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If It's Good It Will Sell...

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THE IOWA HOMEMAKER

Would You Like a Buttonhole?...

By Regina Kildee

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, 225 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 Economies 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 Wang, Emma Kitt, Mabel Fisher, Mabel Russell and Marion Lepley. Forty-five hundred miniature pictures were sent out in connection with this series of talks. Copies of Miss Kitt's talk, "Christmas Joy as Expressed Through Wrearlings," 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 "Craberry 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. Plaggé, 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 Fern 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, 1,898 sheets of toy patterns were sent out. Many were interested in ob-

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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. If 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 lancing 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.

THEN 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.

When Margaret began to send out buttonholes over WOI, there wasn't much originality in the designs, but now there are many. The buttonholes are made entirely of felt. Margaret made the first one herself. From that one, a whole series of buttonholes was made.

"What makes it different is the variety," Margaret says. "We have buttonholes made entirely of felt, others with a piece of ordinary material on top." And a whole variety of colors, too.

Margaret even contributed to the Agriculture. "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."

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What to Serve Skaters...

By Gertrude Hendriks

WINTER and snow bring an occasional bob party, and crisp cold nights see Lake La Verne sprinkled with skaters, cutting fancy figures on the ice. Getting warmed up after the skating party is almost as much fun as the sport itself, especially when this warming up is accompanied by something hot to warm the "innards."

Of course there's the age old standby—oyster stew. But how about something different for a change? If you are one who holds the belief that only liquids will really warm one, then try hot Bohemian tea (which is really only tea with spices and fruit juice added) and serve it with tomato-cheese sandwiches. Or you might serve tomato or chicken bouillon with the toasted sandwiches.

Imagine reading fortunes in browned marshmallows that have become 'goopy,' and taken to mysterious shapes atop hot gingerbread! With this goes fried bacon that just naturally goes with such foods around a crackling fire, then it must be time to call it a night and disband.

**If It's Good**

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Recalling dreams would be real fun over "cheese dreams." And the ideal time to do it would be while the whole party is gathered 'round the frying pan watching a triple deck concoction—bread, cheese and bread—browning in butter!

If there remain any in the party who aren't yet warm after munching any of these foods around a crackling fire, then it must be time to call it a night and disband.

Who could not select the proper box of candy from our lines

Whitman's
Mrs. Stover's
Ann Howard

You are sure to find what you want at our candy counter.

**Campus Drug Co.**

Lincoln Way and Welch

**Stephenson's**

Offer complete assortment of

**Spring Fabrics**

See them now while they are fresh and new.

**Stephenson's**

Opposite Campus