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Why You Buy What You Buy

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ANTE SCRIPT

After Graduation—What?

Do you remember when we counted the buttons on our dresses, "Rich man, poor man, beggar man, thief, doctor, lawyer, merchant, chief—which will you be?" and believed we would be whatever the count determined? A few years ago, if you had asked a college graduate what she intended to do after graduation, her answer would have been almost as indefinite. She might have said, "I expect to teach a year or two because my parents want me to. Then I hope to find something else, but I don't know what it will be."

In the days of our mothers, teaching school was about the only profession open to women. Other occupations were uncharted, and the ways into them unknown, and teaching was the almost inevitable resource of the college woman who must earn her living. The disadvantages of this situation, both for the teacher and the taught, were obvious. So many college graduates have been cast out upon the world without the slightest idea as to the field where their contribution might best be made that the colleges have received severe criticism. This has been due really to the lack of an organized program to assist the student in finding the work for which she is best prepared, rather than that the curriculum itself was impractical. For this reason, many colleges are realizing the need of organized vocational guidance and placement of students.

A few colleges already have personnel departments which have definite programs for securing information about the personal qualities, activities, (Continued on page 13)

Honor Students

Home Economics honors go to Margaret Proctor Garrecht for the highest scholastic average in her class for her four years work.

Helen Kallenberg was awarded the Mary J. Rausch scholarship for her excellent scholarship, character and initiative for the three years of her college course.

Edith Hutchison, '27, received the Anna Larrabee award for efficiency in Foods and Nutrition.

Little Country Theater

Iowa State College will again present the Little Country Theater at the State Fair in Des Moines, Aug. 24 to Sept. 2, in the auditorium of the Women's Building.

Three or four short plays will probably be used in making up the programs of about an hour in length, which will be presented daily at 11 o'clock in the morning and at 1 o'clock in the afternoon, beginning on Friday, Aug. 27, and continuing through Thursday, Sept. 1.



Dean Fisher

Our new dean of Home Economics, Miss Genevieve Fisher, is a graduate of the University of Chicago and has received an advanced degree at Columbia. From 1914 to 1919, Miss Fisher was in charge of the teacher training work in home economics here at Iowa State College, and for the three years after leaving Iowa State, she was a special agent for home economics education with the Federal Board for Vocational Education. Since 1922 she has been head of the Department of Vocational Home Economics Education of Carnegie Institute.

Welcome, Miss Fisher!

We want to be among the first to welcome you, Miss Fisher, as our new dean of Home Economics. We are glad that you grew to like Iowa State so much in the four years you were here in charge of teacher training in Home Economics, that you want to come back to us now. We are glad to have your leadership and guidance, so well proved by what you have already accomplished in the field, to further our great work in home economics.

The Iowa Homemaker itself wishes to welcome you as chairman of its publication board and extend to you its loyal cooperation.

But while we are welcoming a new friend of the Homemaker, we wish to name and thank another who has given splendid counsel and untiring help to our magazine—Miss Frances Sims, head of the Department of Textiles and Clothing and acting dean of the division. Miss Sims has given of her best effort to the Homemaker, and the whole staff wishes to express its appreciation of her friendly counsel and assistance.

The pleasantest things in the world are pleasant thoughts, and the great art of life is to have as many of them as possible.—Bovee.

Why You Buy What You Buy By Christina Hunter

Miss Hunter is a graduate of the University of Manitoba, Winnipeg, Canada and has only recently left the advertising department of one of Canada's largest department stores. She has been in Ames this summer enrolled in the Homemaker's course.

Ever stop to think about it? What made you decide to buy that hat, these curtains or that brand of peas rather than any other hats, curtains or brands of peas from which your selection was made? I can hazard a fairly good guess. You bought them simply because something or someone persuaded you that they were, in some way, superior or more suited to your needs than any of the other similar articles on the market.

It may have been the information on the wrapper. For just once you may have read something on your can of peas convincing enough to make you believe that Somebody-or-other's method of canning insured a superior product.

It may have been a sales person. "Why, Madam, it's exactly your type. You've no idea how slim it makes you look. And the color—marvelous!" It may have been tradition. You know the kind of woman who always uses "Dr. Price's Baking Powder" because

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Common Sense in Buying Equipment

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investigating the knock in the motor, the chances are that the damage will become worse and worse with each period of use. For the greatest efficiency, it is necessary that all repairs be made as soon as possible after their need is known.

Adequate provision for storage must be made for all new equipment that comes into the home. This does not merely mean that the equipment must be put out of sight, but that space of the proper size to accommodate the equipment must be provided under the proper conditions. This place of storage should be located so that all articles are easily accessible but out of the way when they are not in use.

Not all the aid for the housewife comes through the purchasing of new equipment, for much may be accomplished by a rearrangement of the articles already in use. A grouping of those units which will be used together brings about a great saving in time and energy for the housewife. In a recently completed experiment at Iowa State College, it was found that through different arrangements of the same working units in kitchens of the same size, the distance traveled in making muffins could be reduced to one-half the original distance.

Before you buy the new home equipment, ask yourselves these questions:

- Do I need this?
- Will it pay in the long run?
- Will it be the right size?
- Where will I keep it?
- Can I afford it?

A consideration of these questions may save many a backache, and some pennies as well.

Why You Buy What You Buy

(Continued from inside cover)

she's had it dinned into her since early childhood and it's the only kind of baking powder one should buy.

It may have been newspaper advertising, or posters or magazine articles. In every case, you may depend upon it, somebody along the line has done some mighty good advertising.

Women, we are told, do the larger bulk of all the buying in any household. Consequently, most advertising is written from the woman's point of view. But before the advertiser begins his story, he must have clearly in mind the definite class of women to which he wants to appeal.

The most desirable class, perhaps, is the discriminatnig buyer—the woman who makes a point of "quality." She has supplied herself with considerable information about various makers, methods of construction and materials. And she expects whatever she is buying to come up to certain definite standards she has set. The surest way of influencing this type of woman is by talking up the goods from a straight forward quality point of view. "You'll like this mattress because it is so thoroughly well made. No questions

of the years of wear it will give—especially since it comes from ———, America's most reliable mattress manufacturers."

Then there is the surprisingly large class of women who can be persuaded to buy almost anything provided you can assure them that they are getting a real bargain. Dresses that don't go with any other clothes they have, hats of a type they never wear, fancy linens "that ought to come in handy for a gift or something sometime"—there's no limit to the indiscretions they will commit. Just need to tell 'em that this sale comprises "a manufacturer's surplus stock" or "slightly imperfect qualities" or "samples" or "discontinued lines," and nothing short of an earthquake will keep them away.

Thirdly, there is the relatively small group of women who have to be approached from the "fashion" or "newness" point of view. It happens like this. "The smartest women on the streets of Paris, according to a cable we've just received, are wearing chapeaux exactly like these!" Isn't it funny—almost every woman, in her heart of hearts, has a sneaking desire to look like the chic French women she sees in the illustrated section of the Sunday papers.

Here's another, "These sophisticated little frocks are up to the newest tricks of fashion. Don't you like their clever pleats, their voguish new necklines, the dashing new colors in which they appear?"

Copy of that sort, real well done and accompanied by a good looking cut, has fired many an earnest budgeteer with an unholy desire to transfer some of the household money to the "new clothes" column.

That's the simplest classification. Have you decided to which group you belong? Chances are you combine all three. You try to insist on quality. You like your clothes to be new and smart. But I'd be ready to wager that you—yes, even you—have been caught by the line of the bargain "ad." There's only one cure for that disease, unless your husband is capable of taking a hand in the matter. Hie you to the nearest department store and get a job in the advertising department. Then spend the next year or two writing bargain copy till you get sick of the sight of "wonderful values," "greatly reduced" and "priced away lower than usual." And, if by that time you still haven't learned your lesson, give up the struggle. Your case is hopeless.

From Here and There

One girl from South Africa, another from Alberta, Canada, and representatives from 20 of the 48 states in the Union comprise the group of 98 home economics graduate students in college this summer. From Rhode Island and New York to Colorado and New Mexico, from South Dakota to Texas and Alabama they come. Iowa, of course, claims the largest portion, 41, 12 of whom are resident of Ames. Missouri, Nebraska, Kansas, Indiana and Oklahoma each claim five or more.

The remainder list their homes as Illinois, Ohio, Tennessee, Kentucky, West Virginia, Arkansas or Pennsylvania.

Summer School Enrollment

The enrollment in the Division of Home Economics for the first six weeks of this summer school showed an increase of 142 students over the corresponding term last year. There were 98 graduate, 207 junior college and 208 senior college students, in comparison with 67 graduate and a total of 304 undergraduate girls a year ago.

Of the graduate students, 20 are majors in Foods and Nutrition, four in Applied Art, five in Home Administration, one in Home Management, 25 in Textiles and Clothing and 43 in Vocational Education.

Theta Sigma Phi Convention

From June 21 to 26, Theta Sigs from all over the United States gathered in Minneapolis for their biennial convention. Business meetings, as well as some of the social gatherings, were held in the Alice Shevlin Hall on the university campus.

Iowa State, with five delegates, had the honor of having the largest visiting delegation and, accordingly, the best of the good time. Cleo Fitzsimmons, Des Moines; Myrna Gray, Ames; Sylvia Pedersen, Davenport; Gertrude Brown, Rose Hill, and Frances Jones, Ames, were those who attended the convention.

Thrilling moments were those in which Margaret Culkin Banning spoke on Minnesota writers' night and again when Zona Gale addressed the convention at its formal banquet.

Eunice Thompson, '28, is doing girls club work in Louisiana. She is located in the small town of Houma of which she writes: "The town itself is a lovely old French town with its narrow short streets and old French buildings that sit right out on the sidewalk, almost. But the bayous are lovely! They run through and around Houma and are so clear and calm looking. Orchid water hyacinths grow all along the edges and tall trees covered with the graceful Spanish moss border the banks. People use the bayous as means of transportation and it is a lovely picture to see them motoring down the water ways coming into town with their produce for the market. The larger bayous are used for small ships and dredge boats. It is only about 55 miles from New Orleans, and I know you'd love both little Houma and the quaint, old big city of New Orleans."

It is a matter of economy to be happy, to view life and all its conditions from the brightest angle; it enables one to seize life at its very best. It expands the soul.—H. W. Dresser.

Forty seven students are enrolled in the Cedar Falls Extension School held here during the summer. This work counts full credit at the State Teachers College.