

1946

## After a Quarter Century The Homemaker Celebrates

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*After a Quarter Century*

# *The Homemaker Celebrates*

TRACES of a new era wedged themselves into the routine of college life on the Iowa State campus 25 years ago.

A war had just ended, education-hungry veterans were streaming back to school and in one desk drawer in the office of the *Iowa Agriculturist* lay the beginnings of a new publication, a magazine for homemakers from the Division of Home Economics.

From the time of its birth the *Iowa Homemaker* had its difficulties. Originally restricted to two pages in the *Agriculturist*, the magazine outgrew its predecessor to such an extent that immediate action was deemed necessary. Formulation and discussion of the procedure was handled by 'Bess' Storm and Gwen Watts who approached Prof. F. W. Beckman, then head of the Department of Technical Journalism, Catherine MacKay, dean of the Division of Home Economics and Pres. R. A. Pearson to obtain sanction for the project.

Hazy doubts and suspicions about the success of the publication were duly considered including extent of advertising, type of material, readership and management.

In the fall a publication board was to determine the subscription rate, the policies of the magazine and its editorial and business staffs. "The Iowa Homemaker" was selected as title, with the first issue slated to contain sixteen pages.

A sum of \$500 was loaned to the publication board by the Home Economics Club. The business manager and circulation manager set 500 paid subscriptions as a desirable tally for the *Homemaker* by the time it was ready for publication. In April, 1921, issue number one, volume one of Iowa State's homemaking publication rolled off the press.

Difficulties had not ended, however. Gruesome as it sounds, only a dissecting table from the zoology department was available for an office desk. It was moved to the "Ag" office in Agricultural Annex for use by the *Homemaker* staff. Not until 1940, when the Collegiate Press Building was completed, did the staff rate an office of its own.

This year the home economics magazine for all homemakers celebrates its twenty-fifth birthday. Today the *Homemaker* is proud of its position as an accepted publication throughout Iowa. It stands secure in the dignity it has gained in professional fields, respected for the messages it conveys straight from Iowa State's departments of home economics.

And today, another war has just terminated, and more veterans are flooding the college in search of rooms, apartments, trailers. A student body over 9,000 strong swarms over the campus. Iowa State has grown, and the student publications which represent it have kept up the pace.

The first issue of the *Homemaker* contained a message from the editors, pledging to the women of Iowa "the very best the college has to offer from the home economics departments." It continued, "We want you to feel that every department is at your service. We shall try to anticipate your needs and plan to fill the columns with just the news about the home that you are looking for."

Dean MacKay, in an article written especially for this first issue, asserted: "Homemaking in this twentieth century is such a complex problem that it requires the combined intelligence and best effort of every individual member of the family group to secure and maintain the best type of American home life."

This year's *Homemaker* policy is 25 years older; it represents a quarter of a century's experience and growth. But the aims remain similar, and the standards of excellence the same. Information, "the very best the college has to offer," is still being conveyed to women of Iowa.

*With \$500 borrowed from Home Economics Club the Homemaker 25 years ago published her first issue. The only available office "desk" was a dissecting table from the Department of Zoology. Today the Homemaker celebrates a silver anniversary of reviewing home economics at Iowa State*