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Zoe Wilson

Iowa State College

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American Home Economics Association

Benefits Graduates

Home economics seniors are encouraged to become active members, according to Zoe Wilson.

Graduating seniors entering professional home economics will find membership in the American Home Economics Association a vital aid in their work.

The association offers the opportunity to become acquainted with other workers in various fields of home economics, it improves the graduate's opportunities for experience and keeps its members informed of recent research in their various fields. The publications of the association give valuable information which promotes a wider and better understanding of the importance of home economics. Besides pamphlets and books, the association publishes the Journal of Home Economics, the National Magazine of Home Economics Student Clubs, and the Consumer Education Service.

Home economics seniors are encouraged to become active members of the association. A reduced rate is offered to seniors in the Home Economics Division who join before graduation. To a prospective employer, membership is an indication of professional interest. Miss Florence Fallgatter, head of the Home Economics Education Department and chairman of the advisory board for the Journal of Home Economics, feels this is a real opportunity for any graduating senior.

The American Home Economics Association was established in 1908 to develop and promote the standards of home and family life which would further individual and social welfare. Because of its benefit to women in the field of home economics, the membership has risen from 700 to 15,000 active members. Besides these 15,000 active members, there are 2,300 student clubs. The Student Home Economics Club at Iowa State is affiliated with the American Home Economics Association and participates through student delegates in state and national association meetings.

Most of the association's home economic surveys are conducted through local organizations. Recently a survey of the clothing shortage throughout the United States was made and the results revealed to national leaders what adjustments should be made by disclosing the clothing problems in all parts of the country.

Because it is a member of the American Standards Association and a charter member of the National Consumer-Retailer Council, the American Home Economics Association has close relationships with business and influences the type of goods placed on the market for the home.

All home economists can find their place in the association because it is organized into major divisions to suit the needs of workers in various fields. There are five divisions in the association: The Family and Its Relationships, Family Economics, Food and Nutrition, Housing, and Textiles and Clothing. At present there is interest in creating two new divisions, one in the field of applied art and one in home management. Members also find a place in the association through specific professional interests, represented in the Departments of Child Development and Parent Education, Colleges and Universities, Elementary and Secondary Schools, Extension Service, Home Economics in Business, Home Economics in Institution Administration, Homemaking, Research, Social Welfare and Public Health, and Student Clubs.

Each division and each department carries out programs during the year specifically planned to benefit the association as a whole. One or two of these groups present progress reports each month in the Journal of Home Economics.

The American Home Economics Association serves as a clearing house for the latest information in the field of home economics.

Staff members at Iowa State who are holding important positions in the American Home Economics Association include Miss Florence Fallgatter, chairman of the advisory board of the Journal of Home Economics, and Miss Rosalie Rathbone, national chairman of the division of Textiles and Clothing.

Elizabeth Watt, left, is president of the campus Home Economics Club and Mary Jane Rice heads all the state clubs. These branches of the American Home Economics Association take part in national meetings through student delegates.