Business Home Economics- An Expanding Field

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Business Home Economics—

An Expanding Field

Professor Katherine Goeppinger's survey for the American Home Economics Convention appears in full in the Sept. Journal of Home Economics

These highlights from the job front summarize 58 questionnaires answered by home economics business women, their vocational guidance chairman, college placement directors and others such as trade association officials and manufacturers—in positions where they can observe national trends. The report covers new and postwar opportunities, not temporary wartime positions.

TREND SHARPLY UPWARD

Requests for Iowa State home economists alone increased 300 percent in the past 2 years. This year there were more than 2000 calls when only 360 senior women were graduated, ½ of whom were married immediately.

In the last 2 years requests for food service workers have more than doubled; for dietitians and experimental food workers they have multiplied five times; for public relations women, seven times; and for other journalism positions, nine times. The need for laboratory technicians is creating a new field for home economics graduates—52 calls this year.

OPENINGS IN CHILD SERVICE CENTERS

The greatest increase in demand today is from nursery schools. Because of the growing realization of the importance of supervised child development and the wartime need for industrial nursery schools, calls have increased 20 times in the last 2 years. Work in child care centers in industries has opened to home economists a fascinating new field in which there are two types of work: feeding and teaching young children of working mothers. Employers believe postwar demands for nursery schools will increase.

TEXTILES AND CLOTHING JOBS

We are entering an era in the textile industry which will offer home economists with vision many new opportunities in textile standards laboratories, publicity, promotion, research, fashion photography, designing and styling the new fabrics, merchandising, commercial laundry work, and the dry-cleaning industry. Development of the greatest fashion center in the world in New York, N. Y., is anticipated, with all of the opportunities that implies: design, handwork, textiles, patterns, sketching.

JOBS IN THE EQUIPMENT FIELD

Opportunities for women with training both in equipment and in foods will be unprecedented after the war, partly because of pent-up demand for now scarce household equipment and appliances. It is estimated that the replacement market alone should absorb more than 16 million appliances. A Chamber of Commerce poll indicates that more than a million and a half families intend to build or buy new homes within 6 months after the war—homes which will need new equipment.

Utilities are starting to reorganize their home economics departments. Many home economists will be needed for educational work on kitchen and laundry planning, household equipment, home lighting and wiring.

WORK IN FOOD AND NUTRITION

Postwar expansion in the frozen food field will mean several thousand new jobs with firms manufacturing home units and in locker plants all over the nation where blanching and packaging kitchens will be set up. Locker companies will hire public relations people.

Home economists who were outstanding in food chemistry and at the same time good cooks are needed in developing new food products, particularly dehydrated and frozen foods.

With continued federal aid, the school lunch program will be a definite part of an increasing number of schools.

IN THE RESTAURANT INDUSTRY

The restaurant industry, with 25 million customers a day, offers many opportunities for college graduates who have majored in institution management. This industry ranks fifth among retail trades in volume of sales and third in number of outlet channels—there being in the United States 180,000 restaurants alone. Last year's Iowa State graduates in institution management are aiding in the planning, producing and serving of food to more than 50,000 people a day.

As the industry becomes more aware of what home

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Redecorate yourself and your room

Belle - Sharmeer in
Brev, Modite and
Duchess Length

Gloves in
Fabric and Leather

Cottons
Woolens
Rayons
for your
Sewing Project

Curtains and Draperies

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As economists have to contribute, the number of openings is increasing. The payroll of the Stouffer Corporation, for example, carries 65 graduate home economists; Hardings, 72.

Greyhound Bus plans to open a series of eating places which will be managed by home economists. Supplying ready cooked meals is another development slated for rapid expansion.

INDUSTRIAL FEEDING

With impetus from war needs, industrial feeding is one of the emergency projects which may well develop into a permanent program. The industrial feeding specialist has a many-sided role, she should be a rationing and price expert, a survey specialist, a nutritionist, both an architectural and a human engineer, and should have had broad technical training. Adequate training in employee relationships and responsibility is also greatly needed.

JOBS IN JOURNALISM

Radio is making increasing demands for home economics trained women who can write and it will expand more with television and radio food demonstrations. New ideas are needed for women's news casting of all-around home programs. Business and radio home economists are wanted for faculty positions.

In advertising there is a demand for trained women to conduct consumer surveys on new food products, to do market and food packaging research, and test sales appeal.

The postwar business world will have many openings for the home economics woman in business if she has real ability and vision. As one woman's magazine editor points out, she can function in new and broader ways in almost every industry that touches the home economics field. Big jobs will be available to those who are ready for them.

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