment establishments decorate the mirrors of some of our more light-fingered coeds. "Ladies Lounge" and "Reserved Seating" may have once adorned your favorite night spot.

"Eyes are the windows of the soul" was found on the mirror of a more philosophical, religious woman. It seems to be a very thought-provoking and powerful statement for those who take a moment to stop and think.

How many of you have found yourselves in a so-called bind, a circumstantial situation out of which you just can't seem to see a way? This may be anything from a bridge game to three tests in one morning to the very crisis of life. There is a one-word saying appearing on mirrors of many college women and also on the lips of the other students which gives a good satirical piece of advice. The word — "PUNT!"



This picturesque former horse barn now is used as a classroom building by Iowa State Landscape Architecture students.

## Campus Tours, Inc.

by Patty Anderson, H. Ed. 2

You are now approaching the campus, folks, and on your right we have the . . ." You may be conducting "guided tours" of the campus this spring when friends or parents come for Veishea.

Extra tidbits of information will help to make your tour more interesting and fun for you and your guests. For instance, did you know that the post office building was originally built as a depot for the "Dinky," a small steam engine with two coaches which used to transport passengers between Ames and the college?

Your tour of the campus might start at Beardshear Hall. Beardshear was built on the site of Old Main, the first all-purpose college building. Legend says that President Welch once tossed potatoes from the steps of Old Main with directions that trees be planted where the potatoes landed.

Looking across from Beardshear to the area where President Welch's trees may have grown, you can see one of the most beautiful walks on campus. This is the favorite spot of John R. Fitzsimmons, head of the Landscape Architecture Department. He especially likes the group of maples just south of the flagpole, where the "fall light shines through the leaves with a golden glow, making a beautiful frame for Beardshear." More beautiful trees are found in front of Curtiss Hall where a group of larch trees, like many groups of trees on campus, has been designated a memorial to college faculty.

Northeast of this area of the campus is the quaint Landscape Architecture building. Your visitors to the

campus might be surprised to learn that the building was once a horse barn and the round Shattuck Theatre, next to the Landscape Architecture building, was a judging pavilion for the Animal Husbandry Department.

How would you like to have the Iowa State victory bell for an alarm clock? If you had been an Iowa State student who lived in Old Main, you would have been awakened and called to meals by this bell, now found west of Beardshear Hall. And don't forget the Grant Wood murals and sculptures by Christian Petersen on the first floor of the library.

"Lo! I come to the sacred planting.

Lo! the tender shoot breaks through the ground.

Lo! I reap the bountiful harvest.

Lo! these are joy in my house!"

This Osage Indian poem inspired Christian Petersen, sculptor, to do the fountain with four Indian women in front of Memorial Union. Petersen's sculpture and bas-relief in the Veterinary Medicine quadrangle of a man with an injured puppy in his arms is another beauty spot you might want to show your visitors.

Looking down from the Knoll, President and Mrs. Hilton's home, named for a baronial castle in England, you and your guests can see one of the loveliest areas of the campus. Here some money thrown from Wishing Bridge, spanning the creek between the Knoll and the Union, may even bring an A on that next psychology test!



Patti Landem, H. Ec. 3, sits pensively under the surveillance of one of Christian Petersen's two statues of studying students, familiar library landmarks.



In a current Child Development research program, four-year-olds are the subjects of the second phase of testing. Although this child is not one of the group involved in the program, she is the same age.

## *Child Development Experts Study* **"Multiple-Mother" Effects**

By Carol Calhoon, H. Ec. Jl. 4

**M**othering and its effect on child growth is the subject of current child development research.

This home economics research includes measurements of development and adjustment of three groups of children, each having different conditions during their first few months of life.

Under general direction of Dr. Glenn Hawkes, head of the Child Development Department, the study is led by Dr. Bruce Gardner and Dr. Damaris Pease.

"Other researchers have noted that children having multiple-mother conditions during early childhood have had faulty physical growth, inadequate personal development and even mentally retarded attitudes. Our hypothesis is that there is no difference in their final growth, but at this stage of the research we are unable to determine final results," Dr. Gardner said.

Data are now being classified on the findings of the first phase of testing, completed in De-

cember, 1959. At this time all of the children had been tested at the two-year-old level.

In the experiment are 118 children. Group A includes infants who lived in the Iowa State home management houses for one quarter before being placed in foster homes and then adoptive homes. Group B consists of infants who resided in private homes with foster parents before they were adopted. Children in both groups were born to unmarried mothers and released for legal adoption. They were selected by the Iowa Children's Home Society, which also supervised the placement and adoption of the infants.

Group C infants were born into complete families and presumably received normal mothering in their own homes, according to Dr. Gardner. These babies were selected in Des Moines.

Only full-term infants were accepted, "full-term" being a minimum birth weight of 5½

*Continued on page 19*



Shirley Thomas, home economist, and Carolynn De Lay, H. Ec. Jl. 3, sample food to be used for TV commercials at General Mills, Inc.

*What the World Doesn't See*

# *Behind the N*

By Carolynn De Lay, H. Ec. Jl. 3

**M**e, a television director? That was a far away pipe dream when I first stumbled upon the idea that I might like to make my career in the challenging medium of television.

After almost three years of training and on-the-air experience, I'm sure there is a niche in the world for the woman trained in home economics and television.

From that first program where I held the cue cards for thirty minutes to the recent program I directed about compact cars, the experience and training all pointed to my ultimate goal of combining home economics and television.

Home economics women in television at Iowa State learn a variety of things in associating their fields with television. Just as applied art has its work laboratories and foods and nutrition has its food preparation laboratories, the WOI-TV studio on campus offers professional facilities to students

for experimentation and development of ideas. Girls invade the "man's world" of operating cameras and directing, and they actually do these things on live programs broadcast to all of central Iowa. Pushing that 109-pound camera is one challenge met weekly by girls, and it's fun too!

"A Word to the Wives," a weekly 30-minute live television program, is produced and directed by the home economics students. Some of the programs produced this year included "A Dog For You?," "Hans Christian Andersen" and "The World of Contact Lenses."

What possibilities await the graduate home economist with television training and background work? The journalist writes television scripts for programs and commercials. The food and nutrition majors prepare photogenic dishes which appear in television advertising. A degree in education also offers possibilities in television, as do



Left: Education television interests Marge Peterson, H. Ed. 3, who has been working with closed circuit teaching on campus. Above: Pat Bloomfield, H. G. E. 2, concentrates on directing an on-the-air production over WOI-TV on "A Word to the Wives."

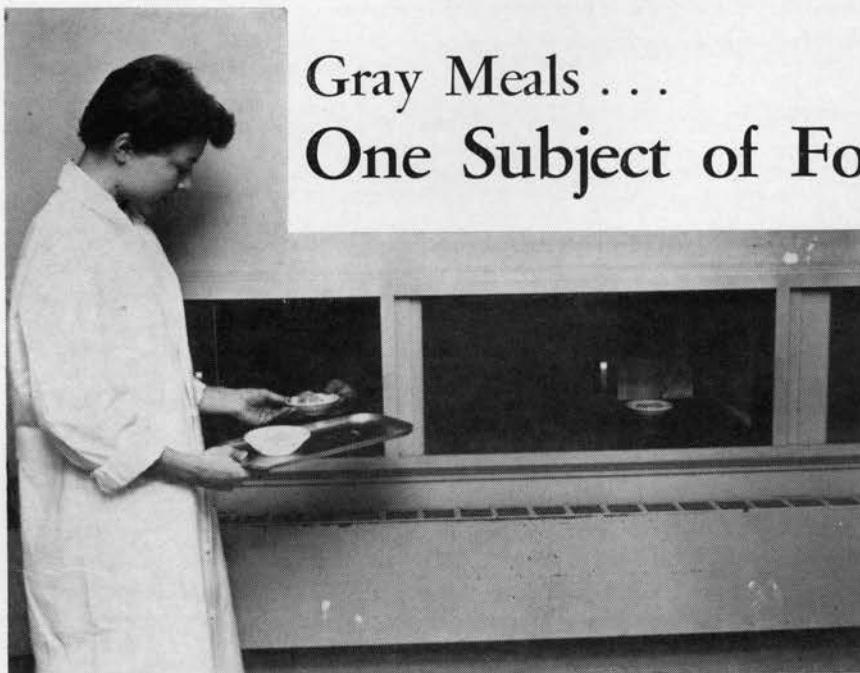
# Camera

the areas of household equipment demonstration and extension work.

Professional experience away from the college atmosphere can be acquired by students in summer apprenticeships where home economics women learn and earn in the Betty Crocker Kamera Kitchen, and KETC-TV, an educational television station in St. Louis. My experience with television commercials of Betty Crocker products last summer was an exciting realization of one of my goals.

Cedric Adams, Minneapolis television personality, rehearses a Betty Crocker product commercial with Carolyn De Lay at WCCO-TV. All food used in commercials is prepared by specially trained home economists in the Kamera Kitchen of General Mills, Inc.





## Gray Meals . . . One Subject of Food Technology

Beth Hole, Iowa State graduate, passes trays of food to taste test panel members in a soundproof, specially lighted testing booth.

**G**ray eggs, gray bacon and a tall glass of cold, gray fruit juice sit before you.

This is hardly the greeting you want as you leap out of bed on Monday morning, but it's because some people have endured a menu like this that your breakfasts — and other meals — are attractive and palatable.

Lay people as well as trained scientists are responsible for food products which eventually go on the market. Important to the work of the Food Processing Laboratory of the Iowa Agriculture and Home Economics Experiment Station is a group of volunteers who act as a taste panel when needed. They are relied on for indications of how the general public will feel about a product in question. Sound like fun? To get an idea of how the inspection proceeds, why don't you sit in and be a judge this time.

### Lights remove color

You are taken to a soundproof room equipped with white, yellow and red lights. You are isolated from the other panel members by a three-sided booth and are asked to have a chair. The first test is ready to begin.

A tray with three samples of food is set in front of you. You are asked to indicate on a card which of the

samples are alike and which of the three you prefer. You've never eaten gray meat before! You remember that the normal color of the meat has been neutralized by fluorescent lighting in order to eliminate the possibility of color influencing your judgment. It's hard to taste this strange food, but you try to be objective in your evaluation.

### Second test for sugar

The second test is a little different. Five glasses of gray juice are lined up in front of you. You must rank them according to sweetness. You wonder if you have orange or tomato juice, but you bravely take a sip of each. Number five seems to have the most sugar. Or was it number three? Maybe the first was the one . . .

After a few of these typical experiments you may be willing to leave the final decisions to those who are used to menus in gray. With an appreciation of the preparation, experimentation and judging which has been done in this lab to provide improved food products for Iowa consumers, you go home to a juicy, brown steak, French fries, green peas, and golden apple pie. The calories seem much more worthwhile in technicolor.

All this and more experimenting is done behind the door of what

By Mary Ellen  
Muckenhirk, H. Ed. 3

seems to be just another temporary building. Here lies a world of research — labs, test kitchens and taste-test booths. This structure is located east of the Agronomy Building. Graduate and undergraduate students, professors and consumers call this their workshop and combine efforts to solve problems in animal husbandry, bacteriology, chemistry, dairy and food technology, engineering, entomology, home economics, horticulture and poultry husbandry.

### Success not immediate

Food technology is the official title of the operations carried on. Discovery of what will be economical, safe and appetizing in food products provides employment for household equipment, food and nutrition and experimental foods majors, to name a few of the persons who comprise the staff. Dr. Agnes Carlin, a research worker and professor of food and nutrition at Iowa State, pointed out that achieving success in this area is not "instant." Satisfactory drying of eggs, for example, is a credit to the ingenuity of Iowa State scientists; work on this project began before World War II and was still going on in 1955.

Currently a topic of interest is the meat-type hog versus the fat-type hog. Unanswered are questions such as, "How does the tenderness, juiciness and flavor of the pork cuts from these two types of animals compare?" After careful evaluation, members of the Food Processing staff will pass the conclusions on to consumers.



# MAYTAG

## BIG 10 POUND LOAD AUTOMATIC WASHER

**\$189.95**

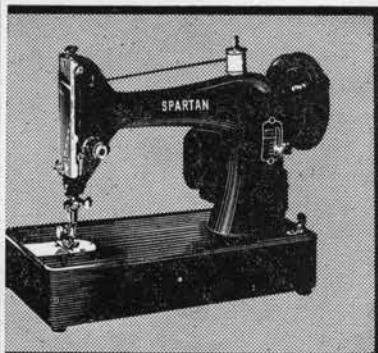
- LINT FILTER TUB
- SAFETY LID
- WATER SAVER
- LONGER LIFE
- NON-RUST
- CLEANER CLOTHES

### **TERMS TO SUIT YOU**

MATCHING DRYER	\$149.95
WRINGER TYPE MAYTAG	<b>\$99.95</b>

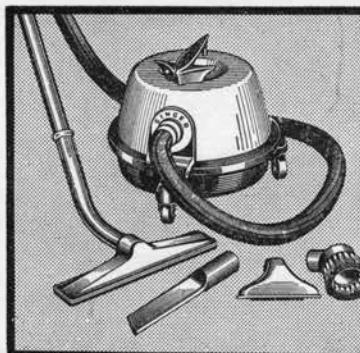
**HOME FURNITURE & APPLIANCE**  
**128 Lincoln Way**  
**Ames, Iowa**

**YOUR CHOICE** ONLY \$**49<sup>50</sup>**



**Brand New  
SPARTAN  
Electric**

- Drop-in top bobbin
- Use it to sew, darn, mend, embroider, monogram
- Handy stitch control, numbered tension dial



**FULL  
POWER  
Canister  
Cleaner**

- \* Power equal to much higher priced cleaners.
- \* Easy swivel hose and casters
- \* \$5.95 giant floor and wall brush FREE

**Singer Sewing Center**

208 Main Street  
Ames, Iowa

You won't find a pot of gold around  
the Rainbow

But you will find a treasure of  
good eating

*The place to take your friends*

**RAINBOW  
COFFEE SHOP**

301 Main

Coed Chooses . . .





# Expand Your World

We are citizens of a little world called "University." It is the core of our lives; we live and breathe its rarified air. Its sidewalks carry us from one gray building to another — from applied art to zoology, with stop-overs at child development and economics. Its professors cram our little heads with facts and figures — vapor pressure at sea level or the number of raisins in one cup.

Its clubs and sub-committees call us to service. "Good training for future life," they say, as we trot off to debate the date for the spring picnic of the ping-pong club.

Its residences enclose us in their protective brick security and permit us the luxury of learning the social amenities which "are so important in getting ahead in the world."

Yes, our world is the University, but have we learned of its universality? Are we so immersed in it that we can talk only of our latest pop-quiz or of who just got pinned? Do we take the time to gather some knowledge which isn't demanded because of a final grade? Is it worth it to sacrifice a few minutes of organic chemistry or genetics to reading a few pages of Dylan Thomas or William Shakespeare? Can we combine our Friday afternoon coke dates with News Forum?

Here's a quick ten-point quiz of extra-curricular knowledge. How will you fare?

(see page 19 for answers)

1. Who is Great Britain's Prime Minister?
2. Name three of this year's ten best-sellers and their authors.
3. What country ranked first in unofficial scoring in the 1960 Winter Olympics, and where did the United States rank?
4. Who wrote the *Rubaiyat*?
5. What is espresso?
6. Who composed the "New World Symphony?"
7. Who are your divisional representatives to Cardinal Guild?
8. Who is the United States Secretary of State and who was his predecessor?
9. Who plays the female lead in "The Sound of Music?"
10. Who is the designer of New York's controversial Guggenheim Museum?

*Continued from page 11 —*

pounds. Sex differences were controlled as much as possible within limits of infant availability.

The information being collected is classified into medical, psychometric, and physiological. The medical data consists of the birth history and reports made by the examining physician. The Gesell Developmental Schedule estimates psychometric data in four areas; language, motor, adaptive and personal-social. Impressions of the psychological examiners are also recorded during the examination.

The complete test requires about one hour, depending on the age of the child, the ease of developing communication and other factors, according to Dr. Hawkes. The tests are conducted at the Iowa Children's Home Society in Des Moines or in the Child Development Laboratory in Fisher Home Management House basement.

"Ideally, we would like to continue the tests until the children reach maturity, but because of costs and staff limitations we are not sure of the final tests," Dr. Gardner explained. They will possibly finish when the children reach school age.

Financial support to conduct the research was received from the Elizabeth McCormick Memorial Fund. The study was begun in 1955 in cooperation with the Iowa Children's Home Society.

#### Answers to quiz, page 18

Answers: 1. Harold MacMillan; 2. "Exodus"-Uris; "Hawaii"-Michener; "Advise and Consent"-Drury; 3. Russia, the United States placed third; 4. Omar Khayyam; 5. "Beatnik" coffee; 6. Anton Dvorak; 7. Home Ec., Ellie Shackson and Frankie Nolan; 8. Christian Herter, John Foster Dulles; 9. Mary Martin; 10. Frank Lloyd Wright.

**Wedding Invitations and  
Announcements  
\$12.00 per hundred**

**Lee's**  
**PEN 520 Walnut SHOP**  
DES MOINES, IOWA



*Need a gift for  
that "certain female"?  
Lucile can help you . . .*

## *Lucile's* Gift & China Shop

413 Douglas

Ph. CE 2-4215

*Planning a wedding?*

*Let us  
handle  
your  
flower  
arrangements.*



**BOESEN THE FLORIST**

Three Stores

DES MOINES

700 Brand  
CH 3-4279

3422 Beaver  
CR 7-4416

3801 Ingersoll  
BL 5-2188



L. P. Records  
all popular  
\$1.98 - \$3.98  
Stereo Recordings  
\$2.98 - \$5.98

"For all occasions  
give a musical gift . . .

## ESCHBACH MUSIC HOUSE

302 Main

Dial CE 2-3624

SEE US FOR **SUN 'N FUN NEEDS**

- *Film*
- *Sun Tan Lotions*
- *Sunglasses*

## Landsberg Pharmacy

UNIVERSITY REXALL  
Campustown

### Look

*for a Galaxy of Fine Hand-  
bags, Luggage, and Small  
Leather Goods.*

**MOSER**

310 Main St.

LUGGAGE AND  
LEATHER STORE

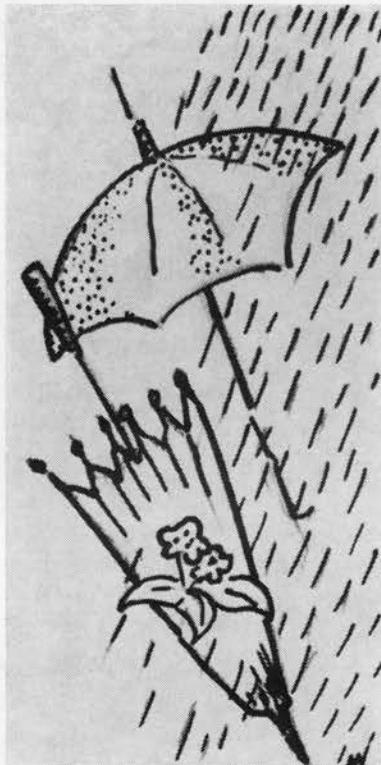
CE 2-6260

**STEPHENSON'S**  
FAMOUS FOR FABRICS

*Conveniently located  
opposite campus*

103 Welch

Dial CE 2-3615



R  
A  
I  
N

by Diane Houser, H. Ec. Jl. 2

Spring seems to be synonymous with sun and bright days, but wet muddy weather plays an all too important role during this season.

If your umbrella has sprung a leak and your raincoat is coming apart at the seams, you'll have a wide variety of fashions with which to replace these essential items in your wardrobe.

New in umbrellas this spring is the clear plastic type, which will accompany an outfit of any color. Of course plaids and plain colors still dominate the umbrella field. Folding umbrellas are popular with students since they fold up to about one third the size of a standard umbrella. They are easier to carry with an armload of books, and any surprise shower will find you prepared.

Another simple precautionary measure is the accordian folded plastic rain scarf which you can buy in a coinpurse, with a keychain or in its own plastic container. Many silk scarves are treated to make them water repellent so they won't get limp and soggy in a light shower.

Of course the trenchcoat is still a favorite raincoat. Other rainwear includes cotton knit all-weather coats which are mainly plain colored. Some cotton coats treated with Dupont Zelan are reversible, with one side a solid color and the reverse side a bright flowered design.

*Continued on next page*

A flared skirted raincoat, which amply covers a full skirted shirtwaist dress, is also available. Another style of raincoat has a lower section which zips on and off, giving the wearer a car coat or a raincoat whenever she chooses. The collars and trim on the new raincoats are of cotton knit, velveteen and corduroy.

To help you ford the puddles are lightweight plastic boots, which will appear most commonly in a smoky color, since the clear plastic tends to discolor quickly.

When those spring rainclouds sweep across the sky, don't run inside, but put on your new raincoat and boots, open your umbrella and go out and enjoy yourself.

\* \* \*

If your room needs a little pickup or an overall housecleaning you can accomplish sparkling wonders with a little paste or liquid wax. Here are a few wax tricks to polish up on. They're easy, quick and helpful.

1. If desk drawers, doors or windows stick, rub the edges with wax of any type. However, paste wax is the preferred lubricant.

2. Dust, pencil shavings and other loose dirt won't collect on the bottom and sides of wastebaskets which have been waxed.

3. When hangers "stick" on the clothes closet rod, put some self-polishing wax on the rod, so they'll slip along easily.

\* \* \*

*Continued from page 7*

Another clerk said she enjoyed working with the college shoppers because they include her in their plans. For instance, if a college shopper were coordinating a costume, the clerk felt that she was made a vital part of that plan.

A few suggestions were given by Campustown clerks to make you a better customer. One clerk suggested that the college coed do her shopping with a list. She explained that usually the woman who shops with a list gets home with the things she needs, and hasn't wasted money buying things she doesn't really need.

Another suggestion is to watch for and take advantage of the specials offered from time to time. This can take the form of buying the large size in such staples as soap, cosmetics and other drug products, or buying clothes on end of the season sales. These things can often mean a considerable saving to the budget-conscious Iowa State coed.

The Iowa State coeds are described as "a fine shopping group to work for" because of their courtesy and progressiveness, along with a certain amount of individuality.

**Handmade Articles**  
... by Iowans

- Paintings
- Jewelry
- Ceramics
- Needlework

IOWA  
**ORIGINALS**

121 Kellogg  
Ames, Iowa

150<sup>th</sup> ANNIVERSARY  
**DAVIDSONS**

Davidsons represents the life you  
love . . .

- The furnishings you love
- The quality you demand
- The prices you can afford

One piece or a houseful it's yours at Davidsons in  
Des Moines.

# What's Going On?

By Carol Shellenbarger, H. Ec. Jl. 3

**D**r. Ercel Eppright, head of the Food and Nutrition Department at Iowa State, was honored in April as a distinguished alumna of Central College, Fayette, Mo.

She is an author of more than 30 articles and one book and has served on faculties at the University of Texas and Texas State College for women. In 1957-58 she was assigned to Iraq with the Food and Agriculture Organization of the United Nations as a home economist. In Iraq she helped organize home economics in high schools.

\* \* \*

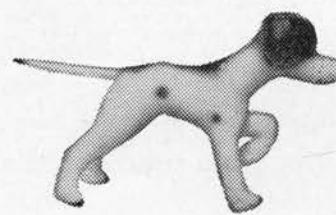
**D**inner at Dean Helen Le Baron's home May 17 for Dean's Advisory Board members will be their last meeting this year. The program will include an evaluation of the past year's activities. A change made by the board this year is in the "big sister" program. Instead of each fresh-



Dr. Ercel Eppright

man receiving an upperclassman "big sister", a letter and brochure will be sent to women soon after they apply for admission. The brochure will tell about the Home Economics College, including activities in home economics.

\* \* \*



**BE SURE TO STOP IN OUR STORE. YOU WILL LIKE WHAT WE HAVE FOR TAKE HOME ITEMS.**

**CY SWEATSHIRTS All Sizes  
STUFFED ANIMALS  
ISU PENNANTS  
ISU JEWELRY  
ISU MUGS & ASH TRAYS**

*While here be sure to visit our BOOK Department. You will find many interesting items.*

**STUDENT SUPPLY STORE**  
SOUTH OF CAMPUS · OPEN EVENINGS

**S**six freshmen and four sophomores have been selected as new members of Core Curriculum Committee. The freshmen include Mary Lee Irwin, H. Ec., Ann Wissbaum, Diet., Jan Knight, H. Ec., Karen Blanchard, H. Ec., Barb Brown, H. Ec. and Judy Dorrell, H. Ec. Jl. Sophomores are Kathy Yeutter, T.C., Florence Fuller, H. Ed., Linda Rice, H. Ed. and Ann Lippert, C.D.

\* \* \*

**N**ew patterns in china will be shown at a china display sponsored by Home Economics Council May 12, 7-9 p.m. Home Economics Council invites all college women to attend the display, which will be held in the Memorial Union Gallery free of charge.

\* \* \*

**O**micron Nu and Phi Upsilon Omicron members and alumnae will have a joint picnic May 10 at Inis Grove. The winner of the Phi U scholarship, chosen on the basis of scholarship, activities and need, will be announced.

Your Luggage and Gift  
Headquarters

Have you seen our selection  
of 1500 Handbags?

**Haddons**

8th and Walnut  
DES MOINES

*Insured Garment Storage*

We bring you a large 3½ cu. ft. storage  
box. Pack it full. We will pick it up.

Next fall they will be brought back to  
you cleaned and pressed, ready to wear.  
Pay after you receive them.

Only \$3.95 for this storage plan, plus  
our regular dry-cleaning rates.

**AMES PANTORIUM**

CE 2-4302

**VEISHEA means it's  
Spring time**

Lemonade      Potato Salad

Vegetable Salads

Sandwiches      Malts

**I** at L-WAY CAFE  
Between the theaters  
in Campustown

**L-WAY**  
FAMOUS FOR FINE FOOD

*Marvin's*

**VEISHEA HINT:**

*Buy Shoes  
to tint*



**TINTED  
FREE**

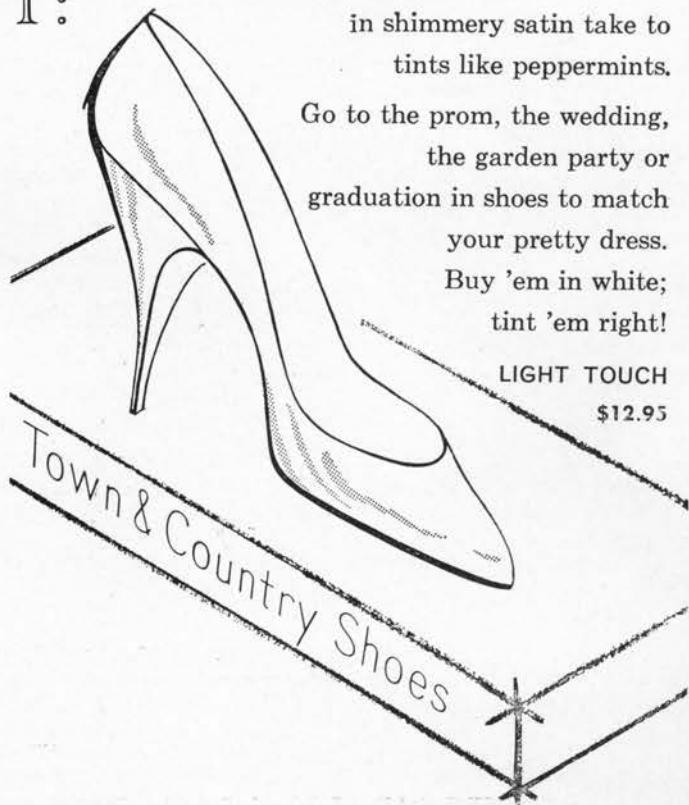
*Marvin's*  
**FOOTWEAR**  
CAMPUSTOWN

**Town & Country Shoes**

in shimmery satin take to  
tints like peppermints.

Go to the prom, the wedding,  
the garden party or  
graduation in shoes to match  
your pretty dress.  
Buy 'em in white;  
tint 'em right!

**LIGHT TOUCH  
\$12.95**



# ELECTRICITY

**is your better way to cook!**



**1**

## CLEANER

"White glove clean" is the way things are when you cook electrically. No soot or smudge and no greasy smoke on walls, curtains or furniture.

**2**

## FLAMELESS

Where there's no flame, there will be no soot or deposit left on utensils. Everything stays sparkling bright and surface units are so easy to clean.

**3**

## COOLER

The "sizzle" is in the steak and not in the kitchen, for top units transfer heat directly to cooking utensils and food. The heat stays *inside* the oven, too!

**4**

## AUTOMATIC

Set timer . . . forget it. No pot-watching, no guesswork. The perfect, automatic controls assure you of a perfectly cooked meal, *every time*.



*Electric Living is MODERN Living  
Be modern . . . cook electrically, the cool,  
clean, fast, automatic way.*

**IOWA ELECTRIC LIGHT AND POWER**  
*Company*