

1949

The Iowa Homemaker vol.29, no.6

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Iowa State College

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The Iowa Homemaker vol.29, no.6

Authors

Mary Dodds Schlick, Katherine Williams, Virginia Foth, Barbara Allen, Mary Kay Pitzer, Janet Sutherland, Patricia Binder, Barbara Short, and Margaret Wallace

The Iowa
Homemaker



JANUARY
1950

Luncheon meat with a college degree



Preparing samples of Rath Black Hawk Luncheon Meat for taste tests in the Home Economics Kitchen.

SOMETIMES The Rath Packing Company feels like tying a school diploma on their Rath Black Hawk Luncheon meat.

It's gone through so many strict tests ... and passed!

These tests begin with the tender pieces of corn-fed pork that go into this fine luncheon meat. And continue through the

vacuum-cooking process.

After that come the "final examinations" in the Home Economics Dining Room, where new and appetizing ways of serving this Rath meat are approved.

It is this kind of flavor testing that has helped maintain the quality reputation all Rath Black Hawk Meats enjoy.

Rath BLACK HAWK Meats

Finer flavor from the Land o' Corn!

The Rath Packing Company, Waterloo, Iowa

YOU'LL notice this month that Vicky decided to give some tips on brushing the cobwebs out of your wardrobe. But we'll carry it further and say that winter's a good time to brush the cobwebs out of your gray matter, also. You're going to be spending most of your free hours indoors for the next two months, and how you decide to spend that time will make a big difference in what winter quarter means to you.



If you spend all your time in bridge and chatter, you may find yourself growing pretty tired of your companions, your house or dorm, your whole school life.

On the other hand, if you make up your mind to listen to some new pieces of music, read a new book or an old one you've "just never had time to finish" or renew friendships at home with some well-written letters, you'll find that winter quarter — with its long hours indoors — can be mighty rewarding. . . . ml

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The Iowa Homemaker

A Review of Activity in Home Economics
IOWA STATE COLLEGE, AMES, IOWA

VOL. XXIX, NO. 6

JANUARY, 1950

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Cover photograph, Herb Pownall; Photograph page 6, courtesy of Servel, Inc.

● IN THIS ISSUE

Mary Dodds Schlick had one of the "glamour" jobs in home economics — a position in New York on the Woman's Home Companion. The former Iowa Homemaker director, now on the staff of the Department of Household Equipment, tells some of the pains and pleasures of the work in "I Had a Career On The Companion." Her story begins on page 3. And for good reading, don't miss Mary Kay Pitzer's "Fill Your Hopechest Free" on page 7.

● ON THE COVER

Lou Ada Bogen, dietetics junior, came in from a skate around Lake LaVerne to warm her feet and pose for The Homemaker cover. At Oak Hall Lou Ada is skit chairman, assistant social chairman and a past advisor. This blonde beauty from Des Moines spends most of her spare time in sports or dancing and is a member of bowling club.

Members of the Iowa Homemaker Publication Board: Barbara Allen, Joyce Anderson, JoAnn Breckenridge, Margaret Edgar, Katherine Goeppinger, Nancy Johnson, Peggy Krenek, Margaret Leveson, Louise Lippert, Kenneth P. Marvin, Dean P. Mabel Nelson, Paulena Nickell, Barbara Parsons, Marilyn Stover and Janet Sutherland.

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*Jon McCauley's
alphabet print...
a bright
preview of
spring. 9 to 15
19.95*

Younkers

I Had a Career on the Companion



by *Mary Dodds Schlick*

IT WAS a stifling summer day in New York when I set out to make a good impression on the Crowell-Collier Publishing Company. A strange city far from home, seasonal but uncomfortable weather and the strain of my first interview made me wish my proper summer suit were taking me sightseeing instead of in the door of the Postum Building on Park Avenue, up the elevator to the sixth floor and down the hall to a large forbidding door with a shiny brass plaque inscribed "Woman's Home Companion Home Service Center."

My interview was with home equipment editor, Elizabeth Beveridge. I now wonder what spectres I had imagined dwelled in New York. The people were like those I had always known. Their test kitchen had equipment and testing instruments similar to those we use at Iowa State. The work, as outlined by Miss Beveridge, was something I knew about—not the intangible dream world my imagination had woven around a large magazine's production.

I began in October after a 2 month's trip to Europe. Equipment technician was my title, and my work consisted mainly of testing large and small household equipment from the consumer's standpoint. I was under the direction of Arlean Pattison. With her patient help and that from the complete files of previous reports, correspondence and manufacturers' publicity material, my first testing experience began.

Range Testing

In the course of a year, every type of equipment imaginable went through our hands, from tiny plastic egg crackers to the largest home freezers. One of my problems was to give a new gas range the regular gamut of tests. To judge the evenness of heat distribution in the oven I baked two consecutive loads of biscuits, rolled to a uniform thickness and cut in 2-inch squares. To achieve a similar dough each time we used a commercial biscuit mix, adding weighed amounts of milk, stirring and kneading an exact number of times. This I did—but after stirring that exact number of times, the mixture was too thin to knead.

With an eye on the kitchen door I added a bit more biscuit mix, stirred again. Not thick enough. Just a bit more—still too thin. At last I was able to form some semblance of biscuit shape and popped them into the test oven. After 12 minutes, as it said on my direction sheet, I looked at my products. They were pale as marshmallows. After five additional minutes, I pulled them out just as Miss Pattison appeared to see if I had any question about the procedure. There on the table were 20 sodden lumps. No range should brown that poorly. Surprised, she asked to see the box of biscuit mix which I had used. And I pulled from the shelf the box. There in large red letters it said CAKE FLOUR.

Deadlines

But with every experience I learned a little more. This mistake taught me to be more observing, to proceed carefully in test work. It was only one of a thousand learning experiences, not all such blatant mistakes, but each one valuable in a different way.

A magazine staff is always working ahead, toward the Christmas issue in August and September; toward spring cleaning 'mid winter snows. As each issue goes to press it is forgotten, except for the readers' letters which follow. There is never any looking back or thinking back, for that matter, because there isn't time. Somehow the months come faster when there is a deadline to meet. This is the way the testing proceeded, also. Before I realized it, 100 detailed reports to manufacturers had been written. Some were brief, many long, but each represented hours of actual work with a piece of equipment.

Periodically I would compile ideas for equipment articles that occurred to me during work with the various appliances. At last one of them was accepted, and I began work developing waffle recipe ideas and variations. Miss Pattison again directed this and led me through the maze of channels a story must follow before publication. First, the idea was sent to the

(Continued on page 12)



For Easier Studying—

Improve Your Lighting

by Katherine Williams

IF YOU'RE having trouble concentrating on the books and notes before you, there is one important thing you can do about it. You can make sure you have a well-lighted study desk. Sometimes when you're just too tired to study, that study fatigue is the result of poor light.

And you'll find that good light will definitely save on your eyesight. One college student in three acquires glasses along with a degree.

Take a look at your study center. Does the lamp you have glare in your eyes with nothing but darkness surrounding you? Do you have to get right under your study lamp to see? If you do, then you also need improved general lighting in the room as well as at your desk.

For better light there are some simple tricks you can do with the study lamp you have. You don't have to buy a new one.

First of all, use your dust cloth and keep the light bulb, diffusing bowl and lamp shade clean. It's surprising the amount of light a little dirt can cut out. Check your light bulb. If the bulb is black on the inside because it is old, it's cutting down on the amount of light. You'd better buy a new one. A 150-watt bulb will usually give you adequate light.

If you have a dark colored shade, replace it with a shade that will let more light through. Pastel and moderately luminous shades give more balanced light in your room. A small area of light, when the rest of the room is dark, causes glare and a dark shade emphasizes this glare. Because you want less contrast between light and dark in your room, turn on your overhead light when you are using your study lamp.

Goose-neck lamps and most bridge lamps give poor study light. The light from these is direct and glaring instead of soft and diffused as it should be.

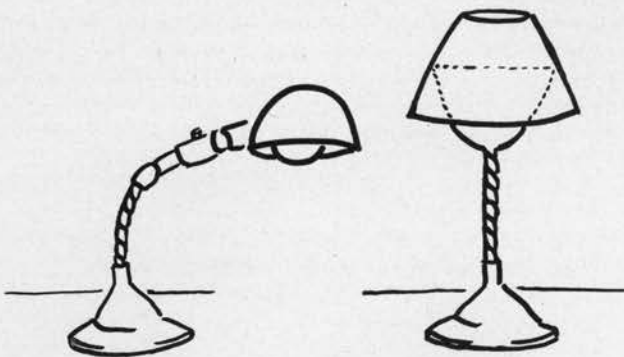
Here's how you can make that goose-neck do a good lighting job for you: Remove the dark metal shade. Twist the flexible neck of the lamp so that it stands straight. Place an inexpensive diffusing bowl—dime-stores and hardware stores carry them—on the lamp and screw in a 100-watt bulb. Add an ordinary study lamp shade that fits the diffusing bowl and look at the difference in the light you get. The general appearance of the room is improved, too.

There is one more thing you can do to get still better light. Your lamp should be between 21 and 25 inches from the top of your desk. Obviously, the goose-neck lamp isn't that tall. To raise it, put the base of the lamp on a block of wood, or one or two books will do temporarily. This will spread the light over a larger area so you won't have to crouch right under the lamp.

Now tackle that bridge lamp if that's what you have. This kind of lamp presents the same type of problems as the goose-neck. It sheds a small pool of light on a small area and the light is too direct. Adjust the bridge lamp so that the light socket points to the ceiling and screw in the bulb. Add a diffusing bowl and, if necessary, a new lamp shade.

Dark wall paper or paint absorbs much of the light. Glossy, shiny walls cause eye glare. To remedy either of these evils, place a light-colored tack board or bulletin board on the wall directly in front of your desk. The light color will reflect the light and give you more efficient lighting. If your desk faces a window, move it against the wall.

Here are two more ideas. Instead of putting your lamp to one side of the desk, bring it closer to you for better light. Place a blotter on your desk to keep the glare out of your eyes from the shiny desk top.



A goose-neck lamp can be converted to give easy-on-the-eyes light and it's cheaper than a new pair of glasses.

WHAT'S NEW IN . . .

Household Equipment

A new attachment for electric mixers will appeal both to homemakers and to their handy husbands. It may be used with its lamb's wool buffer for polishing jobs—furniture, family car, and so forth. Add one of its three sanding disks when you want to do some sanding. The attachment comes complete with a simple fitting that adapts it to any mixer, new or old.



If you keep your meat in large pieces you can use a Chef-saw with its blade of hardened steel. It will cut large pieces of meat into serving portions. Then after bones and joints are quickly and smoothly severed, the grooved handle can get into the act as a pounder to tenderize tough cuts.



Neat looking eggs are possible with a frying pan accessory. It's an aluminum ring three and a half inches in diameter and three quarters of an inch wide. When an egg is put into the ring which is placed in a greased frying pan, it can't sprawl over the pan but fries in perfect symmetry. Its available in sets of two complete with two aluminum covers for poached eggs and a lifter to remove both cover and rings. The two rings side by side still allow room to fry bacon.



No pie plates to wash if you use aluminum pie plates made from thin foil. They can be thrown away. Available in diameters from 4½ to 8 inches they feature lip and side corrugations plus a unique self supporting bottom. These containers can be adapted to many items such as frozen food, precooked specialties and fruit.

Child Development

Lullaby and good light is for a rambunctious roamer who balks at bedtime talk. A musical light switch flicks the nursery into blessed darkness to the peaceful tune of Brahms' "Lullaby" or "Rock-A-Bye Baby."



No broken glass when baby throws his bottle if the bottle is slipped into a sponge rubber tube. This will also make it easier for baby to grasp the bottle.



Baby's bed changes from a pen, to a bed, to a play area in the car's back seat. All this is possible due to slotted corner-posts and legs. The bed is easily lowered or left standing on legs by adjusting clamps in holes corresponding to the desired height of the bed from the floor.

A young mother can now have a doll that looks like herself. It is a photograph, in fact, that makes the resemblance possible. Send in a front view snapshot or photo of your child—and back comes a paper doll, 11 inches tall, with a likeness of the youngster's face tinted in full color. Also included are 18 costumes—half already in brilliant hues and the rest left for a child to color.

Textiles and Clothing

Leading fashion designers in the shoe, handbag, skirt, belt and millinery trades are using burlap in natural and pastel colors. Burlap is imported from India in the natural state, processed, and placed on the market in many shades. The cloth is 38 inches wide.



Extra thin slide fasteners have just been introduced on the market. One of the smallest finest zippers ever manufactured, it is less than one-eighth of an inch wide. It makes it possible to make a quarter inch pliable placket for use in sheer fabrics. In addition to fineness, it features a patented self-locking slider that locks when it stops. The new zippers are available in twenty-three colors and in lengths ranging from four to thirty-six inches.



For the price of dry cleaning your old draperies, you are now able to buy a completely new Lustron set. These draperies are made by a non-woven method in which rayon fibers are bonded together to produce cloth. The richness, suppleness and drapability of regulation fabric are provided in colors and designs keyed to blend with the latest decorative schemes. Best of all they are fadeproof, flame resistant and easily cleaned.

Foods and Nutrition

Perforated cellophane is a new solution to the problem of permitting fresh fruit and vegetables to "breathe" inside an eye catching transparent-film wrapper. The tiny perforations are semi-circular die cuts which normally remain closed. They swing open like flaps to release the carbon dioxide which ordinarily accelerate wilting, shrinking and losing flavor.



Small cake squares covered with dark chocolate, are among the European candy delicacies being introduced on our markets. The variety of specialty confections made according to European recipes includes nougats and Marzipans, a soft chocolate coated blend of almonds with pineapple and pistachios. Helgarettes are composed of filberts in creamy coffee flavored base and wrapped in chocolate.

Cold in Name Only...

is the refrigerator demonstration work
which has Janet Nauman's warm approval

by Barbara Allen

JANET NAUMAN, '48, remembers quite well her first demonstration in a household equipment class. She demonstrated the performance of a Servel Gas Refrigerator.

Now, though Jan is a full-time home economist, she's still demonstrating on that same make refrigerator at Servel Incorporated in Evansville, Indiana.



Minus the starched uniform formerly required for demonstrators, Janet Nauman, Servel home economist, points out the features of her company's refrigerator. Classes in household equipment at Iowa State prepared her for this work.

Naturally, Jan, a household equipment major, does more than demonstrate refrigerators for Servel. She also prepares food for photography, tests recipes, tests the performance of refrigerators, keeps up to date on home economics articles, attends conventions for Servel, assists with the preparation of promotional material for dealers and salesmen and speaks to groups of women who tour the Servel plant.

The company recently completed work on three-dimensional photography showing the 1950 refrigerator models loaded with food. These new pictures are on the order of the "True Views" that were popular a few years ago. Today many manufacturers are using this photography method to promote their products. A special camera, a projector to show the completed colored slides and polaroid glasses are necessary to view this stereoscopic presentation.

Food Photography

Jan finds that preparing the food for this type of picture is difficult because of the strong lamps used. Food must be prepared to appear pleasing to the sharp, detecting eye of the camera and to escape the withering effects of heated light. She feels that presenting food ideas for use with a refrigerator becomes a special problem. But she adds that the stabilizing effect of extra gelatin in a mold or sugar added to egg whites is helpful.

At Servel, the Homemaker's Institute is a part of the Sales Promotion and Advertising Department, so Jan soon found herself working with the photographers.

The Servel Homemaker's Institute gives demonstrations at professional Home Service meetings throughout the country. In this way, the home economists become familiar with the product and can carry the information on to the public consumer.

The first demonstration in which Jan participated was a skit presented in Cleveland, for the American Gas Association last January. At that time she had been with Servel for less than a month, but according

(Continued on page 9)

Fill Your Hopechest



by Mary Kay Pitzer

SIX HAND-EMBROIDERED guest towels, a crystal bud vase and no money. With equipment such as this young Mrs. Homemaker meets the challenge of furnishing her dream cottage for two. But thanks to United States advertisers, a few box-tops or coupons can play fairy godmother and help her acquire the necessary items.

Last year 8,000 United States advertisers poured out an 800 million dollar flood of appliances, dishes, toys and assorted gadgets as added lures to get consumers to buy their products.

The whole business started 100 years ago when B. T. Babbit began giving away "beautiful panel pictures" in exchange for wrappers from his soap. This year the value of premiums may top 1 billion dollars as no less than 30 major national premium offers are available.

Varied and Versatile

Varied and versatile is the rule for premiums. They may be as common-place as a kitchen knife, as lovely as a reproduction of an old master or as fantastic as a ring with a self-launching jet plane attached. The only requirement is that it be distributed free or at cost to induce people to buy a product.

Women and children are by far the best targets for premiums. Glamorous or sentimental trifles are seemingly irresistible to women, and children will bravely down quantities of breakfast food in order to be the first with latest novelty. Men, with their seemingly indestructible sales resistance, are relatively immune.

Premiums are first and foremost a hypodermic for lagging sales. They promote interest in the product without producing the inevitable ill-will held by contest losers. However, without wise and careful planning, the sponsor is likely to find himself with a flood of requests for an item sold out the first day or left with a warehouse full of "captivating charm bracelets" whose merits were unnoticed by the consumers.

Some companies frankly admit that there is such a slight difference between their own and their com-

petitor's product that a good premium can easily swing the balance of sales.

There are three main classes of premiums: the coupon-catalog, the box-top-and-coin, and the direct where the premium is included when the item is purchased.

Colgate-Palmolive-Peet Company has been handing out crayons, harmonicas, and silverware for over 50 years by the coupon-catalog method. The big advantage of this plan is that it not only attracts new customers, but keeps them, because they must keep on buying the article to reap a reward. The family may get tired of eating the same cereal every morning, but if Mother is intent on getting some new silverware, there's nothing they can do.

A more spectacular plan of offering premiums is the proof-of-purchase such as box-tops, wrappers, and can bands, plus coins. It's the most widely used method today because it's flexible; offers can be easily started and just as easily stopped. The coins usually cover the cost of the product and mailing, leaving advertisers to foot only overhead expenses. The customer, however, is still getting more than his money's worth.

Picking the premium is a problem for the manufacturer. It must be irresistible to its audience and rugged enough to stay intact in spite of rough handling in the mails. Some experts insist that premiums should never be duplicated in a retail store while others think that a plain kitchen knife is ideal. However, they all agree that a premium must be familiar to the public. It's twice as hard trying to sell an unknown gadget along with the product.

Fastest-acting

The fastest-acting of all premiums is the direct type which is distributed with a purchase. One of the oldest users of this plan is the 55 year-old Cracker Jack Company. When sales took an alarming dive in 1900, an executive suggested enclosing a novelty in each package. His superiors were skeptical so they tested the idea under another brand name until its success was assured.

Miss Florence Fallgatter tells of Convening In Sweden

by Janet Sutherland

PROOF that baking cherry pies and rearing children is just about the same the world around was found in the International Home Economics Federation meeting held last summer in Stockholm, Sweden.

In spite of language barriers and differences in customs, the delegates from 24 countries were able to understand each other's problems through personal contacts made possible by the friendly Swedish hosts.

The convention meant even more to Miss Florence Fallgatter, head of the Department of Home Economics Education at Iowa State and one of the 40 United States delegates. Her 9 weeks in Scandinavia, England and Scotland fulfilled her life-long dream to visit Europe.

Entertained in Homes

In a group of 12 women with 7 nationalities represented, Miss Fallgatter was entertained in several Swedish homes. One noon they were luncheon guests in the ballroom of the governor's medieval castle, one of the oldest in Sweden. On bus and boat trips the delegates saw schools, parks, museums and unusual commercial centers in Stockholm.

The hospitality of the Swedish families was particularly noted by Miss Fallgatter. She and Dr. Pearl Swanson, who also attended the congress, were entertained by many of the latter's distant relatives there. Several young Swedish women who had studied at Iowa State also wanted their former professors to meet their families and friends.

"It seemed to me that we caught something of the people's problems and their basic philosophy as we visited, discussed and photographed their homes and family life," she said.

The education head tells that she found herself continually wishing that she could stay in the small communities to become better acquainted with the people.

"We gained understanding of the problems and goals of home economists everywhere," Miss Fallgatter emphasized. "It was obvious that all countries are recognizing the importance of child development,

home management, family finance and family health problems as well as the usual ones of feeding and clothing the family."

The congress not only summed up progress in the last 10 years, but also looked ahead and set up a committee to work on common problems until the next meeting, temporarily set for 1953 in Great Britain.

The language problem was one of the few barriers Miss Fallgatter experienced in the world congress. On the tours it was handled by placing a language label on each bus. In discussion during the business of the congress it was a different problem. Interpreters had to repeat what was said by each person in Swedish, French, German and English.

"The culminating value which we all seem to sense was that of general good will," Miss Fallgatter concluded. "We made new friends, broke down certain barriers each may have had and left hoping we might have further opportunities for international meetings."



Miss Florence Fallgatter, right, and Dr. Pearl Swanson as they visited the Fredin Garden in Gothenburg, Sweden.

Cold In Name Only

(Continued from page 6)

to Jan she will never forget the fun it was to be part of a cast using stage background props, lighting, sound effects and curtains. Her audience consisted of Home Service directors and personnel from cities all over the United States. Jan found meeting them personally at evening parties and daytime programs was pleasant and informative—and it was all part of her job.

A Demonstration of Her Own

Last September, Jan presented a demonstration of her own at the East Ohio Gas Company in Cleveland. With one of the Home Service women to assist her, she enacted a skit on a stage arranged as an attractive kitchen. Following each demonstration of the mechanics and various uses of the refrigerator, Jan climaxes her demonstration with a colorful food display.

At the national conventions of the American Home Economics Association and Home Economics in Business Association in San Francisco this summer, Jan had an opportunity to renew her business acquaintances, see some of her Iowa State friends and meet other personalities in the home economics field, but she also had a special job at the convention.

It was to help exhibit Servel refrigerators and water heaters to the many hundreds of people interested in learning about new trends in the household equipment industry.

Workshops and Conventions

Jan's second American Gas Association Workshop was at the Palmer House in Chicago. After this she helped show the new Servel 1950 refrigerator models to Home Service personnel at the Edgewater Beach Hotel in Chicago at the National Servel Convention.

Jan feels that all the courses that she took at Iowa State College in household equipment help her in her position, but she finds the refrigeration and demonstration courses especially helpful. Food preparation, experimental cookery, meal planning, applied art design, physics, chemistry and bacteriology are other courses she's thankful she had.

However, going one step further, there is a point that Jan feels is learned sooner or later in the highly competitive business or academic world, a point sometimes missed in the college curriculum; that is for anyone to present ideas or products so that they will be accepted, the person must first present herself in an acceptable manner. Iowa State graduates have the ideas and background to promote better home living, and to accomplish this, they must know how to make themselves acceptable through their ability of self-presentation.

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Cook's Favorite

At Sigma

by Patricia Binder

MAKE your kitchen like the one at home and the men will flock around, is the motto of Mrs. Ada Goodyear, cook at the Sigma Nu fraternity house—and the Sigma Nus all love her for it. There's nothing, of course, to keep them from flocking around when a tantalizing batch of homemade cookies or slices of pie are there to tempt them.

A recent dinner featured 14 pheasants which the fraternity members had shot and dressed. Another long-to-be-remembered meal, the Thanksgiving dinner before vacation began, included turkey and fresh cranberry jelly one Sigma Nu mother sent from Wisconsin.

Mrs. Goodyear, assisted by Mrs. Emma Fowler, plans on serving 55 each meal. A typical dinner may consist of Swiss steak, potatoes and gravy, buttered carrots, tossed salad with Roquefort dressing, cherry pie and coffee. Other favorites are homemade vegetable soup, sour cream chocolate cake and fresh-baked cookies.

Breakfast of eggs, pancakes, or french toast is served in 2 half-hour shifts. The Sigma Nus sit around a large table in the kitchen and help themselves to food hot from the range.

Mrs. Goodyear rarely buys bakery goods as she prefers to bake her own cookies, cakes and rolls. The men prefer it, too. She uses great quantities of fresh vegetables when they are in season, rather than canned or frozen varieties.

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Nu



"We cooks all spoil our boys, but we like to do it," she adds with a twinkle in her eye.

Here is Mrs. Goodyear's recipe for sour cream chocolate cake, which adds a perfect ending to one of her perfect meals:

Sour Cream Chocolate Cake

WHIP: $\frac{2}{3}$ cup sour cream
 $\frac{1}{3}$ tsp. soda

BEAT IN: 1 egg

ADD: $\frac{1}{8}$ tsp. vanilla

SIFT: 1 cup cake flour
 $\frac{2}{3}$ cup sugar
2 tbsp. cocoa
 $\frac{1}{8}$ tsp. salt

FOLD: dry ingredients into the sour cream mixture

BAKE: $\frac{1}{2}$ hour in 350 degree oven

TOP: with your favorite 7-minute frosting.

MAKES: 8 servings

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Career on the Companion

(Continued from page 3)

art department for a layout. Armed with the layout, I attempted to put information about the waffle baker, recipes and cleverness into their meager copy allowance. This was my first actual fight with terseness.

When I felt satisfied, I submitted the copy to Miss Beveridge. From her desk, it went to the executive editor, to return to me an entirely different personality from that which I had sent.

But the work was not over. A photograph must be taken to illustrate the ideas. After the photographers moved their equipment into our test kitchen there wasn't much room to prepare the waffles. To bake a perfect waffle seemed simple to me, but for the camera it must be super perfect. The waffle grid must be spotless as if it had not been used in days. The waffle itself must look freshly baked. It was an interesting problem, solved only with the aid of Rose, our Austrian maid, who dashed around the kitchen with dish cloth and towel. Rose found another waffle baker with grids just the size of those on the waffle to be pictured. The waffle was baked and transferred; the picture taken; our nerves saved.

Equipment Photographs

After about 6 months at the Companion, I began working with all of the equipment photographs—either as errand girl only or in charge of the article. This took us out of New York from time to time. Then we would pack all of the equipment and

DES MOINES BUILDING-LOAN AND SAVINGS ASSOCIATION

THIRTY-FOURTH ANNUAL STATEMENT

DECEMBER 31, 1949

ASSETS

Direct Reduction, First-Mortgage Real Estate Loans	\$12,712,468.94
<small>Loans on 3,230 properties in Polk County. All our mortgage loans are amortized. This includes 828 G.I. loans, the amount of which is \$3,417,667.30.</small>	
Real Estate Contracts	74,171.56
<small>Amounts carried on our Books on 18 homes sold to purchasers on monthly payments.</small>	
Federal Home Loan Bank Stock	125,000.00
<small>Our membership in this bank provides ample resources always available for financing homes in Des Moines.</small>	
Furniture, Fixtures and Equipment	1.00
<small>Depreciated absolute minimum.</small>	
U. S. Government Securities	284,485.00
Cash on Hand and in Banks	574,174.79
<small>Working balance providing ample funds to cover all approved loan applications as submitted and accepted.</small>	
Home Office Building	289,693.59
TOTAL	\$14,059,994.88

LIABILITIES

Member's Shares	\$12,894,950.60
<small>Money paid in on shares of Association Stock by investing members plus dividends credited to their account.</small>	
Advances From Federal Home Loan Bank	200,000.00
Incompleted Loans	461,429.99
<small>Amounts due borrowers on new building operations to be paid out as construction progresses or when finished.</small>	
Reserve for Office Building	43,985.45
Unearned Profit on R. E. Sold on Cont.	6,967.05
<small>Profits made but not claimed till paid in full</small>	
F.H.A. Trust Account	215.05
Reserve for Uncollected Interest	11,215.57
Contingent Reserve	215,000.00
<small>Reserve built up to protect members against all possible or contingent losses.</small>	
Real Estate Reserve	497.46
<small>Rents paid in to be used for taxes, on upkeep or to reduce total.</small>	
Unallocated Reserve	225,733.71
<small>Surplus or balance on hand after paying all dividends and expenses.</small>	
TOTAL	\$14,059,994.88

SAFETY — COURTESY — SERVICE — AVAILABILITY — ATTRACTIVE EARNINGS
WE HAVE NO PREFERRED STOCKHOLDERS

Dividends—December 31, 1949.....\$201,070.50 Dividends—Since Organization.....\$3,539,059.97

SERVICE FOR HOME LOANS —A RECORD OF PROGRESS IN SAVINGS

accessories needed in the photographs and tote them by car, train or plane to Cleveland, Hartford and points west. There was always the fear of forgetting some indispensable article in an out-of-the-way place. So, the obvious thing happened—we forgot a can opener in a non-equipped model home, miles from New York City.

A Place to Live

Finding a desirable place to live in New York is almost as important as a challenging job. The Salvation Army maintains a chain of residences in major cities throughout the country for young business women. They call their Evangelines "Your home away from home." And that is what they are. Here in a modern 16-story building lived 350 young women, mostly employed in New York. Some of them were students, others were artists, dancers, secretaries, models. They represented almost every form of talent known. One sang with Phil Spitalny's all girl chorus; another had the leading role in the London cast of "Oklahoma" and was in that chorus in New York. In the Evangeline I found friends who were interested in seeing New York, from the parks and rivers, to the theater and opera. We considered the opportunities in the large city too valuable to miss.

When I arrived in Ames to be married, I had just 3 dollars in my purse to represent 17 months of work. But instead of in-a-bank savings, mine were stored in my head—in memories of people and places, in new knowledge of equipment and writing; and in my heart, a warm, tender spot for a city once forbidding and frightening.

BETWEEN

Two Pieces of Bread...

You'll find a menu-full
of Hearty Lunches and
Tasty Snacks.

BLUE and WHITE Sandwich Shop

"Around the corner from the College Savings Bank"

treat your wardrobe to

THE FINEST OF CARE

FREE PICKUP
AND DELIVERY

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Have You Got Washday Blues?

"Launderette" now brings less work to you with the famous Bendix Automatic Laundry. The Bendix washes, rinses, and damp dries.

You can use as many machines as you need to do all your laundry in 30 minutes. You are welcome to use machines at any time. If desired, you may make an appointment to insure prompt service.



*One Bendix Load Wet Wash 35c.
Completely dried 60c. Machine holds up to 9 pounds.*

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Dry Cleaning

THAT:

- Removes spots
- Leaves color brighter
- Gives a better press
- Has less odor

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The next time you plan a party or after hours snack, call Rushing's and let them help you solve your food problems. We have the best at the lowest possible cost to you.

RUSHING'S

Commissary Department

Styled For Beauty

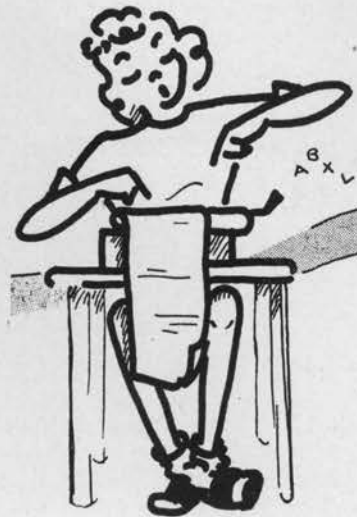
The style for the campus coed is the new short haircut. Our specialist, Mr. Field, has had years of experience in this line and will give you expert service. You will receive personal attention for all types of permanents and hair styling. Make your appointment today.



Field-Cosmo Beauty Salon

240-B Main

Phone 2616



Here's

by Barbara Short

SUEDE shoes need not be discarded because of hard shiny spots, Edith Gustafson, H. Ec. Jr., advises. She uses an old emery board or sandpaper to raise the nap on dance-worn places before she brushes the shoes with a stiff brush.

★

Those stubborn spots on light colored suede shoes that won't disappear when the shoes are brushed can be removed with turpentine. Carbon tetrachloride will take away the ring left by the turpentine.

★

Cigar boxes have hidden glory. Shirley Williams, H. Ec. So., sanded one until it was smooth, painted it with black metal paint to give it a dull finish, and waxed it. Its many-colored patchwork velvet lining shows off Shirley's jewelry and gives the case individuality.

★

Give that old jersey blouse of yours new style. Cut out the sleeves so that a tiny bit of each shoulder shows, and take in the side seams if your blouse has deep armholes. Leave it plain or button up each shoulder with two or three metal or rhinestone brilliants.

★

Jean Knight, H. Ec. So., treats her cashmeres to a beauty bath and saves cleaning costs. She washes her sweaters with a mild detergent and almost cold water. Jean advises carefully squeezing the dirt out and also squeezing the soap out when rinsing the sweaters. She wraps her cashmeres in towels and gently presses out most of the water. When blocking, she pays special attention to the full sleeves.

★

Coin jewelry is in fashion, and you can make your own. Buy cheap plastic earring backs in the dime store and glue on shiny new copper pennies. Or if you'd rather wear silver earrings, use gleaming silver nickels or even quarters.

An Idea

You can't find a medallion necklace anywhere? Buy a gold link necklace in a dime store and coat it with nail polish or metal lacquer. Dig out that souvenir gold medal you saved when you were a child and have your father or best man drill a hole at the top of it. Fasten it to the chain with a soft metal link from an old necklace.

★

Dolores Ruf, H. Ec. Jr., lengthens short slips with left over pieces of lace. She top-stitches narrow lace strips together by overlapping the lace just enough to be stitched on top of paper strips. After the lace strips are sewn together, she tears off the paper from the under-side of the lace.

★

Give your tissue box a lift. Cut out the top part of the box completely. Cover the sides inside and out with figured or plain colored shelf paper, left over material from your curtains, plastic cloth, oilcloth or wall paper.

A terry cloth shampoo cape keeps *Marjorie Miller*, H. Ec. So., dry when she washes her hair. She made hers by folding a 22-by-44-inch bath towel to form a square, cutting a slash in the middle of the fold and another slash down the center front starting from the fold and binding the edges with grosgrain ribbon. She left enough ribbon on the top opening for a tie fastening.

★

Your net formal will have new stiffness if you press the net between layers of wax paper. The wax coating will give your lace gloves and lace trimmings new life also.

★

Use bone rings as a basis for covered buttons, *Nancy Nutt*, H. Ec. So., suggests. Cut a circle of material slightly larger than the ring. Gather the edges of the circle, leaving the ring inside as if in a bag. The material should be stretched rather tightly across the top of the button, with the gathered part underneath. Outline the inside of the bone ring on the face of the button with tiny stitches.

★

Get rid of that tangled measuring tape, says *Nancy McClenahan*. She took an empty adhesive tape spool, tacked one end of the tape to it, rolled the tape up and snapped on the cover. A little paint made a new cover and there was a measuring tape ready for use at any time.

The Co-ed "Rave" From Coast to Coast!



Pixey Boot

EXCLUSIVELY AT EMERHOFF'S

- Rust Suede
- Kelly Green Suede
- Pigskin Leather

\$8.95

A way up at the top of the footwear parade the Pixey is something definitely different in campus casuals. Feather-light suede in warm tones to go with everything.

Briest
OF CALIFORNIA

Emerhoff's
FOOTWEAR



VICKY'S turning over a new leaf. She's taking January inventory of her clothes. She knows it's time to . .

Put Spring in a Winter Wardrobe

by Margret Wallace

JANUARY is Vicky's dangerous month. She gets temperamental, tired of winter, tired of classes, tired of staying inside and most of all—tired of her clothes.

By the middle of winter, she's ready to discard every sweater, skirt and wool dress she owns. She feels that she's worn them so long she couldn't possibly fool anyone.

New clothes would be fun but impossible. Coeds just don't live like that. So Vicky, who was ready to turn over a new leaf, had to plan her attack frugally.

She made a list of every single article in her winter wardrobe, right down to her sweater-dickies. She remembered what a kick she got out of wearing crisp clean dresses in the summer time. Why not apply the same principles in the winter, Vicky thought.

She sent her woollens to the dry-cleaners in easy-on-her-allowance installments, and started on a campaign to keep her skirts pressed. She made extra sure her collars were spotless and invested in a few more hangers so she wouldn't have to double up.

Clean Out the Closet

Vicky found a few old skirts, inches too short, hanging limply in a corner of her closet. She packed them home to mother with a mental reminder to see what could be done about them next vacation. Behold, there was more room in her closet than ever before, and she found that her dresses didn't need as much pressing .

She got out the dress she made last year in sewing class and added a flying panel. The change was so amazing that she decided to try some more touches; collar and cuffs for her old red plaid, deep velvet cuffs on her best coat, a new quilted collar on her pet blouse.

In her spare minutes, she's knitting bright pairs of mittens. She admits she doesn't really need them, but they add sparkle to her winter coat and every time

she changes color she feels like she's wearing something new.

Beautiful, bright silk scarves are Vicky's weakness. She likes them extravagantly unusual and will look long and hard for just what she wants. She just recently settled on one with lots of color in it and a design you can't quite put your finger on, paid her money and started experimenting.

Invent Scarf Tricks

There are ways and ways to wear scarves. Vicky tried her new one twisted around a narrow belt and found that it adds a bright note to a dull day. She tried it hung over her belt at one side, hanging sash-like half way down her party skirt. Once, she even draped it into a bustle in the back for a gay, chic evening.

Next she took inventory of all her old jewelry. She found a forgotten medallion, big and round of antique looking silver, that completely transforms her basic black dress when she wears it at her waist, just off center. She remembered her several scatter pins and put one on the brim of her Sunday-school cloche, the other gathering up the wrist of her black glove. She has a little round pin which she has been wearing like a lavolier on her choker. Sometimes she strings lots of them on her chain bracelet, for a glittering wrist at a Saturday dance.

Big gilded safety pins caught Vicky's fancy. She wears one at the neck of her coat, at the waist of her wool dress, on the shoulder of her tweed suit. "So what if they are a fad," she figures, "they're fun." Vicky likes to indulge in a fad once in a while

One of Vicky's New Year's resolutions is to save a special sweater fund, not to be touched until January 31. She will buy a bright, bright sweater, or maybe a leather or felt jerkin, or a little velveteen jacket—something to have just because she doesn't really need it.

JUST TRY!

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