Homemaker Thrives After 26 Years

The Iowa Homemaker

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation

The Iowa Homemaker (1947) "Homemaker Thrives After 26 Years," The Iowa Homemaker: Vol. 27 : No. 4 , Article 16.
Available at: http://lib.dr.iastate.edu/homemaker/vol27/iss4/16

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
A WAR had just ended, education-hungry veterans were streaming back to school and in one desk drawer in the office of the Iowa Agriculturist lay the beginnings of a new publication, a magazine for homemakers from the Division of Home Economics.

From the time of its birth in 1921 The Homemaker had its difficulties. Originally restricted to two pages in the Agriculturist, the magazine outgrew its predecessor to such an extent that immediate action was deemed necessary. Formulation and discussion of the procedure was handled by Bess Storm and Gwen Watts. To obtain sanction for the project, they approached Prof. F. W. Beckman, then head of the Department of Technical Journalism, Catherine MacKay, dean of the Division of Home Economics, and Prof. R. A. Pearson.

Hazy doubts and suspicions about the success of the publication were duly considered. Extent of advertising, type of material, readership and management had to be decided.

In the fall a publication board was formed to determine the subscription rate, the policies of the magazine and its editorial and business staffs. "The Iowa Homemaker" was selected as its title and the first issue slated to contain 16 pages.

A sum of $500 was loaned to the publication board by the Home Economics Club. The business manager...
and circulation manager set 500 paid subscriptions as a desirable tally for the Homemaker by the time it was ready for publication. In April, 1921, issue Number One, Volume One of Iowa State’s homemaking publication rolled off the press.

Editorially speaking, preparing copy for the first issue was minor when compared to the problem of selling advertising space and subscriptions to a magazine not yet in existence. The first issue was scheduled to come out in February, but after much delay, many mistakes and a great deal of worry the editor received the first few copies from the printer on a dark rainy day in April. Holding them tightly under her arm, she rode the streetcar from the Tribune Publishing Company in Ames to the campus and delivered them, personally and proudly, to Professor Beckman, Dean MacKay and President Pearson.

Dissecting Table Desk

Difficulties had not ended, however. Only a dissecting table from the zoology department was available for an office desk. It was moved to the “Ag” office in Agricultural Annex for use by the Homemaker staff. Not until 1940, when the Iowa State College Press Building was completed, did the staff rate an office of its own.

This first issue of the Homemaker contained a message from the editors. They pledged to the women of Iowa “the very best the college has to offer from the home economics departments. We want you to feel that every department is at your service. We shall try to anticipate your needs and plan to fill the columns with just the news about the home that you are looking for.”

Dean MacKay, in an article written especially for this first issue, asserted: “Homemaking in this twentieth century is such a complex problem that it requires the combined intelligence and best effort of every individual member of the family group to secure and maintain the best type of American home life.”

Quarter Century’s Growth

This year’s Homemaker policy is 26 years older; it represents over a quarter of a century’s growth and experience. But the aims remain similar, and the standards of excellence are the same. Information, “the very best the college has to offer,” is still being conveyed to the women of Iowa.

Today the Homemaker is proud of its position as an accepted publication throughout Iowa and the world. It stands secure in the dignity it has gained in professional fields, respected for the information it conveys straight from Iowa State’s Division of Home Economics.

For your Saturday night spread

Let us help you choose food to fit your needs and pocketbook.

Campus Grocery

103 Welch Ave. Phone 68