1961

The Iowa Homemaker vol.41, no.6

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Recommended Citation
Muckenhirn, Mary Ellen; Wheeler, Jan; Bask, Anita; Dodds, Jan; Sindt, Ann; Burns, Bernice; Davis, Rachel; and Sharbo, Diane (1961) "The Iowa Homemaker vol.41, no.6," The Iowa Homemaker: Vol. 41 : No. 6 , Article 1.
Available at: http://lib.dr.iastate.edu/homemaker/vol41/iss6/1

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Getting to Know You...
... through communication
Woman's Angle

Each of us has definite ideas. We know what we want. We know our plans for achieving our goals. Everything might be easy were it not for millions of other people who are equally strong in their convictions.

Unless we know how to blend our ideas with those of others, whatever we possess intellectually will be of no value. With the variety of philosophies and personalities in the world, the task of “seeing eye to eye” seems nearly impossible.

Science has aided in solving the problem by providing channels through which humans contact one another. There is still the difficulty, however, of getting ideas across once the contact is made.

This month's Homemaker points out some of the diversity from which communication problems spring. We examine some of the methods—art, photography, journalism, personal contact—which bring together and present human ideas. Finally, we portray what may be achieved when the communicator knows his subject and is able to share it with others. — MEM
What's a "Senior Packet"?

by Mary Ellen Muckenhirn, H. Ed. 4

It's easy to recognize the communication problems between engineers and home economists or chemists and architects, but there are other areas where difficulty in maintaining contact is not so obvious. One of the trouble spots is between the home economist in extension and the high school home economics teacher.

Although both deal with instruction, the slant of their lessons can be very different. In order to enable the teacher to know what the extension worker is giving to her clients, the Information Service at Iowa State University offers to each girl graduating in home economics education a "senior packet."

This set of over 80 bulletins and the four 4-H club manuals is free. It gives the education major an idea of how to co-ordinate her information and methods with her extension counterpart, who is working with many of the same girls and women as she.

"What Paint—for What Purpose?" "All Aboard—for the Good Breakfast Special," "Is That 'Washable' Fabric Really Washable?" "Popcorn in the Home," "Hems," and "What About School-Age Marriages?" are a few of the bulletins compiled as a result of research at Iowa State and give an idea of the variety of topics covered in this "senior packet."

All areas of home economics have been explored by persons at ISU, and the published information, therefore, deals with child development, home furnishings, food and nutrition, textiles and clothing, estate planning and other aspects of money management, as well as the research now in progress for new product development.

The Information Service offers one copy of any of its publications—without charge—to anyone who requests it. From time to time, they compile a list of bulletins currently available so that those interested can choose from the wide selection.

By stopping in the basement of Morrill Hall or writing to the Information Service, you can, in just a few minutes, acquire the bulletin list, obtain any of the publications, and increase your library with works of Iowa State alumni and faculty.
Oriental people, using the universal language of art,

Speak Through Suiboku

by Jan Wheeler, H. Jl. 1

If you should one day settle down with a fude or two, a suzuri, some kami, and a piece of sumi, you might stumble onto a whole new world of beauty and enjoyment. These strange-sounding things are the instruments of suiboku, an oriental art technique which is centuries old.

Suiboku literally means ink-and-water. Suiboku painting has its main emphasis on shading black ink into gray with a single brushstroke.

The brush is called a fude and can be one of two types: shohitsu is used for calligraphy; gahitsu is used for painting. There are also several types of gahitsu, some for drawing delicate lines, some to use with color, and some for outline. The brush called tsuketate is an all-purpose brush and is big and long with firm bristles. This brush is considered best for the beginner.

Sumi is ink and is considered the essence of suiboku. Sumi-making developed in China long ago and has become an art in itself, for the sumi usually used comes in a solid form, the surface carved with delicate figures of birds or flowers or trees.

There are two ways of making the basic piece of sumi. One is to combine the soot from the smoke of burning pine wood with the glue from fish bones. This type produces a brown-black ink tone. The other method, which uses soot from burning oil, produces the more desirable blue-black tone.

The suzuri, or inkstone, is inseparable from the sumi, for its surface is used to grind the ink. The suzuri is made from hard types of surfaces like copper or jade. These inkstones are available in a variety of shapes and sizes, but the most common one is a rectangle about five inches long.

The grinding of the ink is a process which must be given much thought and care. The depression in the inkstone should be filled about half full of water. The sumi is held straight and firm and rubbed around on the flat surface, then dipped into the water. Rubbing back and forth will not only tire the arm, but the ink and water will not mix well.

Selection of paper or kami is from two kinds. Handmade paper or rice paper absorbs water and is best. Machine-made paper is glossy because of its oil or wax content and is not good to use.

Before beginning to paint, it is necessary to warm up the arm by swinging it in large arcs. Since suiboku is such a gentle, delicate form of art, it is also essential to put the mind in a happy state by thinking cool, calm thoughts.

The proper way to hold the brush is by grasping it between the index finger and the thumb in the middle of the stem, with the middle finger just below the index finger. It is important not to be tense, for this will inhibit free movement. Use the whole arm, and keep the hand and arm clear of the paper.

After a few practice sessions to get the feel of the paper, work may be started on speed. It is suggested that the painter think of his work in terms of music, making strong swift strokes for things of that nature—rocks or huge trees—and gentle, flowing strokes for delicate interpretations of birds and flowers.

More difficult to understand and accomplish is the principle of the wet and dry strokes. With the wet stroke, speed is necessary to avoid a fuzzy effect; but, if done correctly, a beautiful highlighted effect can be achieved. The dry stroke, accomplished by using the brush repeatedly without dipping into the ink or water, gives a nice change.

There are innumerable fine points to suiboku far beyond these basic fundamentals, but there is one more main point to remember. No matter how good the technique, a picture done in the suiboku manner will be nothing unless it is given life through the soul and spirit of the artist.

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"... world problems would not be solved by converting everyone to the American way of life."

Your Culture—the Only One?

by Anita Bask, H. Jl. 6

It is unusual for a citizen of any country, living in the year 1962, never to have heard a foreign language or to have seen a member of a race different from his own.

With modern communication and transportation facilities what they are, it takes only a matter of hours to know about happenings on the other side of the earth.

But there still remain problems in relaying messages.

I come from a little country, Finland, where people—4.5 million of them—are speaking a language different from any other in the world. In communicating with other lands, we must use a language foreign to us.

At home, I am employed by agricultural central organizations, working in their public relations office. We must use Swedish on the Scandinavian level, English or German for European contact. Finnish trade organizations need Spanish and French. Knowledge of at least three languages, therefore, is required.

During the summer of 1960, I participated in a conference of the Union of European Agricultural Journalists in Cambridge, England. There the question of the information service of two large organizations was brought up. Discussed were the Food and Agricultural Organization of the United Nations (FAO) and the Union of European Agricultural Producers (CEA).

Bulletins compiled by them were heavily criticized by editors of leading European agricultural publications. Scandinavian countries and Germany were receiving information from FAO about rice, cocoa, and sugar-cane production, articles about plants which could not even be grown in their climates. CEA had tried to get these countries interested in some problems of French wine production.

Even the most valuable material is not worthwhile for all nations to use.

The other main criticism of the publications was their technical wording. Without special training in agricultural economics, politics, and production techniques, people could not interpret them.

Weights and measures is another point of conflict when messages are being conveyed beyond national borders. Have you ever tried to convert hectares, kilometers, liters, and tons to acres, miles, gallons, and short or long tons? When you have that problem solved, operate with two or three foreign currencies, and see how long it takes to get anywhere. Standardization is a real weak spot.

These are only a few of the ways in which nations fail to get their messages across. It is worthwhile to remember, however, that world problems would not be solved by converting everyone to the American way of life.

We, in Finland, like people of all countries, love our own land. We are ready to sacrifice much to maintain it.

Mrs. Gwen Matthews Sieck, Iowa State student from Madras, India, gave her opinions on how to get along best internationally. Speaking before a group of home economics students and faculty at the Home Economics Recognition Dessert, Mrs. Sieck stated the following points as necessities:

Appreciation of and respect for other cultures. Each country has developed its culture over a period of hundreds of years. She does not appreciate the comment, "How funny!" or "How peculiar!" when a foreign person observes her way of doing things.

Understanding the religions of the world. There are twelve major religions now in existence, each with widely diverse tenets. It is impossible to know about all of these, but to realize that other people hold beliefs differing from your own is a big step in the right direction.

Knowledge of customs and their meanings. Take the way a man and woman walk down the street. In Germany, the woman is on the left, the man, on the right. This is a precaution so that the man has his right hand free at all times to protect the woman.

In India, the woman walks behind the man. This does not mean that the man is acting superior, but that he, in years gone by, was responsible for cutting a path for both of them.

(Continued on page 15)
Your Dollar Goes A Long Way

by Jan Dodds, Diet. 3

I feel abused. I'm neglected. Home economics students give me away every fall and then don't pay any more attention to me.

I may only be a dollar bill, but it is possible for me to travel to many different places — any one of which is useful to the giver. I'm the dollar bill of the $1.50 you pay out each fall to become a Home Economics Club member.

Do you care what your money does? I'm sure you do, if for no other reason than to answer your father's irate question, "And what was this $1.50 for!"

There are many roads along which I may be sent, each with a different destination. I might serve other people by being part of one of the three tuition scholarships Home Economics Council gives each year.

Home Economics Council helps defray the expenses of delegates to the National and Province Convention and usually I go toward traveling expenses.

I may be part of the $20 dollars each departmental club receives each year.

The National College Club section of the American Home Economics Association gives a scholarship to an international student each year, and I might be a part of the $10 contribution to it.

I don't always go off campus, so instead of one of these exciting adventures, I might be used for club operating expenses, which are necessary — but rather dull. I may be part of the $50 audit fee or the $15 for the installation of Home Economics Council or the $20 for gifts throughout the year. Or maybe you see me as money spent for supplies and publicity.

Each year our home economics clubs affiliate with the American Home Economics Association to receive the benefits of this organization through services and information. This costs us twenty cents per member or $110 per year.

Often I get back into your hands, but in a different form. When you go to a meeting or seminar and eat available refreshments, or when you go to the United Nations Tea or Home Economics Recognition Dessert, you eat me and, in addition, receive information the speaker and guests give to you.

Freshmen receive a special benefit when the Home Economics Council sponsors the kick-off to orient them to Home Economics activities. Whew! I'm glad I don't have to decide where to go.

The Home Economics Council budget for 1961-1962 comes to $1,281. (That one dollar is me.) You have seen the many different places I can go. Each of you who are members give to this total budget, and your $1.50 contributes to the operation and continuation of Home Economics Council. "Now when your father asks you that frequently recurring question "And what about this $1.50!" you'll have an answer.
Tested Recipe for Teaching

by Ann Sindt, H. Jl. 2

Dr. Wilma Brewer, new head of the Food and Nutrition Department, has developed a basic recipe to promote favorable instructor-student communication. It consists of a mutual understanding, "aids" for the presentation of knowledge, and the spice of the instructor's personality.

This recipe is the link necessary for making the classroom a profitable media for the dissemination of knowledge.

"The brilliant student seeks out information on her own," explains Dr. Brewer, "and is not so dependent on classroom instruction for learning." However, the "brilliants" are the exceptions, and the greater percentage of students must be stimulated in the classroom to think in broader areas.

An understanding of each student as an individual enables the instructor to be better aware of points that may be unclear to the students. In striving to achieve this path of understanding, Dr. Brewer arranges as many personal interviews with students as her time allows.

"Personal contact with students breaks down some of the learning barriers when they exist," continues Dr. Brewer. "Preconceived ideas concerning a course often prevent an instructor from reaching the student. For this reason, an understanding of course objectives may make the student more receptive."

Besides the usual lecture, Dr. Brewer has found the use of different types of visual aids to be most helpful in gaining response from the students. Bulletin board material serves as a garnish for course material to increase students' interest.

Lantern slides enable Dr. Brewer actually to "show" the students in tangible form what she has presented in lecture form. Food displays in terms of nutritive value and exhibits of experimental white rats help to interpret nutrition concepts in the classroom.

A new Vu-graph projector enlarges graphs and charts on a screen while Dr. Brewer gives explanatory material. And there are display cases in which topics applying to the department are presented in exhibit form.

"There is no end to the possible visual aids that can be used," comments Dr. Brewer, "and they are all helpful in attracting interest in course material and relating it to broader implications."

Variations on her "basic recipe" are acceptable and often prove successful. Dr. Brewer points out that the way that seems best is not always adequate when applied to different situations. For instance, when communicating with freshmen, it is necessary to introduce other methods than those used for seniors. "Freshmen are in an area that might be quite new to them, so basic principles and vocabulary must be stressed. But seniors have the basic knowledge to delve into the course material, and it is easier for the instructor to stimulate independent thinking."

Personality, as well as age differences, require new approaches and tactics. "For instance, some students wish to have the assignments spelled out for them with exams packaged and delivered, and the students, in turn, deliver this back." Instructors who find their students asking for a custom-made course must place more responsibility on the students by requiring more of them in terms of original projects.

Dr. Brewer's experience as a college student began at Kansas State. She received her M.S. from Washington State and her Ph. D. from Michigan State.

She explains that at the time of her college career communication as such was not thought of as a separate area of learning. Since then, communication has been capitalized, and theories on the subject have been formulated.

Despite rules and theories, every situation is different. Both teacher and student must experiment to give and gain the intended message.
A View of the World

Squint through the eye of a camera, and the world is not the same. Far away is a ragged line, separating the sky and the treetops. Close to the lens are large blades of grass, drawn with great detail and fading off into a 50-foot lawn.

A cabbage is no longer an amorphous, monotonous mass, but a shaded green sphere, growing in a line with other green spheres which seem to diminish in size as the distance increases.

This view belongs to the photographer. Once captured on film, however, it can belong to hundreds of interested people who pick up a daily newspaper, leaf through a magazine, or watch the 10:00 news.

Pictures are another means of exchanging experiences and ideas. Here's what a camera "learns" from its environment:

An ordinary piece of farm equipment is really a series of concentric circles.

Rain causes most of its trouble at boot level.
The universe is full of diverse objects — in this case, a weed and a horse.

People see in three dimensions and can visualize depth when a picture is taken at just the right angle.

Even a black and white world is interesting.
The life of a college student is filled with both intellectual and spiritual concentration.
A Good Cook Never Meets a Stranger

by Bernice Burns, T. Jl. Dept.

The noted Irish writer, Maura Laverty, feels strongly that, "ingredients, skill and equipment are not so important to good cooking as a lively interest in human beings. . . . Show me a woman who is really interested in her fellow-creatures and I'll show you a woman who can make an attractive meal out of a tin of bully-beef," she writes in her book, Kind Cooking.

What to Cook for Company, now in its second edition from the Iowa State University Press, is more than a collection of delectable, different dishes. It is a very special form of communication which speaks of many things: flavor, fragrance, the beauty of food well prepared and exquisitely served. It is a volume of hospitality full of memories of meals shared with pleasure. It is the beginning of delight for those who will transform the exciting recipes into wonderful food for company you have yet to invite.

Born of Lenore Sullivan's whole-hearted Irish interest in the human race, this cookbook brings the warmth of kitchen and the laughter of happy dining here and abroad.

No instinct is so universal as that of sharing food with friends and family. An invitation to dinner communicates in a rare way one's desire to be in happy unity with others. Women have always exerted their finest efforts in order to serve guests food which delighted the eye and was a joy to eat.

They knew that a meal which pleases the senses also restores the spirit and warms the heart. This thought has been expressed often, "Heartened by the meal, the traveller resumed his journey." "After a hearty meal, their problems seemed less."

Miss Sullivan feels that hundreds of persons have collaborated to make What to Cook for Company such an interesting cookbook. Many recipes were made first in her catering class. Students who had come to Iowa State from far places were eager to prepare the traditional "company" dishes of their country. Often these foods were treasured family recipes served for religious feasts or national holidays. They were dishes developed out of the climate and culture of the land.

Sometimes the ingredients needed to be converted into the nearest American equivalent. Almost invariably, measurements and terms required translation into our language. The result is a rare, authentic collection of recipes representing the best of American cooking plus many national dishes.

The first edition of Miss Sullivan's cookbook is treasured in homes today. The second has been published by popular demand and includes 903 recipes for all occasions. Particular attention is paid to company casseroles — those popular special dishes that hostesses find easy to prepare and take pride in serving.

Menus for special occasions are also a feature of the book. Foreign dinners, Sunday morning coffees, teas, and formal receptions are only a few of the events included. The Special Helps section contains cooking terminology, measurements, temperatures, methods, and pronunciations and definitions.

What to Cook for Company will help you say, "You are my friend, my most honored guest."

ISU Graduate
Still Studying

Iowa State, the Food and Nutrition Department, and Ann Walby's family are proud to hear that she was selected "Student of the Month" at St. Mary's Hospital in Rochester in November. She began her dietetic internship at St. Mary's at the end of last summer, following her graduation.

While an undergraduate, a transfer from Cottey College in her junior year, Ann was a member of Omicron Nu, Phi Upsilon Omicron, Phi Kappa Phi, and was involved in many non-scholastic activities.

Sister Mary Vista, her supervisor, was asked to recommend girls who might be worthy of the "Student of the Month" honor. She submitted Ann's name. From there the Rochester Business and Professional Women's Club chose her on the basis of scholarship, potential, personality, and her achievements at ISU.
In a sense, the entire field trip was an experience in communication. Dr. Wilma Brewer, Dr. Madge Miller, and Iowa State students gave to each company an impression of Iowa State University. In return, each company selected some means of showing to the group the goals toward which they were working.

Every industry emphasized the increasing need for people to know what other people are thinking. The Pillsbury Company, Campbell-Mithun Advertising Agency, General Mills, the Minneapolis Gas Company, Dayton’s, Marvel Foods, and the Hormel Institute in Austin, Minn., all depend on employees, among them home economists, to facilitate good communications.

How, for example, could even one packaged mix be developed without the cooperation of thousands of people?

It begins in the research department. Chemists, physicists, bacteriologists, and home economists each add their knowledge to the stock of information which forms the basis for the new product. They must “brainstorm” to get ideas — for beginning, for improving, and for beginning again.

From there, through meetings with home service representatives, marketing consultants, and research designers, the product is defined. Everyone must be aware of what the yield, color, taste, and features are going to be.

Formulation work follows, and tests are designed for the new product. Interspersed with this is consumer testing, where the homemaker indicates her opinion through interviews or as a member of a taste panel. In this is incorporated a close cooperation with company lawyers and the advertising agency.

(Continued on page 16)

Thinking about what will happen next are Dr. Madge Miller, Kathryn Denny, Jane Ruger, and Lois Davidson.
Fascinating people, ideas, and words have come from the Home Economics Journalism Department. It is evident that journalism is unlimited in its scope. Current, stimulating developments in the home economics field continually offer a variety of topics for the journalist.

Journalism can be put to use wherever there is an ambitious writer. Positions on newspapers, magazines, special publications, syndicates, radio, and television provide some of the jobs. Advertising, publicity, and photography are other areas.

The number of students graduating in home economics journalism is steadily increasing, with many students electing courses in photography, writing, and advertising to go along with a major in another division of home economics.

Iowa State University is proud of her distinguished alumnae in this field. Numerous graduates have advanced to prominent positions. Although it would not be possible to cite all of their accomplishments, we salute a few who are currently playing a vital role in phases of communication.

**Peace Corps**

One of the most well-known personalities is Judy Grant, 1958. Miss Grant is an experimental foods major who selected several journalism courses to broaden her curriculum.

Upon graduation she was selected to be the first woman home economist on the staff of the General Mills research and food development laboratory in Minneapolis. Miss Grant held this position for three years.

She is now in Chile on her first Peace Corps assignment. The responsibilities that Miss Grant is willing to accept, plus her alertness, creativeness, and great initiative have helped her obtain this position and represent Iowa State and home economics in other countries.

**Finding Fabric News**

Mrs. Mary (Gerard) Unde-Krienke graduated from Iowa State in 1958, also. She is currently working for the Women's Wear Daily in New York, as a reporter in the fabrics department.

Previously, Mrs. Unde-Krienke was employed by the Simplicity Pattern Company. Mrs. Unde-Krienke's combination of textiles and clothing and journalism provided these job opportunities.

**Former Homemaker Staff**

A 1961 graduate of Iowa State has recently been cited for her journalistic ability by the Chicago Tribune. Laura Ellen Molleston, 22, is an editor of the Commentator, house organ of the Federal Reserve Bank of Chicago. This pamphlet is circulated to the bank's 3,000 employees.

The article from the Tribune noted the fact that Miss Molleston is the youngest editor on the Commentator's Staff. She was placed in this position immediately following graduation from Iowa State.

Quaker Oats didn't expect to find someone who both knew her field and knew how to tell about it. When they assigned the monthly edition of "Quaker Quotes" to Carol Shellenbarger, 1961, they found that her combination of art, journalism, and foods, was good background for the publication.

Carol has been with the company since her graduation. She is with the home service department. She and Ellen Molleston were both members of the 1960-1961 Homemaker staff. They are now apartment-mates in Chicago.

**Newspaper Work**

Mrs. Alvina (Iverson) Mattes, a graduate of 1939, is serving in the capacity of food editor of the Des Moines Register, one of the top ten newspapers of the nation. Mrs. Mattes is also editor of the PEO Record.

**Informing the Public**

Education has proven to be a good field to combine with journalism as illustrated by Miss Gwen-dolyn Lenore Lam, 1948. Miss Lam is senior vice-president of Glick & Lorwin Incorporated Public Relations Firm. She specializes in presenting educational programs and in producing booklets, films, and other teaching aids used in schools. Miss Lam's current headquarters are in New York.

**English in Japan**

Mrs. Janice (Furman) Atzen has added overseas glamour to her writing. While living in Yokohama, Japan, Mrs. Atzen has been writing feature articles for a local magazine. This publication, the Kanagawa Community News, is published in English. It is mailed to prominent foreigners in the area and state departments of other countries. Mrs. Atzen's excellent command of English has been of great service in polishing articles translated from Japanese to English.
In Norway, the woman walks nearest the street. This is a carry-over from the time when garbage was discarded from windows and the man, by walking on the inside, was the likely victim for any falling objects.

And, of course, there is the United State's custom where the man is always on the side of the street to protect the woman from getting splashed as the "horses and buggies" slosh by.

So where can we begin? College is a good place, where foreign students and faculty members carry with them the cultures from which they have come.

Reading and studying — newspapers, magazines, books, television, radio — is a way of increasing your knowledge.

Preparing professionally is another point. Who knows which of us will be an ambassador and communicator among countries, either by contact with people at home or abroad?

Finally, sincere interest in other people is important. It is the nature of humans to want others to be interested in them, and co-operation is easier when all people are actively thinking about what they can contribute to one another and just calmly waiting for what they will receive in return.

**BOOK NEWS**

**What to Cook for Company**
by LENORE SULLIVAN

An unusual cookbook, in new dress, and with new format and contents, will be encored this week from the Iowa State University Press when "What to cook for Company" by Lenore Sullivan makes its second-edition bow.

The book is called a "treasury of superb food" by reviewers. The dishes have a "gourmet touch but a down-to-earth approach" that is achieved from the way every-day foods are combined — with imagination, respect, and delight — into delectable, distinctive dishes to please family and friends. Many new recipes have been added to older specialties carried forward.

The 903 recipes are for all occasions and cover the full range of entertainment possibilities, with particular attention paid to company casseroles — those popular special dishes that hostesses find easy to prepare and take pride in serving.

Each recipe in "What to Cook for Company" has passed Miss Sullivan's professional, meticulous scrutiny. From the appetizers, savories, cocktails, soups and accompaniments that open the book to the "Grand Finale" that includes desserts, cakes and frostings, cookies and small cakes, and pies and tarts, they have survived rigorous testing and refinement — in ingredients, directions (that are easy-to-follow), and taste.

"What to Cook for Company" may be obtained from bookstores or from the Iowa State University Press for $4.95.

**How to Write for Homemakers**
by LOU RICHARDSON and GENEVIEVE CALLAHAN

Sparkling pointers on ways to reach Mrs. Homemaker effectively highlight the new "How To Write for Homemakers," released this week by the Iowa State University Press.

"We believe," say authors Lou Richardson and Genevieve Callahan, "that our book will be a truly useful book for many years to come. It is a book not only for the home economist student, and the young-home-economist-new-on-the-job, but for all editors, copy writers, and photographers who work with home economists — a book for anyone and everyone who hopes to reach homemakers through words and pictures."

The authors outline practical suggestions in how-to-do-it style for photography and art work: booklets and leaflets; demonstrations; educational films and slides; and the writing of letters, resumes, memorandums, cookbooks and other textbooks, publicity, advertising, and magazine articles.

The importance of looking for new ideas and adapting old ones creatively is emphasized. Copy reading and proofreading are included, along with more than 65 professional tips on lighting and other problems connected with food photography.

Copies of the book may be obtained from the Iowa State University Press for $4.95.

**JANUARY, 1962**

**IOWA STATE UNIVERSITY PRESS**

**Ames, Iowa**
Test tube experiments are tried next to help anticipate the problems which may come up during production. Although new equipment is always being studied and designed, certain products are not possible because of mechanical limitations. An idea is usually changed to fit the equipment instead of building new equipment for each new product.

After the product is marketed, communications do not cease. Home economists test their work against their competitors, against proposed ideas, against current products. They test for clear directions, for recipes liked by homemakers, and for new and interesting variations of the commodity.

And this is only one type of product! Besides the packaged mix, food companies work on a numberless amount of other foods and by-products. One organization deals with electronic devices, versamide resins, ink additives, fabric softeners, steroid intermediates, amino acids, gwar (one percent forms a strong gel), animal feeds, and electronic devices.

Many businesses have also accepted the responsibility of educating the public on various matters. Here again, home economists accept the challenge to get material across and do so in the form of pamphlets, movies, film strips, and brochures. These ideas are used by young people, homemakers, teachers, and extension agents.

Some women are going even farther, and travel abroad is becoming less and less a rare occurrence.

So it goes day after day, progressing as fast as communication allows. Advancement will end only when people fail to recognize what other people need.
Dear Sir:

Will you hire me?

by Barbara Pierson, H. Jl. 3

"Letters, we get letters . . ." may soon become the theme song of employers across the country as they are deluged by thousands of letters from hopeful job applicants. If you are attempting to obtain your first working experience as a college graduate or if you want to find a summer job, your success in acquiring a position may depend upon the impression that you create in your first application letter.

By following some simple rules you can prevent the possibility of your letter being shuffled to the bottom of the pile on an employer's desk.

When preparing your letter, be sure to present a thumbnail sketch of yourself, your personality, training, and ability to fill a certain job. Do this truthfully, effectively and completely on one page.

In the first sentence of the letter give your reason for writing. Next, give a complete picture of yourself. Use the "I" form when necessary, but avoid boastfulness. Give unusual qualifications regarding past summer experience, academic training, skills, and college activities in which you participated. This may be presented on a data sheet to prevent the letter from becoming too lengthy.

Show your interest in the company and the position for which you are applying. Indicate your willingness to be personally interviewed, if this is geographically possible.

The appearance of the business letter is also important. The letter should be typed on 8½" x 11" white business paper. There must be no misspelled words, no erasures, and the typing must be good. It should be single spaced with good margins.

The name and title of the employer or his agent should be included with the exact name of the company. In closing, sign your name above the typed signature.

In all your business correspondence, communicate so fully and concisely that no clarification is needed. Keep carbons of all letters, which can be reviewed before a second letter is written. Make it a policy to answer an employer's letter even though you are not interested. Write thanks for information, courtesies, or for an acceptance by a company.

It is considerate to accept or reject an offer quickly. When an oral offer is made, ask for a written confirmation. A letter of acceptance should be considered an employment contract.

With these few simple rules you are on your way to good business letter writing. Here's hoping that new job will be yours!

The Homemaker is Yours

by Doris S. Post, H. Jl. 4

Home economics students as a group are unaware of many of the services and activities of the Homemaker. 1962 is a big year for your magazine! This is the 40th Anniversary year of its publication.

Staff members are already making plans for a large anniversary issue to be presented in March. Bess Ferguson, the founder of the Homemaker has consented to guest-edit the issue. So, excitement permeates the air as we plan to bring our editorial year to a close. Our March issue marks the final project of the present staff.

Applications will soon be due for publisher and editors. The business staff will also be looking for new leaders and members. We are issuing a call to home economics students for help.

What can you do? If you like to write, draw, or work with advertising, budgets or circulation, why not try your hand as a Homemaker staff member? Jobs are not limited to journalism majors, and the wide representation of interests that each reader brings with her will help us to better serve your needs. Contact any staff member about your interests.

You, as a staff member, will work on eight issues, from April through March. You will meet prominent people on campus and become quite involved in the activities of the University. As a Homemaker reader and worker you should feel free to tell the staff about articles you would like to see written or ideas you would like to have discussed!

Let's look 40 years ahead! Let's join together to make the next years of the Homemaker as exciting as the first. Share your ideas, ideals, and efforts with the staff! We will share with you the experiences and ideals we have encountered.

Don't overlook the editor's mailbox. She will be waiting for you to write. Drop your correspondence in the Homemaker box in the press building, send it by campus mail, or give it to a staff member personally!
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