

Doorknobs Are Polished for Veishea

EACH spring for the past 15 years Iowa State has polished up the handle of her big front door and invited Iowa to come in and see what her sons and daughters have been doing. The 1936 Veishea promises to be the biggest yet. It looks like all Iowa will be on hand for Open House and the dozen other varieties of educational and entertaining features offered on the campus during the three days, May 14, 15 and 16.

The feast is spread. The doors are open and soon the guests will be seen coming down the road past the dormitories and Agricultural Hall.

Let's direct them first to the Journalism Department. The Collegiate Press is running full force—the Iowa State Student is on the press. There's a copy of the special Veishea issue of the Student for every guest; a personal guide to show each visitor how a newspaper is put together; a man at the linotype machine to make a slug with your name on it for the asking. In the editorial office is a display of engravings and all campus publications, including Green Gander and divisional magazines.

Up the stairs to the second floor of Agricultural Hall, and here are pictures of Iowa State's most famous animals. Would you like to meet some of them in person? Come with us to Dairy Husbandry Open House where student guides will point out the mother of Campus Idol, the 1934 International Grand Champion steer; Broadback, the most famous sire of short-horn steers of the country; Farceur de Grandglise, the imported Belgian stallion and many other famous animals. Hamburger sandwiches are being served at the meat laboratory, and on display are various wholesale and re-

tail cuts of meat.

On the way we will stop at the Dairy Industry Open House and see how dairy products are being manufactured. In the Agricultural Economics Club Open House we learn something of the economic changes occurring in the dairy industry. The Poultry Club is holding its annual turkey poultry show, egg show and cake show. In the Forestry Department Open House is a display of areas in the proposed Iowa National Forest, showing class maps, alumni records and summer camp pictures. Iowa State's famous dairy herds are being displayed by the Dairy Husbandry Department.

In the Department of Landscape Architecture you will find a display of prize-winning plans of homes, estates, parks, recreational centers, towns and urban centers, housing projects and gardens. The Iowa State Landscape Architecture Department has won more than two-thirds of the prizes awarded annually in nation-wide contests.

The Veterinary Division has a Gad's Heart Demonstration, a demonstration illustrating the reason why a horse can remain standing for days without lying down and still rest and sleep; fifth annual Dog Show; and other fascinating features.

Then across the street to Home Economics Open House. Cherry Pies? Of course! In the Institution Management Department. In Foods and Nutrition Department will be found balanced meals, experiments being carried on in an endeavor to show the right and wrong ways of cookery, a formal luncheon table set for the first course, and other displays devised to appeal to the aesthetic senses as well as the appetite.

Down the hall to the Art Department

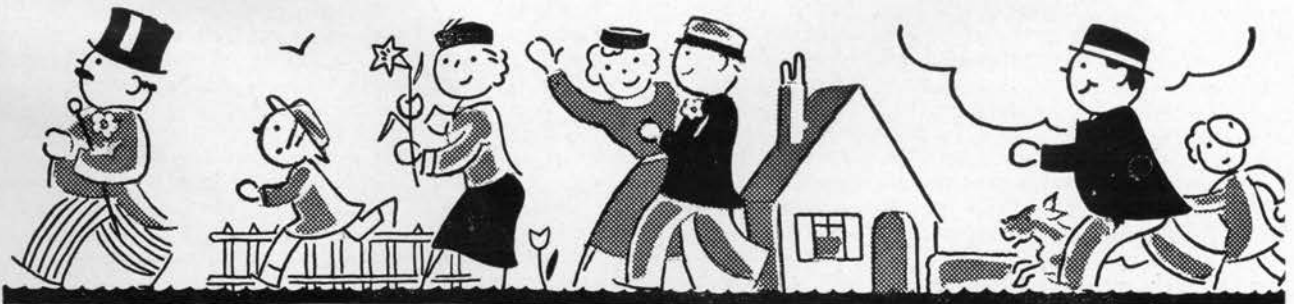
and the display of designs, metal crafts, weaving, book binding, house planning and all the other things which the artistic women of Iowa State have been doing this year.

The Textiles and Clothing Department has a new feature for Open House. A stop sign and a street marker will point out an avenue of show windows—an avenue of fashions. A number of new gadgets will be on display in the Household Equipment Department along with modern equipment of every kind. A home lighting display will give light to every visitor's journey through this department.

On the third floor of Home Economics Hall is the Child Development Department's contribution to open house—Gilbert Rohde's furniture designed to meet the needs of the young child. Home Economics Education Department will show some of the phases of home economics which have been a part of the teaching program of the student teachers in the training centers in Ames and Story City.

The Girls' Physical Education Department and Music Department are planning a spring recital which will show the growth and development of dance and song from the earliest age. There will be 40 dancers chosen from the rhythm classes of the last year, and 60 singers from the girls' glee club. The dances, 11 in all, will vary from a primitive chant accompanied by a drum, to a modern rhythm depicting the machine age.

Next you will be conducted over to Engineering Hall where you will see, among other things, application of the "electric eye," tricks in the "House of Mag'c," wood and metal work displays, making and decorating of fine dishware, articles made from waste farm pro-



ducts, manufacture of wall board from corn stalks and soybean uses.

On to Central Hall and the Industrial Science Department displays. The Psychology Department is having a movie of child study films. Apparatus for demonstration purposes will be set up and demonstration tests will be made. The English Department has the bulletin boards in the south end of the first floor filled with posters,

pictures, representative themes in freshman classes and creative writing classes.

Physics Open House is showing some new X-ray equipment, singing tubes, rotating flames, curved mirrors and no end of fascinating phenomena.

Bacteriology has its Thimble Theater; botany its tropical and aquatic plants, zoology and entomology its collection of foreign and American insects, birds

and other animals; geology its fluorescent minerals and fossils.

The Public Speaking Department is displaying its Theatre Workshop equipment used by the Iowa State Players and demonstrating speech recording. The library has a collection of rare books in the lobby, and exhibits of the development of corn and its uses in the faculty reading room.

After Graduation, What Can I Do?

To select a department for a major is no easy task. In the hope that these brief reviews of departmental work will prove helpful, The Homemaker prints the talks given by senior women every Monday morning over WOI.

IF you ever visited Iowa State College at Veishea time in the spring, you probably caught a glimpse of smartly-dressed girls on parade in the home economics building. These girls were majors in the Textiles and Clothing Department and were putting on a style show with clothes they had designed and fashioned themselves in classes throughout the year.

Lots of people consider themselves expert seamstresses if they can sew a straight seam on the machine, but there is more to it than that in college sewing classes. Here at Ames, we first learn in costume design classes how to choose wisely the garments we make before ever going into a sewing laboratory. We find out which colors are most becoming to our own individual selves. We can tell why a blue dress looks well on a blue-eyed blond but is unbecoming to an olive-skinned brunette. We know which lines are best suited to our figures and why plump people shouldn't wear large, bright plaids.

After we know what to wear, we then learn how to make it. And a textiles and clothing major doesn't have to run down to the department store and buy a new pattern every time she wants a new dress. After a course in beginning sewing, advanced students learn to create their own dress styles. The student models who walk across the stage at our spring fashion show wear as clever and good-looking clothes as any mannequin who treads the luxurious carpets of a Park Avenue salon.

But since most people want a job after a college education, a natural question is what kind of a position can one secure after majoring in textiles and clothing. Most of our graduates go into department stores, where they

work up to executive positions in merchandising. One may have to start by selling pins and spools of thread, but with the training she has had in college, she stays behind the counter only long enough to get experience.

Some of the girls go into personnel work in department stores. Others become stylists. Still others arrive at the top and become successful buyers with



trips to buying centers to purchase store merchandise. And a very few, such as the graduate who recently designed costumes for Warner Brothers movie stars, make a name for themselves in the dress design field.

—By Elizabeth Brann.

IF you know a person on Iowa State College campus who tells you that 12 pounds of cornstarch were used to thicken the 75 gallons of cherry mixture for the cherry pies sold during Veishea last year, you can be almost certain that she is an institution management major.

Institution management is that department of home economics which trains its students for work in the commercial foods field. The work is closely allied to that of the Foods and Nutrition Department, but because of the growing demand by the public for better restaurant, cafeteria, hotel, and club service, this department has been separated from the Foods and Nutrition Department to make it possible to emphasize the business aspect of this "foods game" and train women to fill this field.

Proof that the department is successful is apparent when one follows the activities of its graduates. They are

scattered from east to west and north to south, acting in various capacities, finding that they have a basic training adaptable to meet their particular needs.

Specifically might be mentioned the three graduates of just a few years back who are acting as food supervisors at the Harding establishments in Chicago, or the graduate who helped plan the menus for all Marshall Field's Tea Rooms. There is the assistant manager of a Texas college dormitory who is an institution management major; there are the two who are managing the Women's League which is the Michigan University Women's club at Ann Arbor; there is the food supervisor of the Pittsburgher Hotel in Pittsburgh; there is the graduating senior who started with Myron Green in Kansas City in the middle of March. And so others might be enumerated.

Realizing that theory needs more for survival than its own power, the department has met the situation by providing classes involving actual food preparation and service. A tea room is operated in Home Economics Hall which affords experience for the institution management major. A course called catering is required in which parties varying from formal dinners to simple teas are served. It was the catering class who served the Kaffee Klatsch during Farm and Home Week and made all those delicious German cakes. More recently they were seen in action, so to speak, at the tea for Thornton Wilder.

In order to come as close to the actual commercial situation as a college can, laboratory periods spent in work in the kitchens and dining rooms of our Memorial Union have been arranged. This gives the student an insight into management of large quantity cooking and serving in a variety of ways, because the service at the Union includes a soda bar, a cafeteria, regular dining room service, and a special party service.

—By Marian Reinke.