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## A Greeting to Iowa Homemakers

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# THE IOWA HOMEMAKER

"A Magazine for Homemakers from a Homemakers' School" *J. J. C.*

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## A Greeting to Iowa Homemakers

By MISS ANNA J. RICHARDSON, Dean of Home Economics

I am very glad of this opportunity to send greetings, thru the pages of our fine student publication, the "Iowa Homemaker," to the many friends of Iowa State College, scattered thruout the state, who enjoy contact with the college through our Division publication. I have been at Iowa State College only a little less than two months, but I already feel much at home, for Iowa people have an unusual way of making the newcomer welcome and the college and its people have so much to offer that I am very happy to have been adopted into the family.

Iowa State College has made a fine record and I had heard much about Ames and the Home Economics Division before coming here. However, it has been a great satisfaction to find out what a really fine Home Economics Division really is. Developed as it was by our beloved and honored Dean MacKay, through her insight and sympathetic understanding of the needs of the people and of the homes of Iowa, and carried forward during the past two years by the staff, under the able leadership of Miss Edna Walls, it is devoted to the promotion of the best interests of the home life of our state.

The aim of the course offered by the division is three fold, to provide training which will enable our women to accept the opportunities of citizenship, to develop in them a sense of responsibility and a capacity of leadership; to offer training in specialized vocation in homemaking and the many occupations in institutions and business which have grown out of homemaking activities and further to develop well rounded women capable of living fully and of enjoying the finer, higher things of life.

Each year the division has grown both in numbers reached, and in the opportunities which it offers to the young women of Iowa. With the many demands which are now being made upon our women it is more than ever necessary for the homemaker to be well equipped to do efficiently the work of the home, so that she may have the leisure so



Dean Richardson at Her Desk.

necessary for participation in social, civic and professional activities. She must be able to introduce into the work of the home some of the scientific management, accepted as essential to successful business, and at the same time gain the insight which is necessary to an understanding of its social and economic significance.

The importance of this business of homemaking, to the welfare of the state cannot be over-estimated both because of the importance of the most important products of the home—the child, our future citizen, and because of its economic significance.

It is rather interesting that up until a few years ago the majority of our colleges, offering training designed avowedly for the vocation of home making, offered no organized courses which would materially assist the future mother in the most important problem which was soon to face her. Now, however, that

we do recognize the care of the child as one of the most important duties of the homemaker, it is imperative that our great departments of home making offer courses in the care and training of children as a fundamental part of their curriculum.

The economic significance of the home may be partly appreciated when we recall that the women of the home buy approximately 9-10 of the food and  $\frac{1}{2}$  of all the dry goods and household furnishing and when we further recall that the greater part of the income of each of us is spent every day for just these things.

The homemakers are an unorganized group and so the importance and the weight of their buying power has not been tested. With training, which will give her an understanding of the important problems affecting the cost of the fundamental food and clothing supplies, the homemaker should be an important factor in our efforts to clear the way between producer and consumer.

Although by far the largest number of our alumnae are homemakers or teachers are homemakers or teachers an increasing number of Iowa women are anxious for training which will fit them for the many positions now being opened to college women. The Home Economics Division keeps in close touch with the professional fields and must be prepared to offer training which will help our graduates to fill them.

Carrying out the slogan, "College in business," has done much to raise the standard in many of our commercial enterprises where real service to the consumer is found to be the best business.

The Home Economics Division is pledged to the promotion of the finest womanhood and we shall strive to live up to this ideal by offering education which will give breadth of vision and sympathetic understanding as well as a mastery over the fundamentals of the vocation so that our women may serve the state as worthy citizens and as intelligent workers in that vocation in which they have chosen to serve.