Laura Pratt Spends Summer Asking Questions

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SPENT YEAR IN PORTO RICO
Ida Jane Forest, '16, was at her home in Mt. Vernon during the summer, after spending a year teaching Home Economics at Ponce, Porto Rico. Miss Walsey, who is at the head of the work in Porto Rico, was on the Home Economics faculty at Ames when Miss Forest was in school.

TAKE UP GRADUATE WORK
Mary Brown, '19, has been teaching in Salt Lake City since graduation, but expects to spend the coming year in graduate work in Columbia University.

IN MISSION SCHOOL
Kay Lester Kerr, '14, of Clermont, Iowa, is teaching at Lincoln Normal School in Manon, Alabama. This is a mission school for colored children.

EMMA BAIE COMPILES BOOK LIST
Emma A. Bale, '15, who is supervisor of teachers' training in New Hampshire University, did a notable piece of work last year. She compiled a list of books, bulletins and illustrated material on Home Economics for the use of the teachers throughout New Hampshire. The material was put in usable shape and published in bulletin form by the State Department.

A daughter, Beverly Gene, was born to Helen Secor West, October 17, 1923.

WORKING OUT HOME ECONOMICS PRINCIPLES
No Iowa State girl has had a better opportunity to work out her home economics principles than Lollie Albert, '18, of Scranton, Iowa. She is now living on a farm in Greene County, Iowa, and is for tinate enough to have a home with all modern conveniences—electricity from the high line, running water and also an electric iron, sweeper, washer, etc. She assisted in the organization of a Girls' Reserve in Redfield, and is also doing her bit in club, civic welfare and church work.

ESTABLISHES CLUBS
Eleanor Hallock, '14, whose home is on a ranch fifteen miles from town, is taking a great interest in everything which tends to develop her community and further educational work. She has been instrumental in establishing a Community Club, a Woman's Food Nutrition Club, and is also very active in Farm Bureau work.

RECEIVES MASTER'S DEGREE
Kathryn Horst, '17, received a Master's Degree from Columbia University last June.

SPENT SUMMER IN EUROPE
Rev. Cora Van Velser Lambert, '90, was in Europe last summer. The Lamberts spent last winter in California, where Mrs. Lambert supplied a pupil in a Long Beach church for part of the winter.

TO WED
Mrs. Emma D. Ahrens of Sac City announces the engagement of her daughter, Ida Virginia, to Mr. Emil J. Mildenstein of Sidney, Nebr., son of Mrs. E. Mildenstein of Clinton County.

Miss Ahrens and Mr. Mildenstein are both graduates of Iowa State College. Miss Ahrens, for the past two years, has been connected with the extension service at Ames as agent in club work. Mr. Mildenstein is county agricultural agent in Fremont county.

Louise Weise, '22, is teaching Home Economics at St. Paul, Neb., this winter.

Helen Beels, '23, is going to be a Student Dietitian in the Peter Brent Brigham Hospital in Boston, Mass., during the coming year. She takes up her duties the first of November.

Eda Lord Murphy, '22, who was formerly on our Home Economics faculty at I. S. C., is teaching Institutional at a girls' school in Constantinople this winter.

Olive Stewart, '15, is now head of the Economic Department in a high school at Berkeley, Cal.

Mary Broadhead Wallace, '89, wife of the Secretary of Agriculture, and daughter, Ruth, of Washington, D. C., spent the past summer in Europe. They were accompanied by three of Miss Wallace's friends.

Laura Mae Seward, '19, enjoys her work. She is with the extension service of the University of Kentucky.

Blanche Waters, '19, has charge of the high school cafeteria at Murphysville, Ill., and is also teaching foods there.

Edna B. Fry, '15, is with the Colonnade Company, operating the Colonnade Lunch System at Buffalo, N. Y.

Genevieve Callahan, '29, Household Editor of Successful Farming, visited on our campus during the past week.

DESIGNS OWN HOME
Katherine Watts Mulvihill has put to practical use her knowledge of house design gained at Iowa State College. Her home, which is about eighteen miles from Des Moines, is the material realization of the house she planned while attending school here. She is also very proud of her two little boys, Jack and Jimmie.

Gwendolyn Wadsworth, '21, who has been Household Editor of Fruit, Garden and Home, in Des Moines, is teaching in Madison, North Dakota, this winter.

Laura Pratt Spends Summer Asking Questions
By MARGARET WHISTLER
WORKING for an advertising company—that is the unusual way that Laura Pratt, an Iowa State College graduate of last spring, spent her summer vacation. The work she did was certainly something different and especially interesting. Miss Pratt worked with a young woman who had taken her master's degree in Home Economics from Columbia University, and their main occupation was simply running a Ford and asking questions. Can you imagine any better combination?

"We didn't have to sell anything, but had to interview farm women on their cleaning and baking problems.

"Our territory would include a representative county in each of three states, Missouri, Iowa, and Minnesota. Best of all, we were to have a Ford to drive.

"We spent three days in Chicago, where we had several conferences with various people who were interested in the work. You see the advertising company was having this work done for two companies, one a yeast company and the other a friction cleaner company. Therefore we met representatives of each company that we might get directly their point of view as to just what they wanted us to find out.

"Finally we started for our territory, where we became veritable question boxes. We tried to find out why some people bake their own bread and others don't. How much bread baking is done in the bakeries. Do women like an oil stove for baking?

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cleaned, what kind of floor coverings people had and how cleaned. How much running water is found on farms. Besides interviewing the farm women, we called on the grocer and the baker to find out what they thought about the trend of the bread baking business in the farm house. Records were kept of each call. For this purpose we had four questionnaires which we filled out and mailed in each evening.

Various kinds of questions were asked Miss Pratt, especially about the manner in which her questions were answered.

"Didn't the women resent being questioned?"

"Not if we first explained to them that we were asking them these questions because they knew more about these problems than anyone else and that the reason we wanted their opinion was to help the advertiser to know how to meet their needs more successfully."

"Were people nice to you?"

"Nearly every one received us cordially, particularly after we convinced them that we had nothing to sell. To be sure, there was one woman who told me 'I have no time to talk to the likes of you. I'm busy washing and I think you would better off if you were home doing the same thing or some such.' But she was only one and we found many who were eager to discuss their problems and who wanted suggestions. One woman I shall remember always. She was a lonely Danish woman, refined and well educated, who lived in the midst of a German-speaking neighborhood. She spoke excellent English and I could hardly believe that she had grown to young womanhood in Copenhagen. Altho this was the second year that they had lived on this farm, there was no one who had tried to be neighborly to her. She visited with us; invited us to remain for supper and to call again."

Of course, sometimes things did not go just as per arrangements. You remem-

Have you inspected the new line of BEADS at Tallman's? Hand-carved and plain Elephant Ivory, Jade and Coral, Hand-Spun Porcelain, real Jet, Crystal, etc. We have them in both long strands and chokers. You will be delighted with them. Priced very reasonable.

L. C. TALLMAN
JEWELER

In your circle of acquaintance there are many who suffer from foot troubles. They can be relieved.

No matter what you have tried to get relief, it would be worth your while to consult one who has studied foot troubles and methods of relief.

Bring your foot troubles to the

Marinello Comfort Shop
Commercial Bank Building

GIRLS....

Fix up that old room before Homecoming

Paint and Varnish will do it

We Handle the Ones You Will Want

CARR HARDWARE
"The Paint Store"
ber they had a Ford and roads often get wet and mushy. Then, too, they had to eat.

"Food was our most trying problem. It is very difficult to get good food in smaller towns. We solved our noonday meal by carrying with us salad dressing, fresh fruit or vegetables, crackers, Kraft cheese and sometimes pickles. We ate usually under a tree on a blanket, often in a school yard. These lunches were a relief from meat and potatoes, hash-browned at that.

The Eternal Question
(Continued from page 14)

TO SET COLORS
What can I use to get the color in a green calico dress?
There is nothing one can use that can be guaranteed to set any color. Table salt and sugar of lead are commonly used, but when the material is washed after having been soaked in a solution, the chemicals are washed out, rendering them valueless.

COCKTAIL AS AN APPETIZER
What is the value of cocktail as an appetizer?
The theory that a cocktail is an appetizer has no foundation on science. It does excite the flow of gastric juices, but food, whether a cocktail or otherwise, has the same effect on the stomach. The theory regarding cheese served at the end of a meal is as unscientific for the same reason. And by the end of a meal the digestive juices in a normal healthy stomach should have begun to flow without cheese.

THE USE OF DOILIES
When is it proper to use doilies in setting a table? Doilies may be used when setting a table for breakfast or luncheon only.

WHIPPED CREAM SUBSTITUTE
Is there anything that may be used successfully as a whipped cream substitute?
Apple meringue may be used. An apple is grated and two or three tablespoons of sugar are added; this is then added to the beaten white of an egg.

DRESS TRIMMINGS
What could be used to trim a dress of liberty crepe? Hand embroidery and beading could be used very successfully and it is possible to use self-trimming for materials that are so rich in themselves.

NOVEMBER
Now come November days. Poets have called them, melancholy days, "the saddest of the year.\" Autumnal frosts, touching all but the pine and balsam, have turned summer verdure to crimson and gold. November winds that strip limbs bare, chase their harvest across the meadow. Nature, without, prepares to rest. Her children are called to repose. Indoors there will be joy and gayety. The laughter of the summer will endure by the fireside. The window garden will perpetuate the beauty and blossom of spring. The larder is filled and the market places heaped high with fruits of the field. What if winter comes! On with the dance and merry-making, for this is a season of festivity.

“Say it With Flowers”
That party will not be complete unless you have it touched with Olsan’s Flowers.

CORSAGES OUR SPECIALTY
Flowers are rapidly gaining favor as Birthday Gifts. “Whose Birthday is Today?”

F. J. OLSAN & SONS
Phone 8
Members of Florist Telegraph Delivery

Ladies Apparel Shop
805 Story St., Boone, Iowa

More Than Clever--
The’re Charming

You’ll share our pleasure in the styles for winter when you see the smart new

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We have on display

COME AND SEE THEM.

Whether it’s for evening, afternoon or street wear, you’ll find it here in our exclusive ready-to-wear department

The Shop of Individual Style in Boone