1933

This is Andy Speaking...

Clarine Durr

Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation
Durr, Clarine (1933) "This is Andy Speaking...," The Iowa Homemaker: Vol. 13 : No. 5 , Article 11. Available at: http://lib.dr.iastate.edu/homemaker/vol13/iss5/11
This Is Andy Speaking...

By Clarine Durr

WHEN a pleasant "This Is Andy speaking" comes from the loudspeaker of WOI's radio dial, ears perking up, for Iowa State's WOI has been located.

There are all kinds of hands that stop those dials; there are the hands of business men and women who enjoy WOI before leaving home for work, the slender, tapering hands of the young miss who enjoys the Music Shop Program with her breakfast, and the clasped hands of little brother, who knows where those dials; there are the hands of men and women who enjoy the Magic Carpet, grandparents, business men, of commerce, of business concerns and of colleges are also to be found in a day's collection of the fan mail of the Homemakers' Half Hour.

Andy, WOI's announcer, has won many friends among homemakers. To them the simple charm of his voice has grown to a sort of trademark of good programs.

In the fall of 1930 Andy was introduced to a large group of Iowa homemakers through the WOI Homemakers' Half Hour, which was said to be one of the radio programs that would "inspire mothers to begin a new day happily, to feel the love of living, and to be asked for more "sponsored." The talks are always prepared with the homemaker in mind. For this reason she usually keeps paper and pencil in a convenient place so that she can jot down the timely suggestions given.

SOMETIMES, however, it may be impossible for her to copy all the information which she desires; so mimeographed copies of the talks are sent to all who request them. Teachers or others who ask for complete series of the talks receive them by sending $1.50 with the request. This series includes all talks presented from Sept. 1 until June 1.

Today a radio station's popularity is gauged by the amount of fan mail it receives. As one WOI listener wrote, "To me this is the highest kind of praise, to be asked for more of what you have already done or given." Judging from the number of requests for Homemakers' Half Hour talks, WOI is extremely popular, for during the last year alone over 130,000 copies of the material given on this program have been requested! This figure does not limit the number of WOI fans, for besides those who write there remains a host of silent listeners.

The Silver Wedding," presented last spring, was a radio serial of 20 chapters, in which were introduced practical suggestions on remodeling, on color schemes and on equipment for the home. Worked in with these ideas were estimable philosophies of life and intangible qualities which make "a house into a home." Since last spring 14,000 copies of this series have been requested.

MAIL from such distant places as Pennsylvania and New York arrives daily. There are penciled postcards telling Mrs. Henry Ness, home economics director for WOI, that the listener thinks the program "so practical and right to the point," and would she "please send pickles recipes and also the ones for the apple fritters?" And there are letters on monogrammed bond expressing similar gratitude and asking for certain of the radio talks. Some use black ink, some violet, some use pencil. The hand-writings vary as greatly as do the personalities revealed in the communications. One letter written in the quavering hand of old age requested a copy of the talk entitled "Bringing Up Grandparents." Letterheads of chambers of commerce, of business concerns and of colleges are also to be found in a day's collection of the fan mail of the Homemakers' Half Hour.

A farm woman of 20 years' homemaking experience wrote a letter to Mrs. Ness, from which the following excerpts were copied:

"You are a dear friend of mine, for to me a dear friend is one who has helped one out of difficulties just at the right time. "Experience is a fine teacher, rather hard on the pupil, but what we learn that way, we do not forget; but I feel that if I can learn from others' experiences my education will grow faster. . . . . . . I wonder if you workers can feel the love and gratitude we silent listeners have for you. I hope you enjoy your work as much as your voice indicates."

Women are usually interested in clothing; there is something in being properly clothed which gratifies their natural love of beauty. Talks are prepared with the view of aiding shoppers as well as giving assistance to those who sew for themselves. This fall one member of the Textiles and Clothing Department gave suggestions for fashioning the new popular fabric hats.

The wee members of the family are also kept in mind, for last winter Miss Rhodes told her radio listeners of having made a child's outfit from the coat and trousers of a man's old suit. This probably inspired many mother hands to sew gay things from odds and ends. The little ones surely stood very straight and
Coeds Dress Dolls
By Dorothy Acklin

EVEN college girls are not immune to the fascination of dressing dolls. The costume history class has spent some time dressing dolls, not just ordinary ones, but doll to represent ladies of long ago. In the show cases in Home Economics Hall near the textile rooms you can find Madame de Pompadour dressed in the resplendent attire of the middle 18th Century. Near her stands Napoleon and his Josephine in all their courtly splendor. As typical of the middle 17th Century, the girls have Madame de la Valliere in satins, gold and lace.

In contrast to the glory and splendor of the 17th, 18th and 19th centuries, Clotilde, the wife of Clovis, stands in her modest gärb of 493 A.D. The lacks all the satin and lace of the court. Her gown is simple and inexpensive and a plain shawl covers her head and shoulders.

Illustrations of early 16th Century costumes are on display in life-sized garments.

Some Winter Drinks
By Laura Christenson

SOMETHING different but delicious, something seasonable yet economical—that is the kind of drink we like to serve.

Winter brings an added problem, for, unlike the summer-time when anything cold tastes good, it makes us use some little discrimination in choosing a suitable beverage for the party, dinner, or whatever entertainment we are contemplating.

One beverage which lives up to all the characteristics listed above and is very colorful, too, is cranberry cocktail. Its scarlet hue works in beautifully with Christmas color schemes. Here is how it is made. You need:

4 cups cranberries
4 cups water
2 lbs. sugar

Boil cranberries and water until cranberries are well done. Strain through cheese-cloth, add sugar and boil again for two minutes. Chill and serve cold.

Cider is one of the old favorites that can be used in many different ways. First of all, don’t forget how delicious it is just “as is.” Fresh, clear cider combines a sweet, wholesome flavor with a bit of a tang that just seems to hit the spot.

Then, if you wish a little variation, you can spicte it by tying cloves, cinnamon or allspice in a small bag and heating with the cider. This is served hot.

Another way of serving cider is in a frappe. Here are the directions for its preparation:

Turn sweet cider into the can and freeze as ice cream. Draw off the water, repackage with ice and salt and let stand an hour or more to ripen. Serve in small glasses or in thin red shells of apples from which the pulp has been removed. Only a thin shell of apple should be retained, and the inside should be brushed over with lemon juice to keep it white.

A very delicious hot drink and one that is proving so very popular is Bohemian tea. One hostess found recently that she served this tea to more than 100 people at a cost of less than 1 cent a person.

To make Bohemian tea use:

24 cups water
1 tsp. brown cinnamon
1 tsp. brown cloves
5 tsp. orange pekoe tea
6 oranges (juice)
3 lemons (juice)
2 lbs. sugar

Put cinnamon and cloves in muslin bag and boil in water. Put the tea in a bag also and add the boiling water. Remove from fire and let stand 5 minutes. Remove spices and tea, add fruit juice and sugar. Serve hot.

A good hint to keep in mind in serving these spicy drinks is to avoid including sweet cakes or candies on the menu, if possible. Sandwiches make a much better combination, for the sweetness detracts from the spicy tang of the drink.

This Is Andy Speaking
(Continued from page 11)

proud as they passed before the mirror for a full inspection!

Homemakers are also keenly interested in dressing their homes. When dendrons make the lawn yellow, many women sigh over the drab coverings of some of their chairs. For although attractive coverings are now made of inexpensive cottons, the expense of having the covering done is prohibitive for many. “What About Slip Covers?” a radio talk presented by Mrs. Ness, as well as the “Silver Wedding” series, helped solve the furniture wardrobe question for many women. This report even told the amateur upholsterer how to determine the amount of cloth needed.

The Homemakers’ Half Hour fans will soon be given a new treat; in fact, it is to be a regular adventure. Arrangements are being made to have various persons take them to far away countries in a series of talks entitled “World Friendships.” As their imaginations travel along the grape-scented Rhine and over the milk-white Alps, the speakers will tell them the histories and customs of the people. Several favorite recipes will be chosen from the cook books of these countries and given to Americans. Art, which shows the growth of a people, will also be discussed in “World Friendships.”

THE world in which children live is so different from ours, that often mothers are baffled. Robert Louis Stevenson’s “Land of Counterpane” suggests the child mind during illness. When Dr. Vance prepared a radio talk concerning the care to be given a sick child he was addressing many questions in the minds of mothers. Copies of the talk, “When Children Quarrel,” were in considerable demand by listeners.

Games suggested by Miss Winifred Tilden, head of the Physical Education Department, make a child’s party all gayety, and menus prepared by the Foods and Nutrition Department restore energy to active little bodies.

The “recipe hour,” as one writer called it, draws considerable comment. One fan letter reveals that a certain recipe was such a success that it will be a “repeater.” Miss Ida M. Shilling is convinced that it is a sensible plan to keep abreast of the times. She made a report of her study of varying the preparation of salt pork. Since so much of this is being used at present, many families will appreciate this timely speech and will be remarking again and again that it doesn’t taste like the “same old salt pork.”

When delightful Ruth Galvin greets her radio listeners, the homemaker either gives her entire attention to the story Miss Galvin reads, or she saves her mending for this inviting half hour. The books chosen for reading are carefully selected for their human interest as well as for their literary merit, which probably accounts for the enthusiasm of listeners.

WOI does not harbor that foolish conception which young nations usually have, that there must be a blowing of bugs and a showing of splendor to signify culture. True culture is genuine and comes undaunted. There is more of art in setting a table exquisitely than in “sh-ing” over a Rembrandt; if art can be created from our everyday surroundings, there will be progress in culture. WOI helps the homemaker on toward this goal.

An Andy fan and listener of these programs would not be surprised at the number of mothers who are hoping that their little Joan Elaines will some day choose Iowa State College, which is represented by a radio station upholding such fine ideals.

To flavor pickles or preserves with spice put the spice whole into a tea ball and cook it with the other materials.

When a screw becomes loose, remove it, insert a piece of match stem in the hole and replace the screw, which may then hold perfectly.