

Knowledge with Fun!

by *Mary Camille Grout*

Home Economics Junior

ALTHOUGH nearly every department in Home Economics takes a field trip occasionally, we feel that the longer trips taken by the following three departments will give you a better idea of just how the students at Iowa State get their "knowledge with fun."

APPLIED ART

Would you like to learn more about commercial art design? Visit the studios of modern textile designers Angelo Testa and Ben Rose? See furniture and interiors designed by Drexel, Schumacher, Hermann Miller and Robsjohn Gibbings? If you're an applied art major, or thinking of working in that field, the answer isn't "Yes." It's "Yes, yes, YES! !"

Last year students from the Department of Applied Art — juniors, seniors and graduate students majoring in the field — along with four faculty members, took a three-day jaunt to Chicago. During their stay, the travelers visited the studios of Ben Rose and Angelo Testa. They spent an afternoon in the Merchandise Mart, visiting showrooms of many top-ranking furniture and interior designers. They visited furniture, textile and art departments of the better Chicago stores. They even planned their meals so they could eat in restaurants with outstanding decor.

"We're trying to do two things," says Prof. Marjorie Garfield, head of the Applied Art department, in telling about the field trips. "In the first place, we want to give the girls a wider view of the many things open in our field."

"And, too," Miss Garfield points out, "we want to let each student see more of the particular segment she's interested in. Applied Art covers a multitude of jobs — work with textiles and fabrics, jewelry and other metalwork, furniture, woods, advertising, teaching and interior design as a whole. Each job is different. Here in Ames we give the girls background. The trip supplements what we can do."

What do the students themselves think about it? They agree that it's a wonderful experience, well worth the time it takes from activities and other classes. Each girl remembers different things as the high points of the visit, but they all think they're grand.

"We read about first-rank designers and see their fabrics," says JoAnne Nelson, who took the trip last year when she was a junior, "but on the trips we can go through the studios and see just exactly what happens. And what they are doing are things that we ourselves can do, that we've done right here in Ames."

Destination of the trip is chosen for the varied art experiences it offers in the shortest possible time. Chicago, last year's stop, has been the department's choice three times. Another time they visited in Kansas City, Mo. Only regular applied art majors may go; no special students are allowed; and each girl must have a 2.0 all-college average.

HOUSEHOLD EQUIPMENT

Students who take the Department of Household Equipment's field trip get to see some of the best home service and testing departments in the country.

The two-day trip, taken last year by 12 students and one instructor, reached 10 companies in 4 different cities. In Chicago, the group visited home service departments of Edison Electric and Peoples' Gas Light and Coke. In Cleveland they stopped at the Ohio Gas Company, the Lighting Institute of General Electric. Destination in Canton, Ohio, was the Hoover Company.

While in Mansfield, Ohio, the group stopped at Westinghouse and the Tappan Range Company. In addition, testing majors got first-hand views of the testing departments of Sears and Roebuck, the American Gas Association and the Underwriters Laboratories.

Each of the 10 companies visited had somewhat similar, but yet different setups for their household equipment department. In each case, the Iowa State visitors were taken through the department, and the procedure of work was explained — how some companies did home visiting, how some maintained cooking schools while others did demonstrations at the company itself, and how they cooperated with other departments to benefit the company and the consumer.

"Our travels showed us just how our classroom work ties in with the on-the-job work we'll be doing after graduation," declares Eleanor Peterson, an equipment senior majoring in home service. "For instance, in one of the companies we saw workers calibrating the temperature of ovens. And in our classes this year we did the calibrating ourselves."

Seeing how household equipment fits into a company as a whole was one of the high points of Shirley Stanhope's visit. "Household equipment doesn't work way out in the wilderness by itself," she explains. "We saw how the equipment people worked with repairmen and salesmen, draftsmen and engineers to improve the company's products and services."

Both girls agree — as did the 10 other Iowa State women making the 1952 trip — that seeing your field as a whole is the best way to be sure that "This is really what I want." The trip gave them a chance to see their field, and they liked what they saw.

TECHNICAL JOURNALISM

Last March 20 was a cold blustery day, but the 40 Iowa State students traveling away from the campus in college station wagons didn't seem to mind the cold. For they were headed for four Iowa newspaper offices, and in those offices they would publish special "student editions" of the papers, getting a week's experience of on-the-job journalism.

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Each year Iowa State journalists get practical training in their profession by taking part in the annual spring vacation trips of the Department of Technical Journalism, which has been sponsoring the trips for more than a quarter of a century. The excursions take place between winter and spring quarter, and while the student loses a week's vacation, he gains a year's experience in work and knowledge and excitement.

What do they do to get this experience? They do everything. Algona, Eagle Grove, Iowa Falls and Grinnell—destinations for last year's journalist teams—found that out. Editors and reporters comb the town for news and feature stories. Farm reporters travel into the country to visit and take pictures, while the coeds in charge of women's news talk to church groups, extension workers, club women—anyone who is news or a source of news. Each team has its own photographer who takes all the pictures for the "student special." After writing the stories the journalists read the copy for errors and make corrections after stories have been set in type. It's all part of a day's work in any newspaper office.

While reporters are out after stories, other members of the team—the business staff—are also busy. Every advertisement which appears in the student editions is planned, sold and checked by one of the Iowa State crew members. And there's a lot of advertising in a 36-page special edition.

Besides working a great deal, the travelers also manage to get in quite a few parties and other fun. "If you go on one of the spring trips," says Prof. Rodney Fox, who was faculty advisor for one of last year's teams, "you can be certain that several people will invite you to a party or to dinner—and where else can you eat as well as you do on the trips, where all your meals are financed by the newspaper?"

Plans were made in February for this year's spring trips, and while some of the travelers will have been members of last year's lucky 40, most of them will be sophomores who are getting their first taste of newspaper work in the field.

Jean McGhie, who was women's editor for the Grinnell paper, thinks there's nothing quite like the spring trips. "I had a marvelous time and learned a lot. But most of all," she says, "I came back feeling as though I knew for sure that I'd chosen the right courses to take in school."



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