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Graduation or Marriage

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She had only two quarters of school left when she quit to get married. Her fiancé had graduated in June, and she came back the following fall. She had seen him about once a month during that term.

"We want to be together more than anything else," they chanted. So they married and moved to the little town where he was working—not a college within miles where she could finish those last few months of school.

Why should women who "only plan to get married anyway" finish college to get that degree? Usually, though not always, it is marriage that takes them from school. Is that piece of sheepskin really so important that marriage should temporarily be sacrificed for it?

As a college student you've learned the value—and necessity—of long range planning. Do you stop to think when you consider leaving school what the long range effects might be? Remember, you can't slump behind your husband's paycheck—it takes a lot of work to make a home.

There are two big reasons for going on to get that degree. The first is academic. The curriculum is planned in sequence so that in most cases the important and practical courses are given the last year after adequate background has been laid for them. An over-all education is planned on a four-year basis. You can't expect to have a well-rounded education if you don't follow the plan on which it was laid. As an example, the girl who misses the home management courses has missed one of the most valuable learning experiences of the four years at Iowa State.

Secondly, experiences in group living and activities—all put into a busy schedule that requires time management—are an important part of the value of college. Each additional year of such experience better equips you to meet later problems.

Keep these two points in mind as we discuss the four general reasons why college is important for you as a homemaker or professional home economist. For easy remembrance, let's call the four points, "a P and three F's."

Personal

Personally you have more self-confidence and poise when you are graduated from college. It comes with your variety of experiences. Talk to some women who with hard work, but no college degree, have become successful in their field. Many of them, you'll find, are sensitive about not having a degree and are continually apologetic because they don't have one. Mademoiselle, in this year's college issue, puts it this way, "You'll gain a more profound awareness of the dignity and worth of human beings." The editors say that even in a chaotic world such as ours, it's up to women to develop themselves individually through college to become better citizens and leaders of family life.

College trains you to keep in touch with progress. In keeping up with the times you will remain alert personally and mentally after graduation.

Financial

Financially you will find a degree worthwhile. You know the better jobs go to college graduates. And when you're thinking about finances, realize what poor economy it is to attend school three years and then quit without the degree that will help you earn back that money. It's not only unfair to those directly financing your education, but to the state which also pays part of your bills.

Family

As a mother, you are the public relations director of your family. As such, you will be expected to keep up with your college-degree-husband; direct the church, school, home and entertainment life of family members; assume club responsibilities of your own; and either keep or help with the family budget—all this in addition to the physical aspects of house care. That takes good management.

Life magazine featured an article that proved if a husband paid his wife for all her services—cooking, laundry, cleaning, child care, as well as being his best companion—he'd have to write a yearly check for at least $10,000.

Iowa State is one of the best schools from which to have a degree when it comes to home and family

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Betty Crocker—
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all advertising in magazines and newspapers. All
recipes used in advertisements and over the air must
be approved by the staff.
Betty Crocker is always willing to help women
with their cooking problems. Among those who took
advantage of her advice last year was a young bride
who wanted to know how to bake peanut butter cook-
ies without the peanut butter because her new hus-
band didn’t like peanut butter.

Radio and T-V
Four women on the television staff commute be-
tween Minneapolis and New York where the Betty
Crocker television show is produced. These women
prepare all food used in the show. Although the
radio and television shows are planned in Minnepa-
olis, the scripts are written by an advertising agency
which works with the Home Service Department.
A home economist, known as product counselor,
is assigned to work with each of the General Mills
products. She works in the kitchen, helps with ad-
vertising campaigns, works with sales promotion,
follows through on consumer mail and helps develop
new service ideas. She keeps in touch with every-
thing dealing with her product.
Betty Crocker, the woman who receives credit for
all the work outlined above, was “born” 30 years ago.
At that time, more and more women were writing to
General Mills for advice on cooking problems. Rather
than have all the replies signed by different authors,
General Mills decided to personalize the answers by
signing them all with one woman’s name. The name
“Betty Crocker” was chosen.

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management. Just think of all the advanced expe-
rience you, as a graduate in home economics, have in
every phase of homemaking.

Future
Look to the future. Even if you’re married you
may work — because you have to or because you want
to. In this day, a college degree is almost necessary in
finding a desirable job. Also, there’s nothing like that
degree to give you a feeling of security.
Men are much aware of the value of college de-
gres for women. Here’s Bruce Barton’s opinion given
in his column in the Des Moines Register as he talks
about his wife’s college friends.
“College gave them something more valuable than
just the capacity to make a living. It gave them a love
of books, the appreciation of good music, historical
perspective, the capacity for inner contentment — for
taking the bad with the good.
“There sometimes is doubt in my mind as to
whether every boy should be sent to college. But I
am sure EVERY GIRL SHOULD BE.”
“For women, after all, are the more important sex.
It is from mother to daughter, not from father to son,
that the art of civilized living is handed down.”
Better try to finish college if you can — a degree is
your key to security in the future.