Heard in Frisco

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LATE NEWS from every field of home economics was available to Julie Brogan, Home Economics Council president, when she attended the American Home Economics Association convention in July. Here are the "convention quotes" she jotted down for HOMEMAKER readers during her busy convention days in San Francisco, Calif.

John F. Stokes, home economics teacher, Oakland, Calif.: "International peace stems from peace in the home. Boys and men need training about children. Boys are interested in home economics activities. I have found this especially true at college levels."

Hilda Slatterback, editor, Seventeen at School, Seventeen magazine: "Clothing is the most important thing in the world to some teen-agers. We expect them to act and look like adults, but they don't always feel that way. They feel uncertain about the clothing they select."

Mrs. Grace Beardsley, fashion co-ordinator, Glendale, Calif.: "Fashion is an art. As a woman thinks, so she dresses. A woman and her clothes create a design. When she follows the principles of art and design, she takes the guessing away from dressing."

Dr. M. R. Benedict, Professor of Agricultural Economics, University of California, Berkeley, Calif.: "Generally speaking, the task of the home economist is not that of finding ways to sell more of a specific product. It is rather that of helping the consumers to make the best use of our vast new increments of knowledge and productive capacity. This means increased sales, better methods of distribution and more intelligent choice in the things purchased. An economy in which consumer wants are small cannot provide a market for the kind of producing mechanism we have built up in this country."

Esther Foley, Home Economics Editor, MacFadden Publications, Inc., New York, New York, N. Y.: "We must recognize clearly that service material is a two way street. It must picture to the readers those items which a vast and skilled industry is putting on the market for the benefit of their homes... and it must picture to the manufacturer the attitude needs and wants of the women who compose the readership."

Albert R. Fleischmann, Fleischmann Yeast, San Francisco, Calif.: "Your future is bright and challenging. You will have a critical role in the achievement of a brighter tomorrow. Our standard of living is already high; it will go higher and higher in the future. This steadily increasing standard of living depends on a vital triangle of which you are a part. The businessman comprises one side of this triangle. The consumer comprises another. Connecting these two and serving both stands the home economist."

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