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The Iowa Homemaker vol.41, no.7

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February, 1962

Woman's Angle

What's the "great debate?" Not War vs. Peace. Not Communism vs. Capitalism. But Male vs. Female. There probably is no subject which has more effect on politics, industry, religion, and dating than the "Which sex is superior?" argument.

But what's it all for? Aren't women more capable in some areas of endeavor? And aren't men dominant in others?

Who, for example, but a man can transform a complicated, frustrating problem into something simple and logical? Who else can assume so much responsibility and carry through to such success?

Who else can be a wonderful "father?"

All year the Homemaker's primary emphasis is on women's activities and areas of capability. This month we are devoting the magazine to the views and qualities of the sex which makes the word "homemaker" really mean something.

Particularly his words, "I love you," make us agree that in many ways "It's a man's world."  

Mem

The Iowa Homemaker

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The popularity of the cooperative living system known as the Bachelor Apartment seems to be growing rapidly. It claims at least two advantages: economy and complete freedom for those who feel that peaceful coexistence with a member of the opposite sex would be impossible or impractical.

However, many a dedicated bachelor finds it equally difficult to live peacefully with one or more members of his own sex. The main problem: money matters!

Many a happy bachelor abode splits at the seams from an end-of-the-month disease known as financial fallout. Most of my apartment-dwelling career has been spent with three roommates, and the biggest problem in our family of four has always been the food bill. How do you divide the food costs when every member eats a different number of meals in, and has a different number of friends constantly raiding the refrigerator?

Opinions on the method to employ vary greatly, especially at the end of the month. I had a roommate once who thought he should pay a smaller portion of the rent, since he earned less than the rest of us. We promptly informed him he was not only living in the wrong apartment, but also the wrong country.

We decided it was time to sit down and devise a democratic budget system for bachelors. The advantage of our system is its fairness — no matter how many there are in the group, no matter how many meals you eat, guests you invite, or bills you pay.

The procedure is simple. During the month each of us will pay part of the expenses — food, rent, utilities, telephone — we try to keep it about equal. When you buy food or pay a bill, you sign the receipt and put it on one of two spindles.

One spindle is for “fixed costs” — items such as rent and utilities — to be divided equally among the four of us. The other spindle is for items which will be divided by the point system.

The point system is the unique part of our method. Point values are allotted to different meals; one point equals approximately twenty-five cents. The average breakfast of rolls and coffee is worth one point. Soup and sandwich for lunch will cost you two, and a full course dinner sticks you for four, or eight if you should invite a guest. Bringing your date over after the movie will cost you another four points for the drinks and potato chips.

Points are recorded daily on a chart which has a space for each person. At the end of the month, points are added.

If the total should come to 648, and you accumulated 219 of them, you pay 219/648ths of the total for the variable costs spindle, plus one-fourth of the fixed costs. The total of the receipts with your J. H. on them is subtracted from what you owe.

The only difficulty comes in calculating 219/648ths of the total variable costs, but if you have one roommate with a sliderule your problem is solved.

Before you initiate this system, it should be clearly determined just what items will be included. Obviously, many personal items such as cigarettes, laundry and postage stamps have to be excluded. However, four bars of soap and four tubes of toothpaste overcrowd a bathroom, so if all parties can agree on a brand, you might as well include these items on the fixed costs spindle. They are used in nearly equal amounts by everyone, and can be more easily purchased while buying the groceries.

With the invention of our unique and foolproof budget system, we have eliminated the need for women in our lives — to handle the money matters. However, we are still in the market for good cooks.
A "Lone Male"
by Joy Reese, H. Jl. 3

Perhaps you have wondered what goes through a man's mind as he opens the door of MacKay Hall. Is he out of his realm? Is he uncomfortable in a "woman's world"? Let's ask him how he feels. (And you can get further information from the male who's seated next to you in one of your home economics classes.)

The man, first of all, protests that he is not in a "woman's world." He boasts that courses such as institution management, child development, and applied art prepare him for the positions of restaurant manager, chef, or fashion designer—jobs traditionally belonging to men.

Despite the determination of the faculty members to make men fit into the program, however, there are serious obstacles for males interested in home economics degrees.

The hardest step comes when a man enters a classroom for the first time. Teachers and students look up and seem to ask, "Whatever are you doing here?"

"I feel like an ugly duckling."
"Speaking of being out of place . . . !"
"It would help if there was a place to hide."

These are some of the comments from "lone men"—men who may be alone in classes dominated by the feminine gender.

Most men in home economics courses realize that they are under scrutiny and feel rather awkward. Gradually, the ice breaks, and before long they decide that an all-girl class does have its advantages.

Perhaps the worst part comes when a man must face the harassment and razzing from his fellow male students. Such teasing remarks as, "Yes, thirteen men and one home economics student live here," show what he must tolerate.

Soon, however, he takes this "static" in stride. And it isn't long before other men want to know more about the courses available. They find out that subject matter like family finance, family relations, and advertising drawing could be of real interest and benefit to them.

Another problem encountered by the "lone male" is the strong competition in home economics classes. The girl very often has a head start in the field through her past participation in 4-H, family activities, and high school training. The man may find the terminology and theory completely new.

Interest in departmental clubs and professional organizations also exists among the men. Here again, however, they need a little courage to get into these activities.

Overcoming the obstacles, men have contributed significantly to home economics. By so doing, they have held the door for both men and women to follow them.
It
All
Started
With

ADAM

by Sherry Stoddard, H. Jl. 2

This business of "men" had to have a beginning sometime, somewhere within the colorless annals of the by-gone. So we will assume it all started with Adam, since it seems a bit irreverent to relate today's leader of society to Mr. Darwin's swinging prehistories.

Adam, with a little ethereal aid, fostered an idea destined to survive the ages—the institution "man." Since the days of the fig leaf and the illbegot apple, man has blundered into a few pitfalls and fathered a few miracles. If memory is not weathered, it seems to recall hearty figures in pants, uttering such phrases as "It'll never fly," or "Et tu, Brute?" or "The South's gonna rise again."

And there were trousered souls, guided by Fate's finest touch, who are remembered for, "I cannot tell a lie," and, "Go West, young man, go West."

It's true, man has painted history in bold strokes—a little crooked, but he's surely left his mark. He has ranked brain and muscle above worms and cars and elephants and women. And there is serious doubt if today's man is much divorced from Adam the First.

Man is a huge unconquerable mound of ego, marred by a few well-disguised but immeasurably tender Achilles heels. He is but definitely superior to the inconsequential strain of Eve's feminine descendants (or so we will temporarily assume).

Man is all intellect north of the shoulder-line, and all muscle down south. His sophistication embraces "The Wall Street Journal," while his earthy instinct reveals itself in Saturday night's pastimes.
Man is honest and outspoken. He pens indignant letters to Republican editors; he promptly notifies the waitress when his T-bone is not medium-well; and he suffers silently in the company of his wife, who is arrayed in what must be some designer's conspiracy against good taste.

FEBRUARY, 1962

Man is protector of the world. He dashes missiles off to new horizons; he ponders crises in the Belgian Congo; and he applies his genius to the loose screen banging on the south side of the house.
Man has an emotional core of steel, rusted a bit by compassion and sentiment. He snickers cynically at touching melodrama; he chuckles at nuptial tears, dropped before, during, and after the wedding ceremony; then again, he somehow rationalizes the value of roses and chocolates on that special occasion.

Man is the unbending dictator who says "No!" when obviously the only possible answer is "Yes." He is the scrutinizing tyrant who knows within 30 minutes that the bank account is overdrawn, and who comments on a new dress five years after the date of purchase.

Man is keeper of the car keys, receiver of the pay check, studier of the tax form, patron of the stag party, and arch-enemy of the cosmetic industry. He is husband, father, bread-winner, sympathizer, unscrambler, fixer-upper, painter, straightener-outer, surprise-bringer, story teller, church usher, worm digger, and to bed-putter.

And man is here to stay. It all started with Adam, and with a little luck and limited help from that inferior sex, we can keep a good thing going.
GOING FORTH

by Dan Taylor

Ed. Note: With three years in the Marines and a degree in landscape architecture behind him, Dan Taylor enrolled last fall as a graduate student in landscape architecture.

In December, he was accepted for the Peace Corps and is now in Arizona for overseas training.

It's so easy to survive today—at least for an American male of middle European stock, raised a Midwestern Protestant—that merely surviving can no longer be sufficient. And making money just for the sake of accumulating it, possessing it, or spending it for what one thinks are his real desires isn't enough either.

If I were given a guaranteed income of $12,000 a year for the rest of my life, I wouldn't know what to do with it.

The first one thousand would be fine; it would solve many problems.

The next two thousand would be fun to spend—a Volkswagen and a bicycle would be the first items on my list.

And the next two thousand would be great; it would give me Europe this summer with enough left for my next year's study.

But the rest of the money would only be a drag. It wouldn't help me to feel creative or to feel that I was making a contribution to this thing called life. Yet everyone must feel these. They are the essence of life.

Creativity isn't just the epic novel written, the great mural painted, the genius born. Creativity is an individual's constructive effort at anything. It is an idea conceived and, then, communicated; a carrot grown and, then, consumed. There must always be the two sides, the conception and the sharing. It's the article written for market, not the essay burned.

And this is what I am after. But it isn't just this simple. Creativity must be adjusted to individual levels; or, rather, individuals must find their proper levels. If one tries to go beyond his depth, it leads to frustration and embitterment: the water becomes brackish; the well dries up. But if there is not striving, there is no creation; the well not used becomes lost in the underbrush. This, then, is the problem—to find my level.

Avoiding nine to five hours is important to me, too. Nine to five means Monday through Friday, fifty weeks a year. Nine to five is tying one's self to one place and one pattern of life with sporadic breaks, annual vacations, weekends, evenings, lunch hours, and the fore-and-afternoon coffee breaks, to make the existence seem bearable. It frightens me.

So here I am, clinging to the academic world, seeking my level and keeping nine to five at arm's length. But I am going to have to leave soon; clinging has become a luxury I can no longer afford. Therefore, it is important that I arm myself in preparation for going forth. Self-discipline will have to be my sword and confidence my shield. Nine to five is soft and insidious; and, though it scares me, without stout weapons it could easily entwine itself around me and ensnare me. But, properly armed, I think I can find my well, check its depth, clear the debris and allow the water to flow sweetly. This I must do.
'Bottled Beauty'
Since 1600 B.C.

by Diane Sharbo, H. Jl. 1
From “Women and Cosmetics” by Patricia Wieboski

When beauty from within is lacking, women use different substances to improve Nature. These substances, called cosmetics, are as varied as the rainbow, and they are received by men in varied ways.

Cosmetics are not new. The ancient Egyptian scrolls of 1600 B.C., describe remedies for gray hair, wrinkles, and baldness. Thus we find that the quest for beauty is not confined to women.

As history progressed, the Greeks and Romans reached a high state of perfection in their use of perfumes and ointments. Men lavishly applied all sorts of dyes, paints, and oils.

However, the men of fifth century Athens disliked the use of cosmetics. Isochomachus lectured to his young wife with these strong points:

Don't imagine, my dear wife, that I like paint and powder better than I do your own natural color; but as the gods have made horses to be most pleased with horses . . . and sheep with sheep, so human beings also find the human body most lovely when it is not bedaubed. Tricks like these might possibly succeed in fooling strangers, but . . .

The Roman men and women continued the use of unguents and perfumes. After exertion or exposure the body was rubbed with perfumed olive oil imported from Syria, Egypt, Arabia, and farther East. Great delight was taken in securing costly, sweet-smelling ointments.

The Greeks not only were concerned with their skin, but their hair was a point of interest. Nature had been generous to the Greeks in many ways. Among other things, she bestowed upon them a luxuriant growth of rich, glossy hair. Both the men and women took infinite pains to make it lovely. Athenian and Spartan men let their hair grow long, often arranging it in curls with bangs in front. For special occasions hair was arranged even more elaborately.

As we skip to more modern days, we find these comments from American husbands at the close of the Revolutionary War:

Ladies . . . often had their hair tortured for four hours at a sitting in getting the proper crimped curls of a hair curler. Some who designed to be inimitably captivating, not knowing they could be sure of professional services, where so many hours were occupied upon one gay head, have actually had the operation performed the day before it was required, then have slept all night in a sitting position to prevent the derangement of their frizzles and curls.

The men also complained about powder (pulverized starch) immoderately covering the face, neck, and arms. But their main complaint was the surprising use of false hair in quantity. Many a man felt the women's fine hair—in order—would be much less trouble than a bunch of waving curls everywhere!

In the mid-eighteenth century, England considered cosmetics such a menace that Parliament introduced a bill to protect men from women's use of them. It's text provided:

That all women, of whatever rank, profession, or degree, whether virgins, maids, or widows, that shall from and after such act, impose upon, seduce and betray into matrimony, any of his majesty's subjects by the scents, paints, cosmetic washes, artificial teeth, false hair, Spanish wool (a wool impregnated with carmine to color the skin), iron stays, hoops, high-heeled shoes, and bolstered hips, shall incur the penalty of the law now in force against the witchcraft and like misdemeanours, and that the marriage upon conviction shall be null and void.

Excessive use of cosmetics continues in spite of the men who would like to reform women's views. Cosmetics have their place, however, and every woman must decide which are essential in enhancing her appearance.
Many times a woman feels that a man is attempting to beat her down when she is discussing an idea with him. In most cases, all he is trying to do is to put her explanation in terms that he can understand and appreciate.

Many women also feel that their men make unreasonable demands of them. For example, they complain that the men restrict their outside activities. When a man asks that a woman not take part in so many extra activities, he does so because he believes that her place is with him—not out gal-lavanting with “the girls.” If she would simply sit down and explain her need for outlets, he would, no doubt, be much more understanding.

Another answer to this problem is for the woman to schedule her activities when the man is busy at something else. There is also the possibility of developing common interests and hobbies.

A frequent source of conflict is the time when a woman attempts to “get something from her man.” She may try to achieve this by force or coercion. This puts her in competition with him. Men are surrounded with competition in their jobs and learn to fight it every day. A much more successful approach than “asking for a fight” would be for the woman to use her “feminine wiles,” even though it may take a little longer. This way, peace is kept, and the request is usually granted.

A Frenchman once said in a sentence what my whole article tells: “Being a woman is a life-time career.”

One of the Homemaker staff members asked me to write an article about my thoughts on women. I agreed, thinking that I had a lot of ideas I could put down about the subject.

After trying to crystallize my thoughts, however, I realized that I might have a little trouble. How could I tell “What a Man Looks for in a Woman” or “What Men Want a Woman To Be,” when each man’s desires vary?

What I needed to find was a basic problem in male-female relationships. At the bottom of the difficulties of some of the pinmates, engaged couples, and people who are “just dating” seems to be how the man and woman can communicate and express their ideas to each other.

Men and women think differently. When women reach a decision, they have previously considered and weighed aspects such as social pressure and the lives of the people around them. A man normally thinks some of this is immaterial and tries to find the easiest and most efficient way to progress.

Men also think ahead. They project their proposed actions and imagine the consequences. They seem to have a greater facility for putting past experience into use to obtain the best solution to the present problem.

These different methods of thought lead to different methods of expression; and different methods of expression can lead to misunderstanding between couples.
The Awful Beginning

by Don Wishart, A.H. 4

“No, no, it can’t be Monday so soon!”

“Oh, what a beautiful Morning!”

“There seems to be a small brown man who has taken up residence on my tongue.”
"Oh well, I only have to shave once a week."

"Mirror, mirror on the wall – Oh, please help me, somebody!"

"Now we're beginning to look a little better, anyway."
"Once I get this far, nobody can stop me – Don't laugh, this could happen to you!"

What a difference 30 minutes makes!

Editor's note: Thanks go to Marv Richards, D.I. 2, who volunteered to give us this view of a man's world at 7 a.m. It isn't easy to pose for pictures before an 8 o'clock class.
FOUND:
Scientific Formula for Women

SYMBOL: Woe. Atomic Wt.: 120. Occurrence: Found wherever a man is found; seldom in a free state.

PHYSICAL PROPERTIES: Generally rounded in form. Boils at nothing and may freeze at any minute. Melts when treated properly. Very bitter if not used well.

CHEMICAL PROPERTIES: Very active. Possesses great affinity for gold, silver, platinum, and precious stones. Violent reactions when left alone. Able to absorb great amounts of food. Turns green when placed beside a better looking specimen. Ages rapidly.

USES: Highly ornamental. Useful as a tonic in acceleration of low spirits, etc. Equalizes the distribution of wealth. Is probably the most powerful income-reducing agent known.

CAUTION: Highly explosive when in inexperienced hands.

Lenten Menus feature

Iowa State Cheeses
Cheddar, Blue, Swiss, Edam — Many Others at the DI Building

February, 1962
When Men Entertain

by Sylvia Noid, F.N. 6

With no cash and no self-consciousness, three geology students have unearthed the secret of entertaining. John, Jim, and Mike, who spend a 72-hour week examining fossils and rocks, looked forward to Sunday evening, when they could show off their bachelor quarters and cooking talents to admiring home economics graduate students.

The scene is the downstairs apartment of a somewhat rundown, brown and white, frame house on the main street of college town. Here the men share expenses, housework, and each one's cooking specialty. Their regular companions are two unhouse-broken, teeth-cutting puppies.

John drew the short straw this Sunday evening and proudly prepared his one and only recipe—spaghetti. No home economics hands in this dish! It was proof that geology students know more than the depth of the Great Plains oil deposits. The secret of the tangled treat seemed to be the number of pots and pans: into the preparation went a saucepan, an iron skillet, and a dented aluminum kettle. Then came a box of spaghetti mix, a can of prepared spaghetti, and a pound of ground beef. The end result of this seemingly confusing formula was a beautiful mound of spaghetti with spicy tomato sauce trickling down the sides.

The blue pottery bowl of spaghetti was centered on the kitchen table—a round board balanced on six cement blocks. Cat-sups spots from the cloth below peeked up through the plastic table cover. Circling the outer edge of the table were five dinner plates—one yellow, one blue (with cracks), and three daintily flowered. Unmatched silver leaned beside the plates, and bachelor-size paper napkins were piled at one end of the buffet table.

Jelly and peanut butter glasses of milk and green glass mugs of foamy-topped instant coffee were handed by the host as the guests stepped to the living room. Sinking into a comfortable couch or overstuffed chair, and placing plates on four-legged wooden stools, the group prepared for a filling meal and a relaxing evening of planned entertainment... four hours of hair-raising adult westerns.

To show their appreciation and, perhaps, take a break from “good guys vs. the bad guys” shows, the properly-trained home economists attempted to wash dishes. There were no dish towels, so it was necessary to turn to nature’s oldest form of drying—air.

The Man Behind “the lady from Hancock”

by LaVeda Jansonius, H. Jl. 4

“I have three pieces of advice if you decide to run for county representative. First, work hard at your job. Second, don’t get angry when you hear something you don’t like. And finally, if you lose—either the election or any issues in legislature—be a gracious loser.”

This advice from her husband gave Mrs. Lennabelle Bock of Garner, Iowa, (Hancock county) the courage to run and be elected representative to the Iowa legislature. With her husband’s backing, she felt she could win the confidence of her constituents.

More than once, “the lady from Hancock” (as she is addressed in the legislature) has needed her husband’s assistance in her role as homemaker in politics.

After she was appointed to the Motor Vehicles and Traffic Committee, Mrs. Bock made a frantic call home. “I don’t know anything about the trucking industry! You’ll have to tell me everything I need to know this week-end. How can I serve on a committee I know nothing about?”

Mrs. Beck was one of four women legislators who spoke at a recent meeting of the Home Economics Issues Seminar.

“I’ve found that to be successful in politics, a woman must look like a girl, think like a man, act like a woman, and work like a dog.”

“The homemaker who takes an active part in politics must be able to separate the issues from the personalities. No matter how much I disagree with the stand a particular man takes on a subject, it is important not to keep grudges. You just can’t in politics.

“And I can’t stress enough that a homemaker in politics must remain feminine! Remember always that you are a woman... no matter what your job may be.”

Mrs. Bock is a home economics graduate from the State College of Iowa at Cedar Falls. She is presently serving her first term in the Iowa legislature.
"But Daddy doesn't have to eat it!" In a few years this may be chanted regularly at your dinner table. And the rejected foods will probably be vegetables.

A menu featuring grilled steak, French fried potatoes, hot biscuits, and ice cream would undoubtedly be eaten with enthusiasm by your husband and acclaimed the "utopia" of culinary ability. But for health's sake, it is desirable that vegetables be included in meals.

A recent food preference study among service men shows that few vegetables are well-liked. Turnips, broccoli, asparagus, and cauliflower topped the list of disliked foods.

This presents a challenge to the homemaker. Vegetables are a valuable source of minerals and vitamins; they should be eaten—and they can be enjoyed.

The first step is to avoid monotony. The list of available canned, frozen, and fresh vegetables is a long one; so try to introduce new vegetables into your menus.

Consider interesting preparations. First, however, follow the rules for cooking the vegetables:

1. Use as little water as possible.
2. Cook quickly—just until tender.
3. Season and serve at once.

Then experiment with different serving ideas until you find those which appeal to your husband.

Add cream to wax beans, onions, or turnips. Complement green vegetables with cheese sauce or a liberal sprinkling of grated Parmesan cheese.

Toasted, chopped nuts may be sprinkled on vegetables, or sauté sliced mushrooms in butter and add to cooked vegetables.

Variations of cream sauce offer ways to dress up a plain vegetable. Browned onion, bits of crisp bacon, or a bouillon cube might be added to the sauce. For vegetables of the cabbage family, add a little mustard or curry powder to the sauce. Broccoli and cauliflower are delicious and unusual with a topping of creamed seafood.

Vegetables don't have to be served hot. Use them in gelatin, or marinate them in spicy dressing for a cold, crisp salad.

Ingenuity in preparation, combined with attractive serving methods, may be the key to increasing your family's willingness to accept vegetables.
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4 AUTOMATIC
Set timer... forget it. No pot-watching, no guesswork. The perfect, automatic controls assure you of a perfectly cooked meal, every time.

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

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