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What's What in Business Letters

Frances McTigue

Iowa State College

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Don't Be Savage

Says the Male Critic

PAINTED lips? Painted cheeks? Painted nails?

What about the use of these so-called beauty aids? Ask the men on the campus—those all-seeing judges of beauty—and you get some definite ideas that are very enlightening.

The use of lipstick is approved enthusiastically. "But match it to the costume and let it be becoming," offered one observing gentleman. A general abhorrence is held for smeared or patchy lipstick. "A splotch of red on a napkin looks sloppy, and nothing is more disgusting than lipstidh that is permanent—on my shirt collar," voiced an irritated victim. Apply it intelligently and carefully, or perhaps you will be classed as cheap, messy, or shallow by these harsh critics.

Rouge? "Yes! Most girls need it! But there are few who are attractive enough to wear that spells quality and good taste, but worn sparingly, attracts the eye of the male element. Diamonds, on the right hand, catch the attentions of some aspiring collegians.

"What's What in Business Letters"

by Frances McTigue

A CHARMING personality may overshadow an error in sentence structure or an incorrect usage of words in a personal interview, but the same mistake in a letter stands out and is intensified.

Time and distance prevent personal interviews and so we employ the business letter as a servant to convey our message.

The world is full of letter writers but comparatively few are able to write a letter in plain language without resorting to pet phraseology. The most outstanding cause of poor letter writing is that men and women have given too little thought to its importance. The beginning of the letter is a strategic position; just as a sale may be won or lost by the opening words, so is a letter judged by the reader.

A little perfume? Men admit it is enchanting. It lends bewitchment to a personality, excitement to the occasion. But the same odor used constantly may drive him insane, or away. And too much perfume is nauseating as well as embarrassing for the escort. Jewelry that spells quality and good taste, but worn sparingly, attracts the eye of the male element. Diamonds, on the right hand, catch the attentions of some aspiring collegians.

"What's What in Business Letters"
ONE of the United State’s leading fashion stylists is Miss Susan Bates, former instructor in the Textile and Clothing Department at Iowa State College. Miss Bates has obtained the top position as fashion director of the Associate Wool Industries in New York City. She is also a consultant for one of the large pattern companies and the Knitted Dress Manufacturers there.

Miss Bates accepted a position in the Textile and Clothing Department at Iowa State College in 1921. Leaving Iowa State in 1926, she went to New York and took her master’s degree at Columbia. While there, she did some work for the Bureau of Home Economics in Washington, D. C.

Susan Bates was also employed as consumer consultant in the New Uses Station in the Cotton Textile Institute in New York.

Iowa State Wears

(Begins on page 4)

mal dance crowd as Susie and I looked on from the balcony in Great Hall one night. Now a violet light caught the shining hair and jeweled slippers of a stunning girl in white.

"Isn’t the short scalloped cape on that dress adorable?" I asked Susie, nodding towards the girl under the violet light. "She is the one we saw checking her velvet evening wrap, which had a hood lined with the same material as her dress.”

“You couldn’t have helped noticing how dainty she was,” Susie replied, “but Doris came up just then with a lame dinner blouse over a velvet skirt. I must remember to tell her how becoming that new shirred effect is in front and that high cowl neckline.”

“Thank you,” the girl said. "I was watching her velvet wrap, which had a hood lined with the same material as her dress.”

The ending of a business letter is just as important as the beginning. It should have fulfilled its purpose of stimulating the reader to action.

5 Pound Parties

(Begins on page 3)

Guests there were alternately tulips and roses in little flower pots filled with mint ice cream and little long chocolate candies.

Margaret Markert knitted her announcements and the little scroll inside them read, "Knit together—Carl and Margaret.”

Lucile Kilgore used individual boxes of candy in the TKE colors of red and white.

Geneva Engelman had her candy under a log cabin in the center of the table and served ice cream and French pastry.

Ann Schumacher announced hers after the Scabbard and Blade dance and used the crossed scabbard and blade with red, white, and blue flags stuck in marshmallows.

Robert Smith, whose fiancé was from the south, used cotton bolls for announcements with the names in little scrolls. Black mamies and a basket containing little bales of cotton were part of the table decorations.

Beverly Wertz announced her engagement at a preference dinner. Two boxes were brought in, one containing the candy and the other carnations with the names on them.

Carol Smith used talisman roses for her announcements.

Dorothea Evans had hers picnic style with little red and white table clothes, doughnuts in a big wooden bowl, sandwiches and cold meat.

Jeanette Ford used orchestra men for favors and Mary Jane Nelson used scotties.

Genevra Hokum used spring flowers for her May Day party and ice cream molds in basket shape with stick candy handles.

There are more and more —ideas galore for five-pound parties! So don't let lack of an idea keep you from accepting a pin!

Mildred Boxwell, '27, who has been home advisor in Wheaton, Ill., has been elected to the position of home furnishing specialist in 4-H Club work in North Dakota.

Ruth Hummel, '33, has been employed in the South Dakota Extension Service as home demonstration agent in Day and Marshall Counties with headquarters at Webster, South Dakota.

Mabel Anne Bushnell, ex. ’35, has accepted the position as De Witt County home advisor, Clinton, Ill. She began work the first of the year.

Ruth May Green, '35, was selected to serve Ida and Sac Counties as home demonstration agent, and began work Nov. 18.

The wind doth blow
And we shall have snow . . .

But we are all ready for it since we know exactly where we can go shopping for all those necessary little things that always pop up in our minds when the weather gets bad and disagreeable.

Let the advertising in the Iowa Homemaker help you make out your shopping lists. It will supply you with just the right things at prices that please.