1960

Home Economics Super Saleswomen

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Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol40/iss4/7

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The Marines may soon be taking tips from a group of ace Iowa State coed recruiters who are “enlisting” support for Home Economics throughout the state.

The 1960-61 year will be the busiest yet for the Home Economics Recruitment Committee. This group of nine college women travels to all corners of Iowa, presenting programs designed to stimulate interest in Home Economics—not only to high school groups, but to the general public as well.

The committee, which is organized under Home Economics Council, doesn’t just “gad about.” One of the important phases of the recruitment program is carried out right on campus, according to Maggie Jones, C.D. 3, chairman of the committee. Any group interested in visiting the College of Home Economics may write to the recruitment committee for weekend tours and overnight facilities.

This “hospitality service” of the committee has played a great part in influencing prospective students to come to Iowa State, reports Julia Faltinson, assistant dean of Home Economics and adviser to the group.

The statewide activities of the committee have grown from the beginning in 1958 to last year’s peak number of presentations, which included talks at Cedar Rapids high schools and a “show” for the Fort Dodge Kiwanis Club.

The student recruitment program was established three years ago through Home Economics Council. This followed a request from the dean’s office for a committee which would involve student “selling” of a broader concept of Home Economics. Previously, faculty members and other professional home economists did all the promoting for their field. Miss Faltinson knows of no other student Home Economics recruitment program in effect in the nation.
The program for this year is yet only partly scheduled. The committee takes care of requests as they come up throughout the year. The Cedar Rapids school system invited the women back for an October visit—this time for presentations at the junior high schools. Maggie said that they hoped to come in contact with a larger cross section of the girls through the junior high homemaking classes.

Maggie stresses that the purpose of the committee is not just recruiting students, but making everyone more aware of the importance of and opportunity in Home Economics. She cites the committee’s appearance at the Fort Dodge Kiwanis Club as one of the highlights of last year’s trips. “Dads need to understand what their daughters are doing if they’re taking home ec, so we let them know,” she commented.

The girls vary their performances according to the interests of their audience. Typical programs include a skit, chalk talk and question and answer period. Before going out for a program the committee gets together to “brainstorm” for skit and program ideas for the particular school or organization that will make up the audience.

Members of the committee are selected during their freshman year at Iowa State and serve all four years. Miss Faltinson said they’re chosen according to their speaking ability, interest in Home Economics and general appearance. All the committee members usually make the trips, and heads of departments occasionally accompany the coeds. “But it’s pretty much the students’ show; we’re just there to supplement,” explained Miss Faltinson.

Now serving as recruiters are: Jan Neitzke, H.Ed. 4; Mary Musgrove, T.C. 4 Anne Ward, A.A. 4; Sally Nicolaisen, C.D. 3; Nancy Center, A.A.3; Jan Rybe, H.Ed. 2; Phyllis Lovrien, F.N. 2; and Kathy Busboom, H.Jl. 2.