1932

Would You Like a Buttonhole?...

Regina Kildee
Iowa State College

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Recommended Citation
Kildee, Regina (1932) "Would You Like a Buttonhole?..." The Iowa Homemaker: Vol. 12 : No. 8 , Article 7.
Available at: http://lib.dr.iastate.edu/homemaker/vol12/iss8/7

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THE only radio station in the United States sending out buttonholes—this, believes "Andy" Woolfries, local radio announcer, is the distinction of WOI, the broadcasting station of Iowa State College.

The buttonholes are sent out on no small scale, either. Since Miss Marie Stephens of the Textiles and Clothing Department offered in a talk on the Homemakers' Half-Hour over WOI to send corded buttonholes to all requesting them, 226 have been mailed, according to Mrs. Zenobia B. Ness, director of this program, which is broadcast five days a week at 10 a.m. Miss Stephens' promise was made during her talk on "What Makes Your Dress Look Homemade and What Makes It Look Professional." Two hundred and thirty requests have been received for copies of this talk, and requests for buttonholes are still coming in.

Copies of individual talks or series of talks that have been given during the Homemakers' Half-Hour are sent without charge to all requesting them, according to Mrs. Ness. In addition to the thousands that have been sent to individuals, copies of talks have been given Better Iowa, college news service for weekly papers, the Homemaker, the Associated Press, Extension Service, and several women's club and parent-teacher associations.

In October a new radio service to home economics teachers was inaugurated; by this arrangement all teachers who desire are put on a permanent mailing list to receive all radio material. The charge for this service is $1.50 for the year.

Evidently midwestern women have a keen interest in clothing. After Miss Helen Putnam, extension specialist in clothing, gave her talk on "Your Old Dress Goes on a New Venture," 225 requests for copies of the talk were filled. Other clothing talks which have been very popular with the radio audience are Miss Stephens' "When Does Your Dress Fit?" and "Some Economics in Dress," by Miss Katherine T. Cramer of the Textiles and Clothing Department.

GREAT interest in art appreciation has been shown by Homemakers' Half-Hour fans. Fifty-four hundred copies of talks in the art appreciation series given by members of the Applied Art Department have been sent out. Talks in this series were made by the following faculty members: Miss Joanne M. Hansen, head of the department; Mrs. Zenobia B. Ness, and the Misses Anna Henderson, Edna O'Bryan, Alice Wangh, Emma Kitt, Mabel Fisher, Mabel Russell and Marion Lepley. Forty-five hand-drawn miniature pictures were sent out in connection with this series of talks. Copies of Miss Kitt's talk, "Christmas Joy as Expressed Through Wrapping," were requested by 256 people.

Almost everyone is interested in good things to eat, and WOI's radio audience is evidently no exception. "Use Iowa Honey and Keep Sweet," by Dr. P. Mabel Nelson, head of the Foods and Nutrition Department, was sent out 2,440 times, and her talks on "Grapes in a Dozen Ways," "Use Lard as a Household Fat," and "Cranberry Season Is Here Again" were much in demand.

Twelve hundred copies of Miss Ida Shilling's plans for Thanksgiving dinner and 1,419 of her "Christmas Dinner" were sent out. "Introducing Your Own Apples," by Mrs. Alma R. Plagge, and a compilation of recipes for Christmas sweets were very popular. Many people wanted copies, also, of the talk by Miss Louise L'Engle, "Cracked Wheat Cracks the Depression."

After Miss Dorothy Parker of the Memorial Union Food Service talked on "Planning for Community Suppers," 1,080 copies of her talk were sent out. "Cooperative Dormitory Living at Iowa State College" and "Twelfth Night Party," by Miss Ferne Gleiser, head of the Institutional Management Department, were very popular addresses, as was "Uses of Home Canned Vegetables," by Miss Lenore Sullivan of the same department.

MRS. ALMA H. JONES, extension specialist in child development, interested a great many people with a series of three talks; "Toys and Gifts That Children Can Make for Christmas," "Home-Made Blocks," and "Dolls to Make." In response to requests, 1,889 sheets of toy patterns were sent out. Many were interested in ob-

**If It's Good It Will Sell...**

**By Hazel Beck**

"I don't believe the old one about 'I can't sell! Editors won't buy!' If your stuff is good, it'll sell. If it isn't good, make it so. You can't figure out why it isn't good, get someone to tell you, even if you have to pay something for the criticism."

So says Margaret Marnette, graduate of Iowa State College, who is now assisting in the cafeteria of the Roosevelt High School in Des Moines and doing free lance writing on the side.

And Margaret ought to know. Even the depression hasn't closed the markets for her. She has just sold two stories to the New York News and one to Illustrated Love.

"I do think that 99 percent of the ability to write comes from writing," Margaret says further. "If a girl has a reasonable amount of common sense, if she has a pretty fair ego and some education, and a rattlin' good imagination she can write anything."

Margaret Marnette began her free lanceing career while she was still in high school. For each printed 'squib' in a newspaper column, Margaret received 25 cents. It wasn't long until the quarters had piled up and she had earned her first ten dollars in the free lancing field.

**THE IOWA HOMEMAKER**

WHEN Margaret came to Iowa State College. Although handicapped by hearing lost entirely after having "flu" in the seventh grade, she was given special permission by the dean of women to report on the Iowa State Student.

(Continued on page 14)

**Margaret Marnette**

This is the first of a series of stories about vocations and Iowa State graduates successful in their vocations, and is sponsored by Mortar Board, honorary for senior women.

when the editor left town on Sigma Delta Chi convention business."

She was assistant editor of the Green Gander two years, feature editor of the Bomb one year and on the staff three years, and on the Homemaker staff several years.

Margaret even contributed to the Agriculturist. "One time the editor of the Agriculturist wanted a poem for his front page. I wrote one about Spring. He published two verses in the April issue (Continued on page 18)."
All for Vanity
(Continued from page 2)
tendency to toe out still more. Soon you may have pronated ankles, a very unpleasant affliction.

Pronated ankles are far from beautiful. The ankle is so thrown out of its normal position that it distorts the shape of the foot, and perhaps causes flat feet, by weakening the longitudinal arch.

Who wants flat feet, anyway? They are weak and inefficient. The flat-foot loses one step in seven as compared to the person with normal pedal extremities.

The moral, friends, is: Toe straight ahead, or walk pigeon-toed if you wish—only don't toe out!

I have often heard it said, "My feet don't bother me now. Why should I worry?" Maybe not now, but maybe again, later. If you are mistreating your feet now, the effects may be disastrous at some time in the future. There is a pathetic number of older women with badly abused feet which cause all sorts of suffering.

With the culmination of years may come increased weight, and this is a factor in breaking down the arches of feet which have not received the proper care.

It seems to me that healthy and efficient feet are a great asset. Nothing can so warp the personality of a woman as tired, weak, or abused feet, and nothing can make her as contented, cheerful and vigorous as healthy ones.

Our Assortment of VALENTINES
is the best we have ever had
Also Our Valentine Candy
All candy wrapped for mailing free of charge.

The paper on the wall couldn't
fit smoother than
MIS-SIMPPLICITY
Made by Gossard
America's largest selling
foundation garment
$3.00 $5.00 $7.00

Instruction Popular

CONSERVATION of clothing, food, home furnishings, and money and more economical utilization of all available resources has been the keynote of the instruction in vocational home economics schools throughout the country during the past year, Perry W. Reeves, member of the Federal Board for Vocational Education, said recently in a statement commenting on salient facts covered in the board's annual report.

The popularity of the home economics instruction, carried on in vocational classes under the federal vocational education act, Mr. Reeves pointed out, is evidenced by the fact that the enrollment in such classes has increased consistently ever since the program started back in 1918. The enrollment in such classes in 1918, he said, totaled over 339,000, an increase of approximately 62,000 over 1931.

"The day has gone by when it was necessary to defend education in homemaking pursuits," Mr. Reeves declared. "When one realizes," he said, "that the housewife has a lot to do with formulating and adhering to the family budget, that she is responsible for the purchases of food, clothing, and house furnishings, that she is responsible for the family diet, that it is she who must assume principal responsibility for all of the factors entering into the health and the recreational activities of the family, the need for giving her training for her job is obvious.

(Continued on page 16)