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Nation's Major Industries

Offer Careers to

Mary Lowell Schwin, National Chairman of Vocational Guidance for Home Economics in Business group, previews need of business for graduate home economists with foods training

BUSINESS organizations today key their products, including their preparation, production, advertising and selling to American women, the official buying agents for America's biggest institution—the home. No one is better suited to tell them what industry has to offer than another woman, a woman with special training for the job—training in home economics.

Many of the business opportunities of today and tomorrow will require women with training and experience. There will be many demands for the graduate in home economics. Let us look at the business opportunities open to the foods graduate.

Conduct Market Research

Foods companies need home economists in many departments working on the different phases of their business.

In research departments they work on development of products, timely changes in merchandise already in production, the analysis of product and on methods of preparation for these products. In these departments are prepared all the new foods which next go to the market research departments.

Market research is survey work or actual consumer testing. The home economist finds by interviewing, generally accurate accounts of a product's consumer acceptance, which members of the family like a product, how often they will eat it, how it should be prepared and served, what information should be on the label and other information a manufacturer should know before deciding that the product should be put on the market. Without this knowledge, the manufacturer can only gamble on the probable success of the product.

The home economist in the separate Home Economics Department may do the recipe research or development for all foods, write radio scripts, give radio talks, write the package directions or package inserts and write consumer leaflets and newspaper releases. Home economists plan photography setting and prepare the food for the professional photographer; conduct consumer demonstrations and sales training classes.

Home economics directors in most food companies

report to the advertising, sales or research department managers, or to a company executive in charge of one or more of these departments. In some food companies a home economist may work in the advertising or public relations department, but her work is correlated with that of the Home Economics Department.

Food trade associations supported by a group of food companies or producers aim to create a demand for a certain class of foods—thus stimulating and increasing their sales. The home economist is needed by these associations to direct consumer interest in the development of recipes, the writing of consumer leaflets and newspaper and magazine food releases. The work differs in each association but she may write scripts and give radio programs and demonstrations to academic groups and consumers and write educational and other advertising copy. Her work might also include food photography and programs for meetings conducted for member companies. Most positions in this field are varied and require many skills and much practical experience.

For equipment manufacturers the home economist works with engineers who plan and produce equipment, suggesting ideas and testing these ideas with kinds of foods the consumer will use and trying to develop equipment which is a little bit better, a little easier to use.

In the Home Economics Department, the equipment is rigidly tested for home use. The home economists prepare consumer instruction books and educational material, write and check advertising copy, conduct sales training classes for the manufacturer's personnel and that of utilities and dealers who sell the equipment. There are also demonstrations or cooking schools to conduct for educators and consumers. To understand the principles of producing and using equipment the food home economist planning to enter this field should include household equipment in her college curriculum.

Develop and Test Recipes

Advertising agencies are coming to realize that they, too, need the home economist in their work which goes directly to the consumer. Today there are only a few agencies with staff home economists, but this is one of the most fascinating future opportunities for home economists.

Some of the valuable things home economists are doing for agencies are developing new recipes and uses of the products which their clients sell, or suggesting ideas that the client will test, planning and preparing the photographic setups that will be used

Foods Graduates

in color or black and white photography, working as a copywriter and suggesting and preparing advertising copy.

The journalism-trained home economists are needed by newspapers with well-established food pages. Eventually those foods editors who have not had food training will be replaced by these trained people. For some papers the home economist tests all recipes printed in the paper and foods or equipment for advertisers, conducts cooking schools in addition to writing foods copy. Much of the publicity material sent out by foods and equipment companies is collected and used by the foods editor. She keeps in touch with local government agencies giving food and market news to her readers. She answers telephone inquiries which are varied, interesting and often amusing.

Promote Use of Utilities

There is a growing need for home economists in the utility companies. Their purpose is to increase sales and promote the intelligent use of gas and electricity. To do this the home economist conducts demonstrations for the employees and the public; she gives sales training classes for the salesmen; prepares booklets and papers on the use and care of the gas or electric equipment and writes for the company magazine. She follows the sale of equipment into the home to train the homemaker in its best use.

Plan and Edit Foods Articles

Women's magazines and magazines with sections devoted entirely to women need home economists. The responsibilities of the experienced editor include planning the food section, collecting all up-to-date material, conducting surveys and editing reports or releases of all food home economists. The graduate has a place here in helping collect, sort, file and use this material; to test all the recipes before use; plan and set up the food photographs; to test the recipes submitted by clients or advertisers and to develop sound ways of using advertisers' products. The number of positions in this field are not great, but experience in this field leads to worthwhile positions.

Now that department stores and mail order houses will soon be getting the equipment necessary for the preservation, preparation and serving of food they need more home economists with a foods background. In the department stores, home economists help prepare displays of merchandise which promote sales, make table settings, flower arrangements, exhibits and



Experienced tasters perform an important function in the development of recipes and testing of new foods equipment

conduct cooking schools on the use and care of utensils and equipment. Home economists test equipment and other merchandise in some mail order houses where laboratories are maintained.

Skill and Experience Required

Home economists trained in institution foods work may find interesting work in hotels, restaurants, air lines, railroads and industry. Women so trained are responsible for menus, standards of food prepared, the food service, the personnel, the buying of foods and equipment, recipe development and the operation of research experimental kitchens. More and more restaurant chains or industries feeding vast numbers of people have found that many and varied problems are solved by the experimental kitchens. The home economist can often find work in this field during summer vacations from school—working as hostess, checker, cashier, or in some part of food preparation. This will give her valuable practical experience and an opportunity to meet the all-important person—the American consumer—early in her career.

Many unusual positions are open now for the experienced foods graduates. Finance companies need home economists for consumer education work. Radio stations need women to write scripts and direct women's programs. Industry can use them as personnel managers to supervise women employees.

There is also the opportunity for an experienced home economist to work on a free lance basis, limited only by her personal ability to work and the income she wishes to command.

To qualify for any of these positions the graduate must possess these qualifications: skill and experience in working with food, imagination, ability to work with both women and men, initiative, a sense of responsibility, good appearance, energy and physical stamina, a practical approach to business problems and understanding of business with its relation of employee to employer.

For today's graduate there is a fascinating career ahead—those now working in business home economics are proud of it and recommend it highly.