The Homemaker Celebrates Its 20th Anniversary

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The Homemaker
Celebrates Its 20th
Anniversary

Mrs. Fred Ferguson, ’21, reviews the Homemaker’s history and lists all former staffs

ENOUGH copy for a whole issue of The Agriculturist or The Engineer and we rate only one or
two pages in The Agriculturist!” Precisely at that moment was born the idea of a home economics magazine
for homemakers. ‘Bess’ Storm and Gwen Watts dis-
cussed and planned the proper procedure for launch-
ing a new magazine. It would be easy!

They would see Prof. F. W. Beckman, then head
of the Journalism Department, and Catherine Mac-
Kay, dean of home economics and Dr. R. A. Pearson,
the president of the college, to obtain their sanction
so that they could immediately begin work on the
publication. But things didn’t go so smoothly. The
advisors wanted to know if enough high grade mate-
rial could be provided for such a publication. Would
advertisers patronize its columns adequately? How
would the affairs of such a publication be managed?

Mr. Beckman worked out the answers to those both-
ersome questions and by the time school closed in
June, 1920 it was definitely understood that in the fall
a publication board would be established to determine
the subscription rate, the policies of the magazine and
to elect editorial and business staffs. As was predicted
the board was established with the opening of school.
They decided the name should be “The Iowa Home-
maker,” that the first issue should contain sixteen
pages, 9 by 12 inches.

With the $500 loaned to the Board by the Home
Economics Club, the business manager and circula-
tion manager earnestly began to figure out how they
could sell every inch of available advertising space
and have at least 500 paid subscriptions by the time
the new magazine was ready for press. The Home-
maker was slated to come out in February but after
much delay, lots of mistakes and a great deal of worry,
volume one, number one of the Iowa Homemaker was
off the press in April, 1921.

When it began to look as if this new venture would
be one of the great successes of the year, the problem
of office space was presented. Those traditionally
generous and kindhearted men from the “Ag” staff
consented to let the women use the whole of one desk
drawer. With the problem of sufficient office space so
acute the editorial staff began a thorough search of
the campus.

The much needed desk revealed itself in the form of
a dissecting table in the zoology building. Later this
same scarred and time worn old desk was moved to

The Iowa Homemaker
Agricultural Annex to serve the staff and it was not until the new Press Building was built in 1940 that the Homemaker staff was allowed the privilege of a room to themselves.

The story of the Iowa Homemaker is not complete without special mention of the wholehearted support of Dean MacKay, the generous patient assistance of Professor Beckman and the sincere interest and encouragement of Professor Blair Converse, later head of the Journalism Department. There probably never would have been a Homemaker without the financial assistance of the Home Economics Club and it probably would never have been the success it is without the help of Gwen Watts, Jessica McCorkindale, business manager, and Eloise Parsons, circulation manager—that first all important staff.

We present the staff members of the Iowa Homemaker who have within the past twenty years contributed to its successful publication:

Staff of 1921, Ed., Elizabeth Storm (Mrs. Fred Ferguson), homemaker, Ames; Bus. Mgr., Jessie McCorkindale (Mrs. Frank Kerekes), homemaker, Ames; Cir. Mgr., Eloise Parsons (Mrs. W. R. Hunsler), homemaker, Union, Ia.

Staff of 1922, Ed., Grace McIlraith (Mrs. Harold Ellis), free lance writer, homemaker, Marion; Mgr., Lucile Drepier (Mrs. D. G. Ahern), homemaker, Charlotte, N. C.; Cir. Mgr., Marcella Dewell (Mrs. Walter Hunt), homemaker, St. Paul, Minn.


Staff of 1926, Ed., Sylvia Pederson (Mrs. Lyle Connolly), free lance writer, homemaker, Detroit; Bus. Mgr., Anna Nielson (Mrs. Theodore Sands), homemaker, Ames; Cir. Mgr., Lorraine Gutz (above); Bus. Mgr., Rose Storm (Mrs. Fred Ferguson), homemaker, Chicago.

Staff of 1927, Ed., Hazel Reece (Mrs. Virginia Beach), homemaker, New Providence, Ia.; Mgr., Dorothy Parsons (Mrs. Roger Medbery), homemaker, formerly assistant foods editor, The Chicago Tribune; Homemaker, Newton Square, Pa.; Bus. Mgr., Mildred Burkhed (Mrs. R. R. Wood), Blue Valley Creamery Co., Louisville, Ky.; Cir. Mgr., Thelma Lowenberg (Mrs. Harold Summers), publicity writing, case working, experimental kitcheneering, homemaker, Niagara Falls, N. Y.


Staff of 1931, Ed., Jean Guthrie (above).


Staff of 1933, Ed., Ruth Ellen Lovrien, foods editor, Mary Meade, The Chicago Tribune; Assoc. Ed., Margaret Stover (Mrs. A. Zacherle), homemaker, Des Moines; Bus. Mgr., Lorene Gal-

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Homemaker Staffs

(Continued from page 17)

breath (Mrs. John Todd), homemaker, Blockow, Mo.; Cir. Mgr., Ruth Hansen (Mrs. W. B. Boost), homemaker, Ames.


Staff of 1935. Ed., Gertrude Hendricks (above); Ed., Ruth Cook (Mrs. Graeme Stewart), assistant foods editor, The Chicago Tribune; Bus. Mgr., Delia Borel (Mrs. Richard Davison), homemaker, Ladoga, Iowa; Cir. Mgr., Laura Christensen (Mrs. William Bailey), farm homemaker, formerly with the Washington, D. C. Herald; Homemaking Department, Ames.

Staff of 1936. Ed., Ruth Cook (above); Bus. Mgr., Elinor Zoller, Los Angeles; Cir. Mgr., Marjorie Griffin, director of home economics (Prudence Penny), The Detroit Times.

Staff of 1937. Ed. in Chief, Marjorie Griffin (above); Ed., Miriam Richardson (Mrs. Loren Forman), formerly with Ames Tribune, Chillicothe, Ohio; Assoc. Ed., Ruth Cook (above); Bus. Mgr., Frances McGigue (Mrs. J. W. Chadwick), homemaker, Los Angeles; Cir. Mgr., Marian Rahn (Mrs. Harold Hofstrand), homemaker, Church’s Ferry, N. D.


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