

The Itch to Write. . .

By Carmen Hensel

DO you have an "itch to write" and a "nose for news"?

Iowa State co-eds who have been blessed with, or have acquired these qualities have found a golden opportunity to satisfy the first and exercise the second by weaning themselves away from their home economics courses long enough to take their major work in the department of technical journalism. With a rosy dream of magazine editing, advertisement or salesmanship, commercial publicity, or newspaper feature work in the backs of their heads, but with the appreciation of big sections of hard labor to be done before these goals are to be realized, these girl journalists are proud of their chosen profession and ready to tell the world that there is nothing like the writing game for thrills, heart throbs and chances for the ambitious girl to rise to the top in the professional world.

Courses in technical journalism encourage the development of a technical style of writing which fits girls for positions as home economics writers. This has created a comparatively new field, since in the past the average home economics authority could not express herself for the public, and the majority of women journalists were sadly ignorant in the technical fields of home economy.

In addition to the journalism major, many girls add major lines in applied art, textiles and clothing, foods and nutrition, extension, child care, household equipment or home management. Thus they become specialists in some definite field and are able to write of the things with which they work.

THE department of journalism provides the professionally interested student with a three year sequence and an opportunity to learn something of each of the various types of journalistic writing. In the first courses, students carry on interviews, write publicity material, and prepare experience and informational stories for campus magazines and newspapers. The study of books of technical and cultural nature and of newspapers and magazines is also included.

In the last two years the course emphasizes feature and editorial writing and stories are planned for and submitted to definite magazines or newspapers for publication. Not a few girls have been able to aid themselves financially by the income they have realized from these sales, and the thrill that accompanies these checks, be they ever so small, just can't be measured.

In planning a building, the architect must understand the basic principles of

construction. A successful writer must likewise be familiar with the rudiments of printing. All journalism majors before graduation are enrolled in courses in copy editing, make-up, type setting and the ethics of journalism. Opportunities to study advertising copy writing are also offered.

The popularity of the radio as an educational media has opened to women in journalism another field of endeavor. An increasing number of commercial and governmental organizations are now calling for home economics trained women who are able to take charge of radio publicity. To meet this need, Iowa State has opened a course in the public Speaking Department which will give instruction in radio broadcasting, and is planning another in the Technical Journalism Department which will train the student to plan radio talks and publicity campaigns.

Interesting positions in journalism have been taken by numerous Iowa State

women graduates. Kathryn Ayres Proper is home economics editor of the Peoples Popular Monthly, Des Moines, and Ruth Elaine Wilson is assistant editor of the same magazine. Genevieve Calahan is editor of the Sun, a magazine published in San Francisco. Josephine Willie is associate editor of Better Homes and Gardens, Des Moines. Grace McIlrath Ellis (a former editor of the Iowa Homemaker) carries on profitable free lance writing.

ADVERTISING is a comparatively new field for women, but it is becoming not uncommon for them to hold positions in the advertising department of large department stores, or upon the advertising staffs of companies producing products for the home or in the range of women's interests. Advertising agencies who advertise products to women are also finding places for women graduates in journalism.

Salaries are usually quite generous. Women starting in journalism frequently receive a salary somewhat above the average for college graduates. Magazine or advertising positions usually pay more to the beginner than does newspaper work.

Looks at Books "The Home Owner's Manual"

Dorothy and Julian Olney

"THE house beautiful—a place of good influence and great peace. Men and women may sometimes, after great effort, achieve a creditable lie, but the house which is their temple cannot say anything except the truth of those who have lived in it."

—Rudyard Kipling.

Your home expresses you. Home has come to mean more than a mere dwelling place in which to eat and sleep—something on which to pay taxes instead of rent. We see in it spiritual and moral values never before appreciated. On the more material side we now have available comforts and conveniences never included in the wildest dreams of our ancestors. Science and invention have contributed much to the physical comforts in home surroundings. But with these facilities have arrived more complexities. There is always at least one occasion when the "handy man around the house" is obliged to do some repair work. Added to this are the many home lovers who enjoy making improvements, both interior and exterior, to the attractiveness of their domiciles.

This "Home Owner's Manual" would

be very useful and interesting to all these homemakers. The book takes the house after it has been built and carries it on from that point through its development into a home. It explains in detail how to remedy "squeaky stairs" and "sticking doors". Another chapter deals with gardens, formal, informal and wild-flower rock gardens. In fact there is



nothing concerning the proper care and control of a home that has been omitted.

—Annafred Stephenson.