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# The Iowa Homemaker Has a Birthday

Ruth Morrison  
*Iowa State College*

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# THE IOWA HOMEMAKER

"A Magazine for Homemakers from a Homemakers' School"

VOL. VII

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NO. 10

## The Iowa Homemaker Has a Birthday

By Ruth Morrison

THE Iowa Homemaker celebrated its eighth birthday at an annual birthday dinner given in the Institutional Tea Room of Home Economics Hall on the evening of April 5.

The first editor, Elizabeth Storm, now Mrs. Fred Ferguson; the first business manager, Jessie McCorkindale, now Mrs. Frank Kerekes; Genevieve Fisher, dean of the Home Economics Division; Blair Converse, head of the Technical Journalism Department, and about 30 of its present publication board, editorial, business and circulation staffs were present at the carving of the huge birthday cake.

It must have been a happy occasion when, on one cold, drizzly day in April, 1921, the first editor hurried from the Ames Tribune Publishing Co. with copies of Vol. 1, No. 1, of the Iowa Homemaker. After 18 months of work and after getting the copy ready three or four times, the editor at last was able to give the first view of the little magazine to those who had helped from the beginning, Catharine J. MacKay, who was dean of the Home Economics Division; Raymond A. Pearson, then president of the college, and F. W. Beckman, who was head of the Journalism Department.

In the fall of 1920, two girls, Gwendolyn Watts and Elizabeth Storm, who were at that time editing the household department of the Iowa Agriculturist, conceived the idea that the Home Economics Division should have a publication of its own like the other divisions of Iowa State College. They felt that a magazine could bring the women of the state into closer relationship.

The girls talked much about it between themselves and in the spring of 1921 presented the idea to Dean Catharine J. MacKay and Prof. F. W. Beckman. With their approval the girls



The First Editor of the Iowa Homemaker, Mrs. Elizabeth (Bess) Storm Ferguson, and Her Son, Frank.

explained their plan to Pres. R. A. Pearson. He approved, but there was much to be decided concerning costs of publication, means of financing the venture and the selection of the staffs.

Not until November, 1921, were the first editorial staff selected and plans for publication made. The girls had to get 500 paid subscriptions and contract advertising for the issue, beside organizing the material and creating the departments of the little magazine.

So it was with this idea in mind that the Iowa Homemaker grew, and always with that name, altho later there was a formal meeting of the publication board to decide upon a name.

Today the Iowa Homemaker is much the same as it was in 1921. The policy of the magazine and type of articles in the magazine changes some with the interests of the editor. The number of pages is practically the

same and the original first cover has been used in several of this year's issues. It was not until the fall of 1924 that the magazine was published by the Collegiate Press, which is owned by the Iowa Homemaker, the Iowa Engineer, the Iowa Agriculturist and the Iowa State Student.

Two new departments have been created and one department has been discontinued. Frances Jones, H. Ec. '28, Ames, originated the page called "Ante Script", which made its appearance this fall. The page is devoted to short news items of state interest. The State Home Economics Association page was first seen in the Homemaker in the fall of 1924. To the regret of some, the "Questions and Answers" page was discontinued this year.

There have been eight editors of the magazine, of whom all but one are married. The former editors and their present addresses are: Elizabeth (Bess) Storm, now Mrs. Fred E. Ferguson, Ames, who, because she was graduated was able to edit only three issues; Grace McIlrath, now Mrs. H. V. Ellis, Sac City; Rose Storm, now Mrs. Frank N. Summers, Malvern, sister of Mrs. Ferguson; Jeanette Beyer, now Mrs. Clive McKay, Ithaca, N. Y.; Gertrude Murray, Chicago, Ill.; Grace Heidbreder, now Mrs. E. L. Burnett, Kansas City, Mo.; Thirza Hull, now Mrs. Don Hibner, Chicago, Ill., and Sylvia Pedersen, now Mrs. Lyle Connolly of Ames.

Watch for detailed plans of the National Home Economics Association meeting in Des Moines, June 25-29, in the May issue of the Iowa Homemaker. The main features of the program are given on the State Home Economics Association page of this issue. Make allowances in your budget now for this convention!