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Graduates Contact Millions

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The scope of the child development major’s contacts has widened with wartime growth of day-care centers throughout the nation.

The audience reached by graduates in professional home economics positions numbers in the millions. The professional positions in food service have increased appreciably since the war, because a larger percentage of the population of the United States now eats at least one meal a day outside the home.

Institution management graduates are in managerial positions in college and university dormitories and unions, industrial cafeterias, state institutions, school lunch rooms, commercial restaurants, tea rooms and hotel dining rooms. Today they are also managing the food service at college and university army and navy training bases.

Last year’s institution management graduates are aiding in the planning, producing and serving of food to more than 50,000 people a day.

Several hundred thousand yearly is the estimate for the number of people reached by graduates in household equipment. With curtailments in the manufacture of new equipment, household equipment graduates are performing valuable service to homemakers through operation of test kitchens, cooking schools, giving nutritional guidance where needed and providing information on general upkeep and maintenance of equipment. These home service positions are designed to provide American homes with the maximum value from available materials.

The majority of the 86 to 125 home economics education majors annually are placed in Iowa schools; however, the number employed in other states has increased in recent years as the scarcity of trained teachers has become more acute.

Women receiving master’s degrees in education reach audiences through many types of leadership positions. These include state supervision, teacher education, supervision of student teachers, adult education and city supervision.

It is through teaching in high schools and colleges that the largest number of applied art graduates reach their audiences. In class work they are teaching conservation, with emphasis on making and remodeling home furnishings in order to keep the home cheerful and attractive, and yet avoid use of critical materials and heavy expense.

Wide audiences are also reached through those art graduates who have become professional designers for retailing and manufacturing concerns. Others are doing work directly connected with the war effort, especially in drafting positions.

Several hundred students have been graduated in dietetics, nutrition, experimental cookery and related science. The dietitians are serving in civilian hospitals, college and other eating halls and in hospitals of the armed forces. Some are overseas with hospital units.

Graduates of the experimental foods curriculum are with food processing companies or are working in research laboratories, quality control laboratories, production and sales work. Related science graduates are in great demand to replace men in research laboratories of all kinds.

Through teaching in day-care centers in war industries, in college and in private nursery schools, graduates in child development are reaching a large number of children and parents.

Many textiles and clothing graduates serve as saleswomen, where they have the opportunity to serve their customers and influence their tastes in quality and design. Through their intermediary position they in turn interpret the wishes of the customers to retail and wholesale buyers. As members of the personnel departments they indirectly reach wider audiences.

Participation in national advertising of textiles and clothing enables these graduates to provide homemakers with valuable information in buying and using products.

Graduates in home economics journalism positions reach an audience of more than ten million readers of newspapers, magazines and trade journals.

At least 80 to 85 percent of graduates in home economics become homemakers within five to ten years. These outstanding women make their influence felt in their local communities by becoming leaders.