1943

Uniforms Alter Campus Co-Etiquette

Joan Miller
Iowa State College

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Recommended Citation
Miller, Joan (1943) "Uniforms Alter Campus Co-Etiquette," The Iowa Homemaker: Vol. 23 : No. 9 , Article 3.
Available at: http://lib.dr.iastate.edu/homemaker/vol23/iss9/3

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Joan Miller answers etiquette questions asked by college women dating men in the Service

The predominance of servicemen in Iowa State date books has given rise to numerous questions concerning the rules and regulations which apply when dating men of the armed forces.

The army and navy have a rule or tradition for almost everything and a college woman at a “uniformed” school should be familiar with those which concern social situations. The answers to these questions should help give the added poise which comes from knowing the right thing to do on a service date.

1. In public appearances, when we’re out for a stroll or going some place, does the man walk on the street side and may I take his arm?

Sailors and soldiers never know when an officer or their commanding officer will round the corner and expect a smooth salute. It is always best to walk on his left side, leaving his right arm plenty of freedom for saluting. Saluting and regulations say “no” to your taking his arm. The same goes for his carrying his packages or books. According to the rules he may hold your umbrella over your head, but he should not carry it for you when it’s down. Of course your own eye to practicality will reveal the exceptions.

2. What shall I wear on my date with an army or navy man?

The key to a serviceman’s heart is found by those who are feminine. This rules in blouses with bows or ruffled necklines, tiny veils on hats and soft warm colors in every costume. Slacks are out except for picnics or extremely cold weather. A neat uniform is too important to the serviceman, particularly the sailor in his navy blue, for him to appreciate your angora sweaters or mittens. All branches of the service have rules about women not wearing insignia or any other part of the serviceman’s uniform.

3. What are the rules to follow at a formal dance?

Because most campus dates are with trainees and non-commissioned officers, there are few written rules to observe. But the old rule about not expecting a date to carry your evening bag or loose cosmetics is especially important in this case. Navy men do not have spare pockets and no serviceman wants his uniform bulging with your possessions.

Before any evening date it is best to find out what time the serviceman has to be back on ship or at his quarters. Then you won’t insist on sitting too long in the movie while he sits and counts his future demerits.

4. May I speak to men I know when they’re marching or in formation of any kind?

Of course you won’t wave obviously at him and call out his name. But if you meet the navy going to class or meals no one will frown on nodding slightly or smiling at him.

5. May I call my date when he forgot to say what time he was coming?

A short call is usually all right, but don’t get him on the phone and start reading your home town paper to him. Long and frequent calls will draw the attention of the other men and may necessitate his explaining them to the officers in charge. Because a serviceman has little free time, it is best to ask him what his study hours are and when you are least apt to intrude on his duties by calling. The better idea is to let him call you.

6. What’s the Emily Post way of handling the servicemen who greet me on the campus?

Mother used to tell us never to speak to a strange man, but during wartime when young men are miles from their homes the least you can do is return a friendly “Hi.” Most men just want to feel at home on the campus and are following the customs of their own former college or university.

Often you will find the entire navy unit greeting you as they march on their way to class. Don’t walk a block out of your way to avoid meeting them for nothing could be a better lesson in poise. After these encounters an audience of homemakers or a classroom of students whom you might be instructing after graduation won’t give you a minute of stage fright.

7. How may I help entertain the servicemen even though I don’t know any?

The campus canteen at Iowa State is the perfect way to meet servicemen who are eager to know Iowa State women and are looking for entertainment to fill their leisure hours. There are USOs and similar service organizations throughout the county which will welcome you this summer.

8. Does the navy have any special rules? For instance, how do I address naval officers?

Men who are commanders or above, socially are called by their titles. Lieutenants and men of lower ranks are addressed simply as “mister.”

A navy officer will not lift his hat in greeting because officers are not supposed to uncover outdoors except for religious ceremonies.

You may be attending June Week at Annapolis. The basic rule to remember is that you pay for your transportation and hotel accommodations.

9. What special rules apply to the army?

Captains and officers of higher rank are called socially and officially by their titles. Army rules state that a lieutenant is addressed as “mister,” but it has become customary to address him as “lieutenant.” A chaplain is always called “chaplain.”

April, 1944
10. I'm planning to visit my fiance at an army camp. Are there any particular rules to follow?

For your own convenience you should decide the time of your visit far enough in advance so that the serviceman can reserve a place for you in the camp guest house or a nearby hotel. If you try to surprise him you may receive the surprise and find him out on maneuvers.

11. I'm getting married this summer to a man in the service. How shall I arrange the wedding if we are married at his post chapel or in an adjacent town?

You will probably have to make most of the arrangements because the serviceman has little free time. Plan a simple, informal wedding and wear an afternoon dress which will be serviceable for many occasions and will pack easily.

If the wedding is to be in a strange town ask your home minister to look up a church of your faith and write a letter of introduction to the other minister. An informal wedding is especially desirable in a large city since the bridal party may have to travel to and from the church on a streetcar or bus.

For more detailed information on dating and visiting servicemen read Manners for Moderns by McCrady & Wheeler, The Army Wife by Nancy Shea, and The Navy Wife by Anne Pye.