



*WHAT  
CAN A  
WOMAN  
DO .....*







# WHAT CAN A WOMAN DO WITH HOME ECONOMICS TRAINING

*By*

ZELTA FEIKE RODENWOLD, '19

Secretary of the School of Home Economics, 1919-1921; Secretary of the  
Alumni Association, 1921-1926; Alumni Editor, 1921-1927;  
Iowa State College, MS, 1929; Extension Special-  
ist in Household Administration,  
1930.

*Drawings by Clara Dodson*

*Frontispiece by F. A. Cuthbert*

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*"This time, like all times, is a very good one, if we but know what to do with it."* —Emerson.

*"Whatever else you may be, you must not be useless."* —Ruskin.

You are a Twentieth Century American Girl! You have the privilege of deciding for yourself what you want to be and to do, and that is a great deal more than many of your grandmothers were permitted. This liberal age in which you live gives you the privilege of making your own decisions and choosing your life's work; indeed, it imposes upon you the responsibility of doing those very things. Privilege and responsibility are inseparable.

Perhaps you think: "Oh, some job will turn up and I'll do that until—well, until I get married, if I must come right out and say it." Well, the chances are four out of five that you will marry, but is that the end—or even the beginning? Do you know that it may be anywhere from one to ten years after you leave high school before you take charge of your home? And another thought! Will you be qualified to be the finest sort of a homemaker when you do marry? It may happen that you will be that one out of every five women who never marries. What about your life's career then? Beyond all these considerations, the chances are that even if you marry you will sooner or later engage in some gainful occupation again. We are told that right now one out of every twelve married women is working, and that the number is increasing. Suppose you marry and sickness or death among your relatives demands that you contribute to the family income. Will you be prepared?

In view of these facts you may want to prepare for two careers in one. You may want to round out your capacities for the great privilege and responsibility of homemaking that very probably will come to you, and at the same time equip yourself for one of the many occupations in life which grow naturally out of some phase of the trained homemaker's profession. Each girl, you know, has her own special aptitudes that enable her to fit into certain niches of life with ease and success. The day is gone, however, when a woman achieves simply because she is a woman; she must meet the standards of the profession as a worker, if she is to succeed.

This little booklet telling of what a woman can do with training in home economics is written to help you to an understanding of the variety of openings in this profession. All of these opportunities in some way answer that innate desire of every girl to be of real service in the world.

This bird's-eye view of the home economics field of occupations sets forth, also, some of the qualities essential for success in each. It is hoped that through reading it you may come to know yourself a little better. Further, that you may be helped to decide upon that training which best suits your needs, abilities, and desires as a Twentieth Century Woman.

*"A capacity for self-support is as essential to feminine as to masculine dignity of character."* —Anna Garlin Spencer.



# What Can a Woman Do

## With Home Economics Training

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## Promotion Work

*"Enthusiasm is the dynamics of your personality. Without it, whatever abilities you may possess lie dormant. You must put your heart into thought and action. Put your soul into your work."*

—J. Ogden Armour.

**D**O YOU ENJOY AN AUDIENCE? Can you talk while you work? Do you really like to explain and exhibit things? And do you like to travel? If you answer "yes," then it may be that some phase of the new and fast-developing field of promotion work in the home economics profession will attract you.

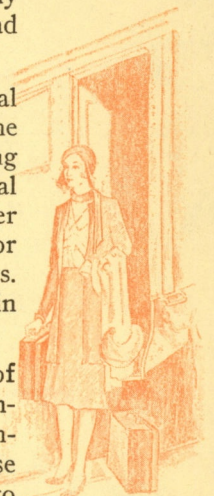
Promotion work, or education in business, is the most recent development in the commercial world. The home economist in business "is a direct answer to a direct need of the manufacturer who is putting out a product which he must sell to women." In other words, promotion work is indirect advertising or specialized teaching. Opportunities in this field may take the form of public demonstration, strictly educational work, radio broadcasts, testing, or research. (See radio page 24, testing page 20, research page 17-19.)

Demonstration and educational work are really specialized teaching. The work may deal with foods, such as flour, shortening, a beverage, a dessert, or promote some line of hosiery, house dresses or evening gowns. Perhaps it involves some phase of household equipment; the refrigerator, for instance, the kitchen aid, washing machine, stove, ironer or one of the other time- and labor-savers of the home. Again, it may develop interest in the field of home furnishings, with emphasis on draperies or rugs, art pieces or radios.

Promotion work has developed new lines of progress and of thinking for home economics graduates. Companies like Kelloggs, General Foods Inc., Cheney Silks, Butterick Fashion Company, General Electric, public service companies, and many other concerns, have large organizations of trained girls who go out to lecture and demonstrate.

*Commercial Demonstration.* Should you join the ranks of these commercial demonstrators your job may be to promote a certain brand of flour and at the same time make use of a gas range. You may demonstrate the use of an electric sewing machine and along with it show the use of commercial dress patterns or a special kind of dress material. You may go into a home to help a purchaser in using her electric washing machine, and while there discover that the family is getting poor service from its lights due to faulty arrangement of fixtures or wrong color in walls. The better trained you are the more likely you are to be requested to train others in the demonstrating business.

Most of the positions mentioned involve traveling and spending a good deal of time alone. A woman in this work may or may not have to arrange for the demonstration place, but she must plan the demonstration itself and work out the accompanying talk before she ever sees her audience. The newer and more original these chats are, the better. The successful demonstrator has something to say and to show. Part of her job is to analyze her customers, then attract them, then convince them. She is most successful who makes her demonstrations clear and practical,





and has a friendly, helpful attitude. Very seldom is she required to sell materials of any sort along with her demonstration.

Perhaps, though, your promotion work will take the form of a style show. You will select garments and accessories for manikins, superintend advertising for the show, plan the actual performance and see that it is enacted most effectively.

One of the services provided in large department stores is a department where women come for help on the most simple or the most elaborate sewing problems. Art sections almost invariably have women advisers and demonstrators to serve their customers and conduct classes in different types of needlecraft or handwork.

Home service is only another phase of commercial demonstrating. The director of home service may supervise a staff of as many as twenty-four girls who do contact work with the homes in which equipment has been sold. These girls instruct in the use and care of a new stove, vacuum cleaner, or other newly purchased equipment. They give demonstrations, and if there is dissatisfaction or trouble find out why.

The home economist in charge in one of the large commercial food plants is usually a woman of maturity. Her duties are innumerable. She directs the demonstrators, goes to conventions, answers correspondence, concocts new recipes, directs the advertising to see that it tells the truth and is scientifically sound, figures out new products, and devises new presentations of the old. In short, she finds her work in many places—on the road, in the office, in the factory.

*Educational Work.* Every big department store has its educational department to train its employees for more intelligent salesmanship. (See page 8.) A more difficult phase of promotion work which educates the consumer or consumer-to-be is that briefly explained by an Oregon State graduate engaged by the Frigidaire Corporation. She says:

"My job is a busy one, but mighty interesting. I visit colleges and universities and senior high schools in city systems. I give lectures on the whole problem of food preservation and the principles underlying mechanical refrigeration. This field is a new one, and we are giving information on a development affecting the home which is not yet a part of courses of study and text books.

"We get a real welcome in most schools, and home economics faculties are eager to get the information we have. On my last trip I visited Ohio University, Cornell, Carnegie Tech, and Penn State. Sunday I leave for Boston to visit Simmons College, then to the University of Vermont, Massachusetts Agricultural College and Connecticut College for Women. I shall have several days in New York and shall visit various institutions there. It is great fun, and I certainly enjoy seeing the other schools of home economics. But the more I see of them the more I appreciate the work at Oregon State.

"The hours are longer than in teaching, vacations shorter, but financial remuneration proportionately much higher. Opportunities for advancement are excellent for the individual with ability and initiative. In my own particular field there is much opportunity for development because work with the consumer has just been started in this organization."

Cheney Silks is an example of the textile phase. The sales promotion person demonstrates the use of lovely patterned prints by displaying different types of dresses made up of these materials. She may or may not personally design the dresses, select the material used, and make the dresses. She travels some, lectures much and in all ways promotes the silk sales.

For success in promotion work, you must be interested in people and enjoy working with them. You must delight in an audience and be able to talk and work at



the same time. Your working technique must be perfect, or nearly so, and your talk convincing, yet never condescending, based always on scientific information. Tact, patience, friendliness and ability to sell ideas are prime requisites. You must possess the best of health and an abundance of energy, for the job is strenuous. A cheerful nature and a fund of wit are invaluable for the demonstrator. In any case a pleasing voice is an asset. You must present a neat and attractive appearance, be something good to look at as well as listen to; exemplify good training and good taste. First and last you must be willing to do any kind of work. Suppose yours is a food demonstration job. Don't stand on your dignity if the floor needs mopping before the lesson begins. Yet, if obliged to meet the home economics college staff you must be able to do it gracefully. If your work involves traveling, you must be a "good traveler;" know how to keep yourself aloof and enjoy your own company.

*What Type  
of Girl  
Must I Be?*

Get good technical training in professional home economics courses with particular emphasis along the line of promotion work chosen—foods, clothing, applied art, equipment, furnishings. Such training enables you to answer intelligently the hundred and one questions which come daily from an audience.

*How Shall  
I Prepare?*

Study psychology, sociology and economics. They are of fundamental importance and will give you a deeper understanding of the infinite variety of people with whom you will work day after day. It is essential to get the salesman's viewpoint, as well as that of the customer.

A good general education and experience are absolutely essential. For the demonstrator, experience in actual housework is imperative. No girl who has not canned hundreds of quarts of fruit, for instance, can talk convincingly of canning to women who have done it all their lives.

Take as many public speaking courses as available, and, if possible, take active part in plays or debates. In other words, learn to think and express yourself when on your feet. A year or so of teaching helps, but too much is apt to give a "school ma'am manner" that is hard to lose.

A trained demonstrator may start in with a salary anywhere from \$50 to \$250 a month, depending largely on the amount of her training and experience. Traveling expenses are always allowed.

*What Re-  
turns May  
I Expect?*

As for the strictly educational work, there is no monotony but ever-changing situations and constant stimulation because of contacts. For the mature woman working with men on an equal basis, it is a constant challenge. Such work pays from \$2,400 to \$25,000 a year; the usual salary is somewhere between \$2,500 and \$4,000.

In addition to the salary compensation, a woman in this field has an opportunity to make a great many friends and influential contacts. More than that she may experience the thrill which comes from introducing something new to others and opening up old and new possibilities of accomplishment not realized by them before.

*"Success depends entirely upon oneself."*





## Buying and Selling

*"The world is constantly progressing and with that progression the American girl is finding her place in the world."*

**D**O YOU LIKE TO GO BARGAIN HUNTING? Do you have a style sense that recognizes suitable styles and foresees changes in the mode while they are still far off? Can you keep calm and be enthusiastic at the same time? All these things and more you will need if you enter the field of commerce, particularly if you become a saleswoman or a buyer.

Merchandizing has become a science in which women play an increasingly important part. It is estimated that women purchase eighty-one percent of all the groceries bought each year, as well as sixty-five percent of men's socks, forty-one percent of all passenger automobiles, and ninety-eight percent of all household equipment. In fact, statistics show that women handle from eighty to eighty-five percent of the forty billion dollars which goes to make up the nation's annual retail sales.

**DEPARTMENT STORES.** Department store work is attracting ever larger numbers of home economists. One school of home economics claims that the largest percentage of its graduates enters this field, a field where some of the positions require executive and creative ability, while others demand artistic and practical qualifications.

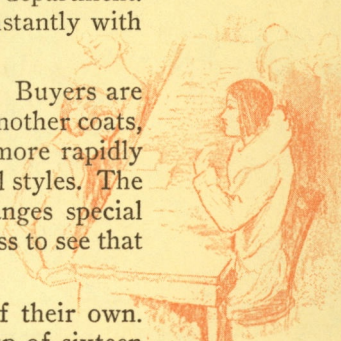
Should you enter it, you may start in as a clerk in some department, women's apparel or house furnishing, for instance, but you need not remain there. One department store manager said:

"We want the college women in our store. We are not going to give them advantages over the women there, as far as initial placement is concerned, but we do expect them to make more rapid progress when they get there, and we will watch with interest to see what they can do."


If you become "head of stock" you must direct all the girls in the department. You must keep an adequate supply of stock on hand, and confer constantly with the buyer.

From "head of stock" it is just one step to the position of buyer. Buyers are becoming more and more specialized, so that one person buys dresses, another coats, another hosiery, and so on. Naturally, the trained woman advances more rapidly than she who has "experience" only in the art of selecting materials and styles. The buyer buys stock, sees that it sells or finds out why it doesn't, arranges special sales, and manages the department advertising. It is the buyer's business to see that the department pays well.

Some large department stores are putting in training courses of their own. Mandel Brothers in Chicago, for instance, twice a year selects a group of sixteen college people, men and women, pays them \$125 a month during training, then for a time, say six months, gives them this special work to prepare them to become buyers, assistant buyers and other executives within the store.





An illustration in the left margin shows a woman standing behind a counter in a specialty shop. She is wearing a long-sleeved dress and is looking towards the right. On the counter in front of her are several items, including what appears to be a lamp or a decorative object. Behind her are shelves filled with various household items, including vases and jars.

**SPECIALTY SHOP.** In a specialty shop your position might be that of buyer, saleswoman and demonstrator all in one. And you might handle any sort of merchandise, coats, dresses, accessories, underwear, hosiery, millinery or sport clothes. Your salary might be higher but your hours longer and responsibilities greater.

**GIFT SHOP.** Specialty shop and gift shop are not widely separated so far as type of work is concerned. Often the gift shop owner is artistically gifted in making household accessories, such as lamp shades, pillows, or hand decorated articles for bedroom, kitchen or library.

**PERSONAL SHOPPER.** Perhaps work in the personal or "proxy" shopping service may appeal to you. This service is found in the larger and more exclusive shops. Let an Oregon State graduate in charge of the personal shopping service for an exclusive ladies' furnishing establishment tell you of her work. Notice what a combination of abilities is required. This is true of a great many occupations.

"My customers for the most part are out of town people. Usually requests come for complete outfits, sport, travel, formal and so on, and to aid me the patrons describe themselves, give their coloring, size, personality. Nearly always I assemble three complete outfits, including dresses with hose, gloves, scarfs, bags, and all accessories to match, then send them to the customer to choose from.

"I have a private office and a secretary. All my letters are written in long hand. I have a personal file with a card for each customer. This card tells all about each shopper, size of shoe, color of hair, general personality, type and price of things sold her and other items which may prove helpful in filling her future orders satisfactorily.

"Regularly I prepare and mail out to my personal list hand-done pamphlets, suggesting through the text and freehand sketches the new season features such as scarfs, jewelry, hand-bags and novel new accessories. Sometimes I select Christmas gifts and send them. All this, with the idea of pleasing the customers as well as selling the goods.


"Part of my job is to help in window furnishing and case trimming, and another of my particular concerns is planning the floor drapes.

"All in all, this is a fascinating work which demands all my talent in suitable and artistic clothes selection, as well as my tact and human understanding."

**COMPARISON SHOPPER.** Comparison shopping is the development of a system by which the great department stores check the business activities of competitors and obtain information both intimate and accurate. It may be that the company wants information concerning range of stocks and prices, color arrangement and method of display and presentation, the equipment, counter space, window treatment, number of customers in a given department, or how and what the customers buy. It is the comparison shopper's business to get the facts by shopping with the company's money. Often her decisions on merchandise influence the store's policy concerning that merchandise.

The job involves ceaseless and sometimes weary jaunting in and out of shops all day long. The prospect for advancement in this sort of work is slim and length of time one remains in it is limited. The comparison shopper's value ceases once her identity is revealed. Such work, however, is an excellent stepping stone to other more remunerative positions, that of buyer for instance.

**REAL ESTATE.** "Realty dealers are increasingly interested to have specialists in real estate who have had a college education." This phase of commercial work includes selling, leasing, remodeling and managing. Real estate is a growing field for women because in home selection the woman must be pleased, and who is more likely to know her desires and point of view than another woman.

An illustration in the bottom right corner shows a woman standing in a room that appears to be a real estate office or a home. She is wearing a long dress and is looking towards the left. In the background, there is a large window with a view of a landscape, and a desk with a lamp. Another person is partially visible in the background, possibly a client or another professional.



*What Type  
of Girl  
Must I Be?*

If you would enter the buying and selling world, expect to begin at the bottom. As some one has pointed out, your college training is simply an index to your capabilities, an intellectual pedigree, as it were. It is not a basis for expecting an important position and large salary at first.

You must be truly democratic and able to disguise any feeling of superiority you may have because of your educational advantages. Remember that the question most often asked in the commercial world is "What experience have you had?"

If you start in as a saleswoman, the most essential characteristics for you are: neatness, legibility in writing, tact, persuasiveness, willingness to meet all demands, initiative, level-headedness, optimism, patience, sense of fitness in dress and manner and courtesy. Good health is most important.

When, and if, you advance to the position of buyer other qualifications must be acquired or developed. You must have a feeling for style, know where and what to buy, and how to handle people; above all, you must be well-balanced. The "proxy" shopper must know values, show good taste and judgment and like to please.

The comparison shopper must possess razor-edged wits, for she is really doing highly confidential detective work. She must know how to "act," have the air of a customer, ask questions, listen and see everything, then keep the information in mind until opportunity comes later to write it up. Ability to look well in clothes which are smart is another requirement.

Level-headedness is the most important single qualification of the real estate saleswoman.

*How Shall  
I Prepare?*

Equip yourself with a strong four-year home economics course with special emphasis on the particular line you wish to enter. For almost any of the department store positions get all the clothing, textiles and related arts courses possible; for real estate work, add the household administration courses.

A knowledge of typing is valuable if not essential. Stenography is an entering wedge through which a girl may learn the routine of various departments in preparation for an executive position later.

If you aspire to a dressmaking shop, millinery, ready-to-wear or gift shop of your own, first get some shop experience. It is advisable to apprentice first and work up to what you want.

If you plan to become a buyer, study economics, take short commercial courses and summer courses along your line, and do summer work in offices. Not the least of one's studies should be psychology. Other desirable courses are interior architecture and salesmanship. All in all, a broad, cultural background plays a great part in this vocation of buying and selling.

*What Re-  
turns May  
I Expect?*

A saleswoman may earn from \$20 to \$30 a week. With college training she may advance fairly rapidly to the work of assistant buyer, who may earn from \$25 to \$30 a week and thence to the position of buyer. The buyer may earn from \$1500 up to \$20,000 a year. The last figure is exceptional, however, and the general average for buyers is more nearly between \$4000 and \$6000. To the buyer, also, comes opportunity for trips to buying centers and trips abroad for business purposes.

*"The college woman in business is a comparatively recent development. Within the next generation, business women will realize a firmer foothold in the business world and will be able to compete with men on a more nearly equal basis. They must prolong their education to better themselves financially."*



## Fashion Advisory Work

*"What is before us?—As wonderful an opportunity as the human race has ever seen for the exercise of the most deeply satisfying of all our instincts, the instinct to create."*  
—Margaret E. Rich.

**A**RE YOU ARTISTIC? That is, do you have a color sense, an eye for good proportions and the knack of judging fitness or suitability? If you have these traits, though they are in no sense trained ones, perhaps some phase of fashion advisory work is the thing you are looking for. If you are not artistic, though, forget the thought.

The field of fashion advising or styling, is a fairly new one, but it is a big and promising one. "The chief function of the stylist is to forecast style and use this knowledge for the benefit of the manufacturer, the retail store, and the customer." Filene's in Boston was the first store to employ a dress consultant to whom people took their problems of dress; now many stores have such a helper. The work is peculiarly suited to women and the opportunity it holds is unlimited.

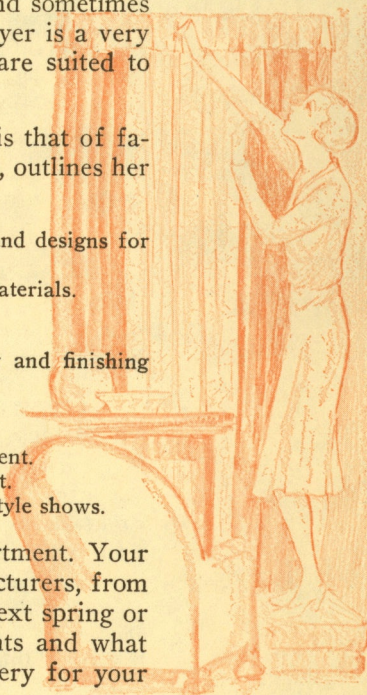
Fashion advisory work has been developed most extensively in the large department stores of cities. Ready-to-wear, piece goods, hosiery, millinery, home furnishings and other departments, each have a fashion adviser or stylist who works closely with the buyer. Frequently she goes to the markets and sometimes abroad. In fact, to advance from the work of adviser to that of buyer is a very logical step, provided, of course, one's temperament and training are suited to buying.

**FABRIC DEPARTMENT.** An Oregon State graduate whose work is that of fashion consultant for the fabric department of a great eastern concern, outlines her duties like this:

- To consult with customers and advise them about becoming colors, lines and designs for garments they are planning.
- To aid in selecting patterns appropriate for certain types of garments or materials.
- To cut out garments.
- To fit garments.
- To instruct customers in the basic principles of cutting, fitting, sewing and finishing garments.
- To alter patterns for customers.
- To give customers as much style information as possible.
- To assist with draping department displays, if agreeable to display department.
- To give talks to salespeople, if requested to do so by the training department.
- To assist merchandising stylist in preparing garments for sales promotion style shows.

**HOSIERY.** Suppose you were a fashion adviser in the hosiery department. Your work would include visits to the various clothing and hosiery manufacturers, from whom you would learn, in the fall, what colors will be popular the next spring or the next fall, what sort of fabrics will be used in different garments and what their style. Then, your job would be to work out harmonizing hosiery for your department stock, window displays and advertising layouts.

**GENERAL.** Besides individual department advisers, there may be an adviser whose work is general. She may help a young woman who wants a trousseau planned, or a society woman who is soon to sail for Europe and wants to know what





clothes to take along. It may be that the questioner wears out sizes, or that she has only a limited amount of money to spend on clothes and wants to make the most of it. In all cases, the adviser has access to the entire store. Her duty is to meet the demands and send away a happy, satisfied customer.

**HOME FURNISHINGS.** Perhaps your interest lies along the line of home furnishings. This, too, has its fascinations. Let an Oregon State graduate describe such work to you. At the time she wrote she was in charge of a model home, built and operated within a large department store of the Northwest.

"Besides redecorating and refurnishing the model home four times a year, I answer questions on etiquette, and give lectures to the salespeople and to women's clubs on home furnishing. There is a great demand for the lecture work. Then this work is a business and the problem of buying and selling is an ever present one. The work I am doing is in its infancy, I believe. Furnishings are much more easily shown in their own environment.

"There are two types of interior decoration being done, practical and, shall I say technical! One is not so perfect but has soul; the other is perfect, perhaps, but cold and heartless, a beautiful picture, that is all. The home economist will never be able to do the latter but she can do the former, and personally I believe she can do it better than any one else. Many people prophesy that there will be very few men decorators in ten years time.

"The home economist takes into consideration not only the artistic effect of home furnishings; she looks to their wearing qualities and to their usefulness also. Besides these economical considerations, she examines their suitability to surroundings and present conditions; she seeks comfort, economy and beauty, combined."

The young woman who not long ago wrote the letter just quoted had the training and ability and desire to go ahead. She has now joined one of the finest drapery and upholstery houses in the United States in the capacity of field promotion worker. She lectures in stores, women's clubs and colleges, on drapery and upholstering problems. She says: "Good positions are more often available to those who will go out and get information than to those who have it but cannot share it. The ability to pass on information to others clearly has been my greatest asset in what little success I have had. Combining the practical and the theoretical is always a help."

If you would enter this field of home economics work you must have something besides the artistic instinct. Not only must you love to handle pretty things, plan furnishings of a room, have an eye for color and a love of beauty; you must have executive ability and know how to work with others.

The woman who enters the fashion world through business channels, or enters the business world through fashion channels, must have a well-rounded education, because she must meet and deal with all kinds of people. She must be observing, because often it is a very little thing, such as an off-shade color that ruins a costume or a poorly placed picture that spoils the harmony of a room. She needs tact, poise, understanding and a knowledge of how and where to get information. After that, she must develop ability to organize new material with old.

Take a look at the ideal fashion adviser, for example. She has as great a feeling for people as she has for merchandise. She has a genuine desire to have people come to her for help with their purchasing problems. She practices what she preaches by dressing suitably, becomingly and smartly. She is tactful and expresses charm. She not only exemplifies good taste itself, but helps others express that art in their attire and their homes. She has originality and an aptitude for design—she is ready to use new occasions and to summon her imagination to work on them.

*What Type  
of Girl  
Must I Be?*





If you look forward to employment as a fashion adviser and advancement in that field, get good basic training in home economics. Your technical training should be strong. It should include courses in design and color, costume design, textiles, historic costume, history of art, public speaking and as many clothing construction courses as possible. Don't neglect the study of French. It will be of real value. Then, too, take a great many history courses. English, psychology, education and journalism should be included, also. Experience as a professional dress-maker or an instructor in a technical school would be most helpful.

*How Shall  
I Prepare?*

If you would prepare for work in the field of home furnishing, take all the art courses you are able to obtain along with your home economics training. Add courses in retail buying and selling and work in public speaking. Specifically, be sure your study includes such things as form, color, line, architectural detail, period furniture. It would be well to include every possible branch of art, painting, furniture, needlework, tapestries, sculpture, porcelains, and so on. And do not neglect acquiring teaching credits. Teacher training will help you to present your knowledge to others. The fact is, the person in this profession, as in many others, is never through studying. She goes on and on learning from her supplementary work and reading and travel.

To the person just starting out, a year or two of teaching with summers given over to work in drapery departments in the stores, or the art, picture and china departments, will give valuable experience. "Then," says one Oregon State graduate in this field "go to New York, for unless a girl has had at least a year in the metropolitan atmosphere, she cannot compete even on the west coast. Two years there are better than one."

Don't make the mistake of thinking you are fully equipped as a professional interior decorator when you graduate from college. The fact is, the home economics graduate must have further art or special interior decoration study in some decoration school, or experience for a while as an apprentice, probably on very low department store pay, if she is to enter the interior decorating field.

Salary for a fashion consultant may be, and usually is, quite low at the beginning, perhaps only \$30 a week or less which amounts to about \$1500 a year. But the increases are substantial, and if successful one may expect up to \$5000 or more a year. It all depends on the individual and the type of firm she is working for. Some individuals in the home furnishing field are reported to earn as much as \$25,000, \$60,000 and \$100,000, but these salaries are exceptional. It is possible that the beginner may obtain a position as assistant in an interior decorating house and be without salary. In this way, however, she may get methodical business methods through contact with the trade and gain confidence in meeting clients.

*What Re-  
turns May  
I Expect?*

*"To grow quality into our lives, we must learn to direct our wanting, our thinking and our doing, so that we get worth while results."*



## Institutional Management

*"Resource is not an accomplishment; it is the innate power of falling back upon oneself for new methods of meeting circumstances. It is invention; it is courage; it is doggedness—the practical expression of a mind that refuses to admit defeat."*

**A**RE YOU ONE OF THOSE GIRLS who is always concocting a new dish for the family meal? Do you want to learn more of the whys and wherefores of combining wholesome foods to the end that you may serve meals in a tea room or cafeteria of your own? Have you ever in your daydreaming seen yourself in charge of an establishment of many people? Not in charge in the sense of ordering them around but of serving them, helping them to be comfortably housed, well-fed and happy.

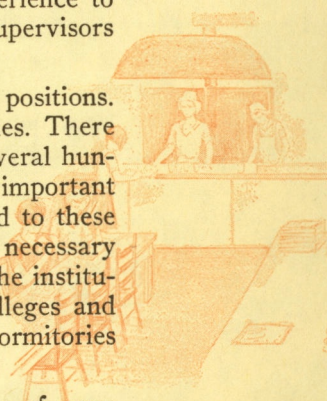
Stated simply, an institutional manager's work is that of a scientific cook who prepares food for groups larger than the family. Often the opening includes housing problems. There are four types of institutions offering positions of this sort—educational institutions, hospitals, commercial houses and recreational groups.

**EDUCATIONAL.** The educational group includes public and private schools of grade and high school rank, the normals, colleges and universities. The majority of institutional management graduates find employment in some educational institution.


In the grades and high schools with large enrollments where cafeterias and lunch rooms are maintained during the noon hour, the supervisor in charge is generally a specialist, trained in institutional management. She is given the same rank in the school system as the teachers. Her work consists of the supervision of the food preparation and service, purchasing of all supplies and hiring of all employees. Sometimes she does all of her own bookkeeping, rendering financial reports to the school officials. In some cities where there is centralized control of all the school cafeterias, there is opportunity for some one with experience to become the director of the entire system. One director may have many supervisors under her.

Normals, colleges and universities offer other kinds of institutional positions. The most promising are those dealing with halls of residence or dormitories. There may be one hall of residence or there may be many, accommodating several hundred persons. These places of business have to be managed. It is just as important and necessary to have well-balanced meals properly cooked and served to these large groups as it is to have good and correct food at home. And it is as necessary that sanitation and cleanliness be maintained in the living quarters of the institutional group as in the small family. In recognition of these facts colleges and universities have found it advantageous to employ as managers of their dormitories college graduates who are specially trained in institution economics.

Then, practically every college maintains lunch rooms or cafeterias of some sort. Often there is a tea room, coffee shop or fountain service as well as banquet hall for occasional large groups who wish to have special meals together. All of these establishments must be supervised.







**HOSPITAL DIETITIAN.** The hospital dietitian's work has to do with planning and supervising regular and corrective diets of various kinds, as ordered by the physician for his patients. The dietitian must see to it that food is properly prepared and attractively served, and particularly that it meets all nutritive requirements of the prescribed diet. Perhaps her work will include supervision of the food service for the entire hospital staff and the purchase of all food supplies as well. She must be able to teach the elements of foods, cookery, and diet in disease to the nurses. Along with this she must train student dietitians and when necessary teach the patients food combinations before they are dismissed from the hospital.

**COMMERCIAL.** These are institutions operated for profit, such as cafeterias, restaurants, tea rooms, hotels, community kitchens and catering establishments. The positions open here are those of manager, assistant manager, adviser, organizer, or dietitian. One large chain of lunch rooms employs a hundred and fifty trained dietitians. For almost a decade one Oregon State home economics graduate has had charge of the lunch room in a large commercial establishment of the Northwest. She has a staff of twenty-five workers and serves from nine hundred to twelve hundred persons a day.

To establish and develop your own cafeteria or tea room successfully is a task calling for special qualifications. You must assume as much, if not more, responsibility than the person employed by some large private or public concern. Not only must you make menus, set an attractive table and superintend a charming service, you must know where to buy and use discrimination in your purchasing. You must know how to instruct your help and supervise their activities. In short, you must be a food scientist, artist, buyer and organizer.

**RECREATIONAL.** This group includes all clubs and camp positions which may be open for the entire year or just for the season, depending on the location of the establishment. In openings of this sort the manager may have supervision of the food preparation and service only, or she may be responsible for the housing of the guests as well. Positions such as this offer excellent opportunity for a student to test out her aptitude in the institutional management field by getting summer work.

Institutional management training may take one into any or all the positions described. Here is the record of one Oregon State College graduate. As a student she was selected to go with the dean of home economics to San Francisco to open a tea room in the Oregon building at the World's Fair. There she remained as manager until the tea room closed. Later, she taught catering. Still later, during the war, she enlisted as an army hospital dietitian and her abilities carried her to the position of head dietitian at Fort McHenry, Baltimore. At the close of the war, she took charge of the Dairy Lunch department at Meier & Frank's, Portland, but soon left there to serve as director of dormitories at the University of Montana. From Montana she was called to the two million dollar Lawyers' Club at the University of Michigan, where she was so successful that the university officials recently chose her to supervise the new dormitory system for girls.

A strong body and an orderly mind combined with the quality of service which sees a thing through are important. Add to these tact, patience, judgment, high standards of cleanliness and a genuine interest in foods, science and nutrition and you have the makings of an ideal institutional management woman.

Since the lot of the woman in this vocation is chiefly to feed people, it is rather important that she look well nourished: be a living example of the health she tries

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to establish and maintain. And by no means second in importance is a cheerful disposition, one that radiates good will and a happy outlook on life.

To enter this field you must like people and like to meet the public. You must enjoy serving people and having them well pleased. Your spirit of cooperation should be so broad that it will never be questioned by any one. You should never expect an employee to do anything you would not do or could not do well.

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Since an institutional management person is first of all a scientific cook, a thorough grounding in the elements of foods and the principles of preparation are of prime importance to her. Chemistry, bacteriology and physiology are basic while institutional management courses on buying, organization and large quantity cookery are second only in importance. General cultural training, with emphasis on the social sciences and psychology is of great value.

In order to enter a hospital as student dietitian one must be at least twenty-one years of age and hold a bachelor's degree with a major in foods and nutrition from a college or university of recognized rank. Such are the requirements of the American Dietetics Association.

The institutional management woman must expect to spend the first six months or first year in apprenticeship, whether she is employed in an educational institution, commercial place or hospital.

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Some of the lowest as well as some of the highest paid positions held by home economists are found in the institutional management field. One survey showed a salary range varying from \$960 to \$10,000 a year. The school lunch room manager is paid anywhere from \$960 to \$1,800 a year; the restaurant and tea room proprietors earn from \$1,000 to \$10,000 with the usual figure at \$3,000.

The student dietitian is usually allowed room and board and a small amount each month, perhaps \$25. Inexperienced dietitians may be paid \$70 a month with full maintenance (board, room and sometimes laundry) which is equivalent to \$1500 for twelve months. The best positions pay about \$2500.

While the money rewards of the hospital worker are not high, she finds other compensations. One Oregon State dietitian writes:

"It is wonderful to know that your work has helped to save a life. Each day you see results and there is no waiting for the years to pass. What you do is for the good of humanity, now.

"The salary is not so high as in some other branches of work for women, but that is getting better as the demands for dietitians grow. However, money is not all we work for and the work itself more than compensates. Of course, it isn't a pathway of roses, but if now and then we did not meet adversities, life and work would no longer be of interest to us."

*"In order that people may be happy in their work, these three things are needed; they must be fit for it; they must not do too much of it; and they must have a sense of success in it." —Ruskin.*





## Research and Investigation

*"—first and last thing that is demanded of genius is love of truth."*

—Goethe.

**A**RE YOU RATED AS ONE OF THE BRIGHT, ingenious girls in your class? Do you have an inquiring mind which wants to know the "why" and the "what" of things? Research is nothing but scientifically directed curiosity and it is possible that the fast-developing field of research and investigation in the problems of the home will challenge your interest and talents.

Changed and changing conditions present new problems. Today the best thought of the country is directed to the solution of these problems. Colleges and universities, the federal government, industrial organizations and endowed institutions make liberal appropriations each year for study of the obstacles met in the everyday work of the homemaker.

**COLLEGE AND UNIVERSITY.** One way of indicating the character and possibilities of home economics research is to take you on a tour of a home economics building to visit workers engaged in studies bearing on home problems. Here we are in a room lined with stacks of wire cages, each one containing one or more white rats or guinea pigs. We ask the woman in charge why the home economics building should be housing such a menagerie as this. She asks us to look closer and we note that some of the animals are active, sleek and well developed; others are listless and emaciated. She tells us that here is where they learn about foods—what builds bone; what makes muscle; what keeps the system in tone. All that we know about the feeding of human beings has come from such patient experimentation with animals and in the chemistry laboratory.

Here is a pleasant room, lined with ovens, each with its thermometer and control, work tables, sinks and cupboards. This is where experimental cookery is carried on. After research workers decide that a certain food should be included in the diet, there is still the problem of knowing how to buy it and of how to prepare it for the table, so that its food value will not be lost and so that father and the children will eat it. Twenty years ago we knew much less than we do now about preparing vegetables, using them in salads and cooking them just the right length of time.

We pause for a moment in a huge room filled with all sorts of household equipment. The problem of the research worker here is to develop the kinds of stoves, utensils and machines best suited to household use, and not to leave this responsibility to the manufacturer who is mainly concerned with making something he can sell. We glance into a textile laboratory where we see a worker looking at samples of cloth which have just come from a machine she calls a fadometer. This woman is interested in getting facts which homemakers need in buying clothing to get the most for a dollar, and to get the kind of clothing needed for health.

But a tour of the home economics building is not enough to give one an idea of the scope of home economics research. Here is a worker who says that she has hundreds of assistants working in hundreds of laboratories. She selects actual



homes for her work and enlists the cooperation of homemakers who like to have a share in the improvement of methods of household management.

Cooperative enterprises between industrial organizations and colleges and universities are numerous. The industry furnishes the special problem, materials, and the money to pay the investigator, while the college furnishes the laboratory facilities. Business concerns endow chairs of research and offer fellowships for research students.

**INDUSTRIES.** Industrial organizations have not been slow to realize the trend of the times toward a more satisfactory standard of living. All of them have their special research laboratories in which constant experimentation is going on. Textile research laboratories are doing work on color fastness, working up new fabric designs and figuring out how to make artificial fabrics more durable. Then there are the manufacturing establishments. One house-dress concern we know of requires of its designer four original designs a week, and another sends its artist out to sketch costumes at a fashion resort, a horse show or a special display. These sketches may be modified and a new costume designed and sold.

Food companies have large research kitchens where recipe testing is done, foods analyzed and new and attractive food combinations and ways of serving them are developed. The director of such a kitchen is a well trained and experienced woman, of course, with younger girls under her supervision. The Gold Medal Flour people, the American Stove Company, Frigidaire Corporation and Heinz Company are examples in this field. Directors, research assistants and technicians needed in these industrial laboratories are obtained from colleges and universities.

**GOVERNMENT.** Constantly encouraging and promoting home economists is our federal government. The Bureau of Home Economics at Washington, D. C., maintains a staff of highly trained women constantly at work on projects similar to those indicated, all of vital importance to the home.

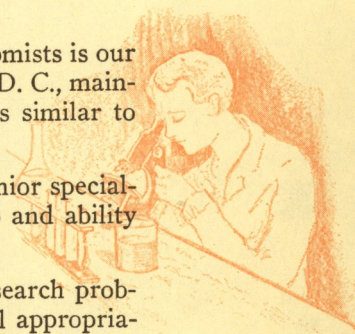
The lowest research position in the government work is that of junior specialist. From junior specialist one may advance as opportunity opens up and ability justifies.

The Purnell bill passed six years ago appropriates money for research problems carried on in many states. Projects investigated through Purnell appropriations are extremely varied in nature, each requiring a home economist with specialized training.

These examples will serve to show you what a very large and complicated field is that of research and investigation in home economics. In fact, the solution of one problem usually opens up a half dozen others. Work in this field, too, is in its infancy, hence, has a great future.

First of all you must have intellectual curiosity and a good mind—be able to see a problem, grasp it and analyze it. You must be honest—so honest that you will not make a statement that you cannot back up by facts. You must have perseverance—the faculty of keeping steadily on to your goal. You must be patient—willing to try out one scheme after another until one will work and you can solve the problem at hand. Do not attempt to enter the designing field unless you have artistic ability of a high degree.

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You must enjoy working alone or with a limited number of persons. If you are the sort of girl whose nature demands association with little children, or even with grown-ups, then it is likely that you would not be happy in this field. You must be reliable, careful, exact and methodical, or you can never even get a start in this field of work. If, in addition to the other qualities mentioned, you have that spark of genius called "originality"—the ability to think up new and effective ways of doing things—the field of research holds wonderful opportunities for you.

Get the strongest home economics training available at the best college or university offering it. Follow this with at least one year of graduate work along the particular line of greatest interest to you—textile chemistry, design, electrical equipment, nutrition.

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To enter any phase of government work you must pass a civil service examination. For appointment in the Bureau you must have a bachelor's degree from an accredited school of home economics.

Many young women are getting their start in the research field by securing one of the cooperative fellowships which industrial concerns make available jointly with colleges and universities. In this way, they earn an advanced degree and, as an assistant research worker or technician, get their start in investigational work.

Do not fail to include in your preparation, work in statistics, for a knowledge of collecting and assembling and interpreting data is essential in this field. All the available economics courses should be studied, also, for practically all research problems are related to business in some manner. Textile workers and designers will find French and history of fundamental importance.

A technician or assistant research worker may receive only \$1250, yet very often this employment carries with it opportunity to acquire an advanced degree. The woman who reaches the position of director of home economics research in an educational institution or in some large industrial concern may command a salary of \$7800 or more. The usual pay is \$2400.

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A junior specialist in the Bureau of Home Economics starts at \$2000 and advances according to civil service regulations. Of one thing the home economics research worker may be sure, so long as her work is of economic value she is bound to be paid well.

*"The women engaged successfully upon creative research will aid materially in giving to women of all degrees of capability and training an equal chance with men in the ever-increasing opportunities for profitable employment in the rapidly expanding fields of industry and commerce."*

—Mary Anderson.





## Technical Service

*"If you are ready to do a certain thing a little better than anybody else, there will be a job waiting for you."*

**A**RE YOU A GOOD LISTENER? Do you like to have people tell you their troubles and ask your advice? And do you experience genuine enjoyment in figuring out a satisfactory solution, one that not only satisfies the inquirer but yourself? If so, some phase of technical service may be your goal. You may become a textile tester or analyst, a food inspector and tester, or a consultant employed by a department store, a bank or an advertising firm. You might even be a "free lancer," in which case work could easily be combined with homemaking.

True, this field of technical service in its larger and more responsible positions, demands the services of a mature woman, but there are stepping stones which even the girl just out of college may take advantage of. In some respects this type of work is second cousin to that of research.

*Tester and analyst.* As a tester or analyst employed by some large manufacturing concern, your work might be identifying furs by testing hairs in pelts or scoring leathers to be used in gloves or shoes. It might be testing and working out recipes for some new meat product.

Suppose you are employed by one of the great mail-order houses or one of the testing plants maintained by a publishing house to prove its advertising. Perhaps you would determine the durability of a raincoat or an upholstery fabric by subjecting it to tests as nearly as possible like actual wearing conditions. The cleaning and dyeing business comes to one's mind here. Many women who understand the chemistry of textiles and of chemical agents successfully superintend such plants.

You might be asked to examine and check good and bad points of household equipment. Here is what one home economics woman says about her work:

"My work is the testing of household equipment for the D—— Institute approval, and the experimental work done with equipment for editorial use. It is very interesting because I deal with new equipment, new ideas and methods all the time; there is endless variety in the work and I am constantly learning. I think this is the most fascinating work I have ever done."

It is only fair to say, however, that all opportunities along the line of testing and analyzing are in very large cities and this, of course, holds no permanent satisfaction for the lover of the "great open spaces."

**CONSULTANT.** A home economics consultant may, or may not, be called a consultant. The thing she is consulted about may vary from a query on how to start a savings account to a call for help in planning a menu and decorating for a party. It may be a request for guidance in the business of planning and furnishing a new house, or a question such as might be cared for in any one of the departments considered under Fashion Advisory work, mentioned on pages 11 to 13.

Many banks and savings and loan companies employ consultants or budget advisers to help their patrons figure out how to save something regularly from whatever income is theirs, how to apportion expenditures so as to care most successfully for the family and individual needs, how to keep records and where to



get the most for the money spent. In addition, there is the job of advising on investments of one kind or another.

An ever-increasing field for the home economics consultant is that offered by manufacturers of household appliances and public service corporations; hundreds of such workers have been added to home-service departments during the past year alone. These women have their particular interests—lighting, laundry machines, vacuum cleaners, sewing machines, ranges, refrigerators and small electric devices. They keep in touch with the testing laboratories from which comes up-to-date information that they pass on to consumers. A more detailed account of home service work appears on page 6.

Should your interest lie in the direction of foods, there are the advertising firms who cater to food concerns and employ trained women to O. K. every bit of advertising which their patrons issue. Such a person checks to see that the advertisement tells the truth and is scientifically sound. It may be that she will test the recipe or the product and even plan and assemble material to make up a tantalizing picture, such as seen in magazine or special booklet. Very often such activities are part of some other vocation, such as noted on pages 6 and 23.

The consulting dietitian, although not found so frequently as the druggist or the physician, is a specialist whose numbers are increasing. She may have an office of her own where a patient comes to her with a list of certain foods prescribed by the doctor. Her duty is to furnish suggestive menus, using the prescribed foods; furnish recipes; and offer attractive ways of varying meals and appealing to the appetite of the person with limited diet. At other times she suggests balanced diets for the too fat or the too thin. Some large restaurants employ such a person.

Then, too, there is the special service of the big grocery concerns or grocery divisions in big department stores. Here the home economist plans weekly menus and makes out marketing orders for the store's patrons.

**FREE LANCER.** Many home economics consultants are free lancers; that is, they are in the employ of no particular firm. Usually the free lance worker has several lines. For instance, one consultant we know about is paid to inspect regularly certain tea rooms in New York. She goes in at any time and criticizes the service, the decorations, the food served, the prices charged, even the serving maid's clothes and manner. In addition, she handles orders for pictures from a food manufacturer who wishes to advertise his product. For these she arranges the background, furnishing silver, correct china, linen, flowers and accessories; prepares and garnishes the food and leaves nothing for the photographer to do but take the picture. Another phase of the free lancer's earning power is that of helping a sales manager handle his demonstration campaign when introducing a new product to the public. The consultant employs demonstrators, arranges for costumes and demonstration tables in a grocery store, and prepares the recipes used. In addition she plans the daily report blanks used by the demonstrators, collects them, and finally interprets them in a report submitted to the sales manager.

Another free lancer does part time work for both producers and agencies as well as consultation work on special problems. For instance, she worked out recipes for a manufacturer who was putting sandwich fillings on the market. These recipes were printed and given to lunch counter managers using the sandwich fillings. They explained how to use the products skillfully and were simple enough for the lunch counter girls to follow with ease. In other cases recipes were made up for the wrappings of packages, and for descriptive booklets.



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Free lance work in the home economics field is one holding large possibilities for the homemaker who has no children or whose children are grown and gone from the home. In an increasing number of instances, free-lance and consultant work is carried on even by homemakers with children. Modern-home helps and the nursery school make this possible.

Only girls who have a genuine interest in homemaking and the needs of the home should undertake this service. A worker in this field must have a scientific turn of mind, be accurate, clear-headed and discreet; possess a keen observation and, if testing household appliances, must possess a mechanical twist in her make-up.

Besides having these qualifications, she must be congenial. Certainly, if you hope to "arrive" as a consultant, you must have a personality that inspires confidence, not only the confidence of women who are homemakers but of men who are producers. Here again one has need for ready speech that can express ideas clearly and effectively.

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For work as a tester or analyst or consultant in the field of home economics, equip yourself with a four-year course of sound home economics training. Though you may devote special attention to some one of the phases of home economics most appealing to you, it is wise to neglect none of them. Get foods, art, science, equipment, textiles, management. Perhaps the next most important thing besides knowing your subject matter, is the ability to get it across to others. So get some public speaking and some journalism. No matter what your line, do not neglect the study of economics, statistics, and psychology.

Having acquired your bachelor of science degree, go out and acquire experience in using your training. One successful home economics consultant on foods says this:

"After taking my degree I taught domestic science classes for women in a western city. I learned the peculiar interests of women. Then I ran a tea room in the Middle West. I can speak with authority as to the types of food, flavorings and so on in favor there. Later I had experience in one of the largest advertising agencies in New York City.

"One can't experiment. You must have exact knowledge or no one will pay you to be a consultant. No amount of self-advertising will bring you success. You must first build up a reputation and make countless contacts before branching out for yourself. Then there are many opportunities and the field is opening up right along."

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turns May  
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All of which goes to prove again that the capable girl who equips herself may be successful in any one of a number of occupations. Yet one of them satisfies most.

The economic value of this type of work is apparent. Financial returns are good in proportion to the money value of services rendered.

*"The laboratories in universities and colleges are training stations from which the door to responsible positions has a tendency to stand as wide open to women as to men."*

—Mary Anderson.



## Technical Journalism

*"The world needs you—it wants what you produce—you can serve it,—and if you will, it will reward you richly."*

**B**ESIDES THAT HANKERING TO WRITE and to see what you write appear in print, do you have a practical imagination and a sense of the significant when you see it, hear it or read it? And do you really have a genuine interest in people, particularly in women and their problems? You may wonder what these qualifications have to do with writing. Well, writing is not just a matter of sitting down and dashing off words. It is significant that one editor said that the magazine public wants first hand information on foods and nutrition and that more and more magazine articles are prepared by outstanding authorities in that field.

**MAGAZINE AND NEWSPAPER.** The field of journalism for the woman with home economics training is a varied one. As she climbs to the position of department editor on magazine or newspaper she may be called on to do many things besides write. As one writer puts it "just as no two magazines are exactly alike, so no two days or hours in a magazine office are exactly alike." The home economics journalist may do routine editing; plan and arrange for material for her department; answer correspondence; travel; plan illustrations; test recipes; judge contests; answer inquiries; prepare service leaflets; and do any number of extra jobs such as speech-making, radio work, making editorial analyses, and so on.

An Oregon State graduate, now home economics editor with two assistants on a large metropolitan newspaper outlines a typical day's work, as follows:

"Letters, sometimes dozens of them, greet me in the morning. They are from all over the country, and want all kinds of information from bridge party refreshments to a dozen kinds of cabbage salad for the country homemaker whose marketing problems are difficult in winter time. Perhaps the trouble is trying to stretch a small income to buy sufficient food of the right kind for more people than that kind of an income is designed for. And that is a very real problem indeed.

"Some one on the phone wishes to know at what temperature fruit cake should bake or how to change a recipe so that sour milk may be used in place of sweet. Or the doctor may have left a new formula for baby's feeding, and the amounts, given in weight, must be translated to spoonfuls and cupfuls, in the absence of household scales.

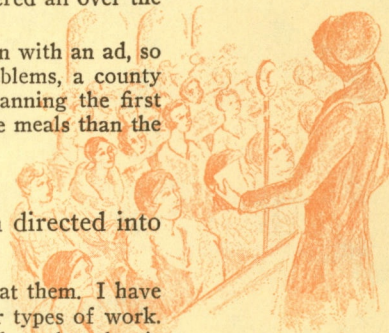
"Radio hour comes next, when I try to be a neighbor to the women scattered all over the Northwest.

"An advertiser wishes a good holiday dinner menu to publish in connection with an ad, so he calls for assistance. A grange group asks for a talk on homemaking problems, a county fair wishes a judge for textile or baking exhibits, a bride needs help in planning the first dinner for company or a certain homemaker who has cooked many times more meals than the editor, needs help in managing her new automatic range or pressure cooker.

"Between questions, the day's column is written."

Says one magazine editor whose abilities have not always been directed into journalistic lines:

"Things are advantages or disadvantages according to the way you look at them. I have never found any disadvantages in editorial work that are not present in other types of work. There is some strain, if one allows herself to be strained, and vacations are short, but that is true in any business. There is the off-setting advantage that salaries continue the year round."





And this is the way another home economist in newspaper work looks upon this field.

"I wouldn't exchange my job for any other I have yet heard of. After six years I feel that way, and I believe very few other women in any commercial position can say that. It grows rapidly and surely. Magazine writing as a sideline is not only interesting but productive, and may be looked upon as an eventual full time job if a change is desired. No clock watcher need apply for a newspaper job. There may be days of overtime, but a final evening up. Pleasant people to work with, usually all the chance in the world to use initiative and good salary make the position attractive. Advertising in connection with writing is another possibility that has limitless promise. As I have been able to observe, home economics women in the newspaper world are better paid than women workers in any other newspaper department. Some such positions call for demonstrating as well, so demonstration training should be taken.

So you see there is a fascination in the newspaper game though all admit the wear and tear and nervous strain. The best way to break into the field is through working as an assistant to the head of a home economics department. As one writer said, "There is room for only a limited number of women in this attractive, satisfying work, but for the well-equipped girl who is so fortunate as to find an opening, the possibilities are limitless."

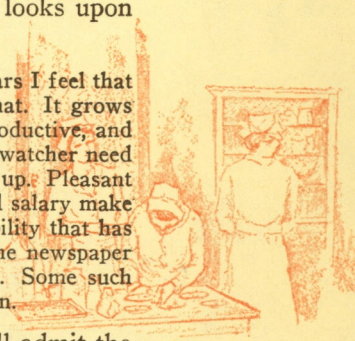
**RADIO.** The chance for advancement in radio work is increasing very rapidly as opportunities are opening up for promoting big radio programs and carrying them out. However, very few radio workers do radio work only. Invariably they are tied up with other general home economics jobs, such as that in a home service department, or as the graduate mentioned above, with newspaper editing. You will be interested in hearing what the director of the home service department of a nationally known food product has to say about the radio side of her work. She writes the radio talks which are given over thirty-eight stations in this country. She says:

"The writing of radio talks requires some journalistic ability and a journalistic viewpoint, although the style has to be changed from a journalistic style to a purely direct conversational style in order to be effective with listeners. Radio talks must be 'chatty.'

"The advantages of preparing radio material such as I write is that it gives you a wide scope in an educational activity. It is really doing adult education work with the housewives who listen to the radio. As such it allows you to put as much of good sound, accurate information, practical rules and inspirational material into the talks as you are capable of doing. All of it must contain human interest material, be cloaked in simple terms and made as dramatic as possible to catch the interest of the numbers of women who have never learned to study. There is the opportunity, also, for a person to switch over to writing for publications."

If the field of technical journalism attracts you, examine yourself to see if you have the qualities of "sticktoitiveness" in the face of difficulties, and patience with what one writer calls the "dumbbell" public. Then, check yourself on the following points. Have you a general interest in all phases of homemaking? Are you practical? Are you able to express your meaning in few words? Have you promotional instinct? That is, do you like to promote ideas that are sound and worth while. Can you sense the significant in facts you see and hear and read? Is your imagination practical? Is your mind alert? Can you develop the ability to write interestingly as well as authoritatively? Are you adaptable, and have you tact? Are you capable of concentration under the strain of interruption? Are you friendly with all "comers?" No one is so quick to detect a patronizing manner as the homemaker who realizes her lack of information and comes asking for help.

As there are no set rules for qualifications of a journalist, so are there none for the radio person. For broadcasting one must have at least a fairly pleasing



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voice and a voice which indicates a likeable personality. The radio woman must have a wide range of interests and a good deal of general informational material as a background, because if she tries to put into her radio talks "canned" material, or material procured entirely from other sources, it will not be effective. A radio personality should be as cheering and vibrant as possible and should carry a touch of authority without being at all didactic or academic. This for the sake of the large body of the public who dislike anything which smacks of condescension.

Having decided upon a career in the field of technical journalism, enroll in a four-year course in home economics and make the most of it. During your college course place a decided emphasis on journalism, public speaking, applied arts, social science, psychology, English and typing. After college, a year or two of teaching is helpful. Experience in any and all kinds of homemaking activities is invaluable for a home economics writer, while anything in the way of general cultivation courses is extremely worth while for any writer.

*How Shall  
I Prepare?*

Salaries range from \$25 a week for the beginner to as high as \$15,000 a year; this last is exceptional. Usual earnings range from \$1800 to \$4000. There is much fun, pleasant contact with people and the satisfaction of thinking what people would like to read and then giving it to them. Radio work probably pays better than most other work requiring the same equipment, yet openings in this field are not so numerous. Here again, the worker gains satisfaction in feeling that she has the opportunity to influence thousands of people, to improve home conditions in thousands of homes and give the women who stay at home a little lift which will keep them interested in their job of homemaking. A special writer or "free lancer" may be paid by the column from \$5 to \$7 and up, or by the article, or by the word at the rate of one-half cent to five or ten cents a word.

*What Re-  
turns May  
I Expect?*

*"There are four types of students; the sponges who absorb everything; the funnels who retain nothing; the sieves who catch the illustrations and let the main arguments slip by; the winnows who fan away the illustrations and hold for all time the fundamental principles."*

—Klapper's Contemporary Education.





## Teaching

*"The home and school are the two pillars upon which American institutions stand. The proper correlation of these is the work of the coming years, if there is not to be a collapse of democratic institutions."*  
—Ellen H. Richards.

**C**AN YOU LOSE YOURSELF COMPLETELY in the lives and interests of others and be happy in doing so? Can you tell a thing easily, clearly and simply. More important, can you draw out others and influence them to use their intellectual equipment? These are three of the fundamental characteristics of a successful teacher of home economics. Time was when teaching provided the only respectable profession a young woman might enter, but now, with new occupations opening up constantly, those who enter the teaching field choose such work deliberately because they prefer it to some other employment. Some girls who are versatile and capable and would make a success of any number of jobs may teach for a year or so simply to crystalize their training and set their feet on the ground in the professional world. More than half of the home economics graduates have chosen the teaching field for at least one year after graduation. Later, many of them have gone into other fields of earning, some have married, and still others have found that the teaching profession is where they can give and get most from their training.

Home economics courses are taught in more than 8000 high schools in the United States, in nearly all the state universities and in all the land-grant colleges. A teaching position may mean employment in a small high school where the teacher must combine with home economics, English or history or physical education. On the other hand, it may lead to work in a Smith Hughes high school where the home economics teacher is not required to do instructional work outside her special field. Looking ahead, such a teacher may advance to the position of a city or state supervisor of home economics, or, after graduate study, may secure a college teaching position.

Invariably the social status of a teacher in any community is high. One big advantage of the home economics teaching field is that those seeking employment in it do not compete with men. Long vacation periods are the rule and afford opportunity for continued study.

**HIGH SCHOOL.** Home economics teachers are able to get close to their students and to the life of their communities. Every extra-curricular activity of college life is called into use by a teacher. This is what one Oregon State graduate says:

"I can say truly after eight years of teaching following my training at Oregon State, that I am more enthusiastic about my work than ever, if that's possible.

"From costuming for the cast in plays, pageants and operettas, to exhibits and demonstrations both community and school, to many dinners, luncheons and the like for community clubs and organizations, I have had the privilege of helping the girls in my department give service at various times. Though strenuous, it has added to our points of contact, formed friendships of lasting worth and made me feel more truly a part of the community."

**COLLEGE.** Additional study beyond the bachelor's degree is required for appointment on the staff of a college or university. Here, however, the home economics teacher deals with students more mature than those of high school and she





teaches only her special line, nutrition, textiles, child training, and so on. Exceptional executive ability may lead to the headship of a department or to the deanship of a school. Says one O. S. C. graduate:

"I am sure very few positions could offer sufficient interest to compensate for giving up my place as dean of a home economics department. To me there is nothing more inspiring than to see the transformation which may come about in a student as she goes through the four years of college life. Sometimes that transformation is a tragedy, but in a hearteningly large number of cases it is a triumph. In the deep satisfaction of life I know of no greater joy than that which comes from watching and possibly contributing in a helpful way to fine human development."

**INDUSTRY OR SOCIAL SERVICE.** Much general educational work is being done by large industries for their employees. Concerns like the Bell Telephone Company are employing home economists to outline nutrition programs which are used by the organization teacher. One graduate in writing of her work as educational director in Miss \_\_\_\_\_'s School, said:

"My work here is perfectly fascinating. This is the sixth year of the school and it has become a great force in G———. Last year more than twelve hundred girls were registered in our school and we had a total attendance of more than eight thousand.

"The fine thing about it is that it is meeting a crying need and every woman and girl that comes to us comes because she has a desire for the particular thing she registers for. Almost all of it is night work although we are developing gradually our day work too. Of course, I do not offer just homemaking courses alone, but many cultural courses as well, such as English, music, art and dramatics."

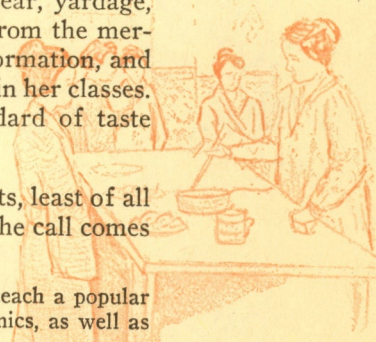
Then there are the specialized nutritionists for certain areas or organizations. For example, the Nassau County Health and Tuberculosis Association on Long Island has a nutrition director and about six nutritionists for the schools in that county. These young women are supplied with cars and are sort of itinerant teachers, carrying their gospel of good health from one school to another. The National Food and Dairy Council has a similar program in many states. It is specialized teaching and in practically all cases is confined to foods and nutrition work.

Just a little different is the education department in a large department store. This is called style training. The person in charge gives lectures and conducts classes to help the sales force know the goods they are selling. Her job is to give the selling points of different kinds of merchandise, such as ready to wear, yardage, accessories or house furnishings. She collects illustrative material from the merchandise, checks on salespeople to make sure they are using style information, and prepares style bulletins, posters, questionnaires and the like to be used in her classes. In other words, she helps in every way possible to raise the standard of taste throughout the store.

**FOREIGN.** Not all teaching experience is repaid in dollars and cents, least of all those in foreign lands, yet the returns are extremely worth while and the call comes to many. Read a quotation from another Oregon State graduate:

"If you want to come out here, don't fool yourself that you're coming to teach a popular subject. There are generations of prejudice against a girl taking home economics, as well as very little suitable textbook material.

"The problem of home economics in China is a challenging one. Certainly no girl should plan to do this work who has not at least a B.S. degree, loads of good common sense and a willingness to adapt herself and her work to new conditions. A good foundation in home economics sciences and a keen appreciation of the artistic make a very good combination for one teaching over here.





"Two years ago I had the task of planning our department; were I doing it again, I should have more satisfactory stoves, yet all our visitors are agreeably impressed with the white tiled Chinese stoves and shining brass kettles.

"My senior class in foods is under my direct supervision. I do all the recitation work, and a Chinese cook does the actual teaching of the cooking. I am always in the laboratory to see that right habits of work and cleanliness are observed. I know what I want the girls to have for their lessons and tell the Chinese cook, who does the buying. The girls keep recipes and prices. I had a good bit of trouble with the cook at first because she wanted to do everything herself, but with a few reminders she lets the girls do most of it now."

*What Type  
of Girl  
Must I Be?*

Besides being a master of the subject matter you wish to teach you must be able to win the confidence of your students and to inform and train them through your words and actions. A city superintendent said recently, "Scholarship, oh, yes, we take that for granted. What we need to find out is, Does the teacher have enough sympathy and understanding of high school girls to enable her to put her subject across?"

If you like to study and if you learn readily, very likely you will be interested in teaching. Strong nerves, patience and the ability to attend to a thousand details are required in teaching.

*How Shall  
I Prepare?*

Get a sound training in the best four-year professional home economics course available. Each state sets up certain requirements. In Oregon a college graduate must have completed twenty-two and one-half education credits if she expects to teach in any high school of the state without further study or examination. If, in addition, she has completed the professional course in home economics, she is eligible to a Smith Hughes teaching position.

A particular aptitude for English, economics, music, physical education, journalism, debate or dramatics, should be developed by courses and outside activities. The girl with a specialty fits into the double demand of the small high school for a teacher of more than one subject, and she is in line for the better positions because of this training which contributes to the development of some of the extra-curricular activities of high school life.

Remember, too, that you cannot go far in the teaching world if you do not keep abreast of the times in subject matter and in teaching methods. Spend some of your vacations, or a portion of them, in doing graduate work.

*What Re-  
turns May  
I Expect?*

Home economics teachers in small high schools receive from \$1200 to \$1600 a year. Smith-Hughes positions are not offered for less than \$1600 or \$1800 and may reach \$3000. College teachers of home economics receive from \$1600 to \$2200 a year to start and may advance to \$3500 or \$4000 with extra pay for summer teaching. All, or practically all, high school and college teaching positions are on the nine or ten months basis. City supervisors of home economics receive from \$1800 to \$3000 and up. State supervisors draw anywhere from \$2400 to \$4000 and up, with the average about \$3000.

The increasing connection between home economics and the business world tends to increase the salaries paid for this type of teaching.

*"Education is the development of the power to make intelligent choices."  
—Abbott.*



## Personnel Work

*"The entire object of true education is to make people not merely do the right things, but enjoy the right things."* —Ruskin.

**D**O YOUR FRIENDS, YOUR CLASSMATES or younger girls and boys seek you out for a confidante or turn to you naturally when some good counsel or plan of action is needed? Do the older people of your acquaintance respect your judgment? If so, perhaps personnel work may be your field. For it is the well-balanced, sympathetic, understanding individual who, above all else, likes to deal with actual people, that fits best in personnel work.

The field is hard to define. It may include personnel work in manufacturing plants, department stores, life insurance companies, hotels, banks, government departments, social agencies; it may mean the activities and duties of a dean of girls in a high school or college, nursery school supervision, or executive work of one sort or another in the home economics field.

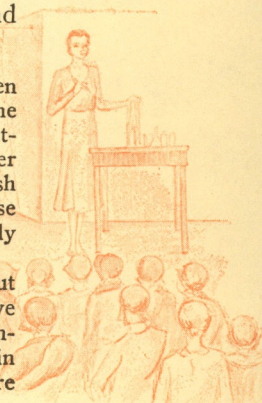
Personnel work may be called group work with individuals. It means studying personal traits and aptitudes of individuals and analyzing personality requirements of various positions and tasks. Such work justifies itself only in the better adjustment of the individual to the group or to the particular task. Always, it means dealing with people first hand. In fact, it is in this field of human relations that woman is said to be supreme. Very often personnel work is a by-product or by-responsibility of some more primary occupation. The home economics woman is peculiarly fitted for such work because of her understanding of food values, home problems and right living.

**COMMERCIAL.** Personnel work is done in every large hotel, department store or other business concern. Unhappy love affairs of employees, problems of domestic relations or sickness in the family, result in sleepless nights and affect production. Cases of this sort as well as problems of personal hygiene are readily discovered and handled by an understanding home economics woman. Such a worker calls into use many phases of her training. Take the work of a personnel director in a department store. This is what one Oregon State graduate says of her duties and her preparation:

"My work is particularly that of directing and training young girls from fifteen to eighteen years of age in the inspector's department at M——— company. We have an average of one hundred ninety in this department, including inspectors, cashiers and transfer people. Inspectors answer telephones, check merchandise sold and any cash received. They wrap and deliver packages with the correct change. Cashiers are placed in the busiest places and use either cash registers or an open till in making change quickly. They also check and wrap merchandise unless they are too busy. Transfer boys and girls are placed in each department particularly for running errands.

"These people placed throughout the store must not leave their respective stations without permission. We arrange reliefs—fifteen minutes each morning and afternoon and forty-five minutes for the lunch hour. One hour is given all under sixteen years of age. This work involves a great deal of study of individuals as we find it quite necessary to place these people in departments according to personality and ability; also, we must know all details of the store system.

"While I never planned to do this kind of work, I find my home economics course has been very helpful to me here. Bacteriology, physiology and the study of foods aid especially





in dealing with the health problems of these girls, many of whom are married as young as sixteen. My first aid and home nursing fits in here, too, as I relieve the store nurse in the emergency hospital for an hour each day."

**NURSERY SCHOOL.** A nursery school director or supervisor may very properly be considered a personnel worker, dealing as she does with both children and parents at first hand. Do you realize the varied interests of the nursery school director? Primarily, of course, she is concerned with the child and his welfare, his health, his habits, his play, his attitude toward parents and playmates. Her whole endeavor is to help provide the best environment for the child's complete development. Almost half of her job is to train parents to analyze their children and treat them as individuals. First, she must gain the confidence of parents, then present better practices and suggest ways and means of acquiring them.

The nursery school director is obliged often to supervise the training of students or helpers in her organization. Take the nursery school at Oregon State College, for instance. It admits children from two to five years of age in groups of sixteen. School hours are from nine to one o'clock. The primary object of this school is not to care for the children but to train young women students in methods of dealing with children. An understanding of the "whys" of the job lends it a dignity which puts parenthood on the plane where it belongs.

**DEAN OF GIRLS OR WOMEN.** Personnel work, however, is not necessarily confined to the commercial field, to children or to parents. The work of the dean of girls in a high school or the dean of women in a college comes within this classification of personnel work. A teacher in one of the few schools of the country giving training for deans of girls or women said: "You home economics women, more than any others, have a background and training for this type of personnel work."

Very seldom is the position of dean of girls a full-time job. Usually it is the title given a high school teacher who not only handles her teaching duties effectively but manages extra-curricular activities as well. Quite often the dean is the home economics teacher, since the nature of her work is such as to lend itself to advisory work with girls. Hear what an Oregon State graduate says of her work as dean of girls.

"The school where I teach is small but in the last year we have developed quite a system of clubs and extra-curricular activities. It was through this change in opportunities offered students, that the office and duties of dean of girls came about. At present it means assisting with physical education. The girls come up to me and I give them hygiene lessons. I am supposed to excuse the girls when they go home. Students come to me when they have minor injuries, and so on. This year we are going to have a freshman girls' meeting every two weeks to discuss things of rather a personal nature. This is in line with the work of deans of girls in large high schools. In our small high school the disciplinary problem is not great, so I feel that my position in that capacity is not so vital as it might be. However, home economics, child care, eugenics, psychology and the like prepare one for it. I am sure that the home economics teacher, if any one, should be capable of being an adviser to girls of high school age. Some way, our courses are of such a personal nature that it is easier to lead on to subjects of this sort."

The position of a dean of women could come to one only after she had reached full maturity in thinking and training, for the dean of women deals with young people of college age. Requirements for this phase of personnel work are essential culture, superiority of scholarship, breadth of view, and a spirit of consecration to social idealism.

If you would be a personnel worker you must, first of all, possess a practical every-day sort of democracy. That is, carry a spirit of friendliness that is the same





for all, big, little, old and young. You must be fair in making decisions, courageous in carrying them out, and withal resourceful in accomplishing what is best for the good of the person and the cause involved. The Federal Board of Vocational Education estimates the qualities of the ideal personnel worker as follows:

*What Type of Girl Must I Be?*

Personality .....	35%
General industrial experience .....	25%
Executive experience .....	20%
Experience in particular institution .....	15%
Experience with organized social movements.....	5%

During your four years of undergraduate work in home economics be sure to include the biological sciences; they deal with race development and psychology and sociology, which help one to understand why people act as they do. Economics, history, philosophy, statistics, all are essential to the personnel worker. After graduation get some training in social case work, if possible, and perhaps do some graduate work along the line of scientific personnel records. Keep yourself alert to economic developments. Graduate fellowships are frequently open to college graduates and such work is usually accepted as experience in industrial organizations.

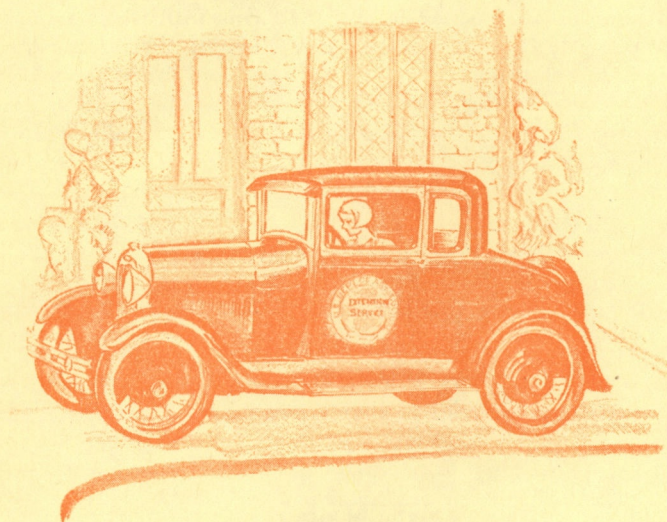
*How Shall I Prepare?*

Incomes in this work are variable. They range from \$1350 up to \$6000 a year. The usual pay is about \$2500 for the ordinary worker. Leaders are paid more. Though it is an exacting type of work it offers great reward to the well-equipped person. It yields a variety of contacts and an understanding of humanity. There is bound to be satisfaction in seeing individuals suited to the right sort of employment and helped over their difficulties by a wise word or a timely suggestion.

*What Returns May I Expect?*

*"Ideals are like stars; you will not succeed in touching them with your hands, but, like the seafaring man on the desert of waters, you choose them as guides and following them you reach your destiny."*

—Carl Schurz.





## Extension Service

*"Whatever work you do and wherever you do it, make up your mind that you will leave in it some contribution entirely your own."*

—Hoerle.

**A**RE YOU THE KIND OF GIRL who loves to be in things, to manage, to organize, to promote, a girl whom other girls like, a girl who finds it rather easy to learn and who has unbounded energy and good health? Do you answer "Yes?" Then it may be that some form of extension work is the thing for you to look forward to.

Extension work is teaching but the school room is an entire county or a whole state. There are at least fifteen hundred home economics extension positions in the United States today and the number is increasing. You might enter this service as a home demonstration agent and from there advance to district agent, state leader of home economics extension, or assistant director of extension. Or you might become a specialist in clothing, nutrition, home management or house furnishing. If you delight in children, perhaps you would choose the junior specialist group.

Since 1914 Uncle Sam has been contributing government money to promote this work. As a result homemakers who could not get away to go to their state college have had the college come to them through a college trained woman called a home demonstration agent or a trained woman called a specialist.

**HOME DEMONSTRATION AGENT.** The home demonstration agent must live an active life. She has headquarters at the county extension office and she works with groups of homemakers in any section of the country where a program in homemaking is requested by even a small group of women. She talks over with them those problems in housekeeping and homemaking which they would like to discuss and on which they would like to have help. Perhaps it is food preservation or perhaps it is child care or it may be the arrangement of furniture and other furnishings of the living-room. Perhaps it is the care and use of the sewing-machine or the selection of children's clothing. Together the agent and the homemakers work out a program for a series of meetings, sometimes for tests to be made by the homemaker in her own home, or for demonstrations which she may try out in her own situation. The home demonstration agent then looks to the school or college and to the specialists for printed material, exhibits or other aids in her teaching.

One reason home demonstration agents like their jobs is the fact that women in their groups are there because they want to learn and not because they must attend. The agent realizes that when several hundred women of a county are uniting their efforts for better homes it is bound to be an inspiring experience to work with them upon such a program.

The home demonstration agent is primarily a teacher, her courses are called projects and each project includes perhaps three or four meetings. Typical projects are child feeding, child care, children's clothing, food selection. Others include care of clothing, house furnishing, food preparation and preservation and household management.

The most recent development of home demonstration work is that for the city where the work has to do with establishing more direct contact between agricultural



producers and city consumers. It deals also with storage improvement and marketing facilities, and with training the city population to advantageous purchasing.

In some states agents are employed entirely on state and federal funds. In other states a part of the salary and a large part, if not all, of the expenses are paid from local funds. In some states the agent is a member of the college faculty and is responsible only to the college and the U. S. Department of Agriculture. In other states she is employed jointly by federal, state and local people and is responsible to all three groups.

This position is on an eleven months' basis with two weeks sick leave. In some states the agent has two weeks vacation, in others a month's vacation.

In June, 1929, there were 1049 home demonstration agents in the country. Federal plans contemplate one agent for each county in each state as soon as the worth of their service is realized. It is apparent, then, that there are positions to be filled when suitable workers can be found.

Should you advance from home demonstration agent to district agent, you would then supervise the organization of a home economics program in a number of counties and have your headquarters in one of the counties.

**STATE LEADER OF HOME ECONOMICS EXTENSION.** There are forty-eight such positions in the country, also a number of assistant state leader positions. Usually these are filled by successful agents or specialists who show ability and interest in administration. A state leader selects agents and specialists, develops an organization to facilitate successful teaching, and promotes home economics extension in counties not having a permanent organization. She helps with budgets and problems of membership, encourages new developments in program and organization, and orients new agents and specialists.

**SPECIALISTS** have their headquarters at the state colleges and work out in the state about two-thirds of the time. Suppose you are a specialist—clothing, home management, nutrition—your work is to discover the needs of the women of the state in your field of specialization, arrange the subject matter in a form which will be attractive to homemakers and meet their immediate needs. You may have to train county and local leaders as well as prepare bulletins, mimeographed material, news releases and lectures. The specialist is enabled to go further in one field of teaching and study than is possible in the position of home demonstration agent. Also, her work offers opportunities to study homes rather than books alone.

**JUNIOR SPECIALISTS** are chosen from those who have shown special aptitude for work with boys and girls. There are a limited number of positions in this field. Training and experience needed is much the same as for a specialist in the adult field, with the exception that the junior specialist should have had experience with children, also a special interest in them and a knowledge of the most recent methods of teaching them. These junior specialists present home economics projects to the boys and girls in rural sections of a state, either directly or through local leaders. Recreational and social phases of the junior program are important.

The girl choosing extension as her vocation must enjoy travel to the utmost; she must have a strong constitution, delight in meeting many people, and be sufficient unto herself. Most important of all, she must have administrative ability. Other essentials for success are: vigorous, abundant vitality; initiative; confidence; a full degree of optimism; loyalty; ability to cooperate successfully; and an interest in family life and in people.

*What Type  
of Girl  
Must I Be?*



In this position, perhaps more than in many, consistency is important to success. The extension person is constantly being looked upon as the example of the practices which she teaches. And, as in most positions, a sense of humor in dealing with people saves a great deal of unhappiness. In other words the extension woman must be adaptable to all situations and to all people. Above all, she must be unquestionably earnest in every bit of advice given out, for women are quick to detect the slightest insincerity. Because of the nature of her work it is desirable that the extension woman be one of mature years.

*How Shall  
I Prepare?*

Two kinds of training are needed in home economics extension work—first, technical training; second, ability to develop leadership through organization. Get as much home economics subject matter as it is possible to get in four years of home economics education. Take courses that increase one's understanding of behavior—psychology, sociology, courses on the family. Theory and experience in public speaking and the preparation of material for publication are other essentials, as well as courses on methods of teaching and practice teaching. These teacher-training courses are particularly important, as the agent is first of all a teacher. It might be well to obtain two or more years of teaching experience. A background of practical housekeeping experience is of great value, of course.

Experience as assistant home demonstration agent is another suggestion for preparation. This may be obtained either during one or more summers before graduation, or as an apprenticeship after graduation.

In addition to all these suggestions, get courses in extension methods, where these are available.

The high school girl who enjoys digging in hard on things, who is a careful student and a good one, and who likes people, can look forward to a splendid position as a specialist, if she is willing to give the years that are necessary to train for it. A specialist must have taken a four-year college course in home economics, done some teaching or had commercial experience, then gone on for at least a year of additional study. It is desirable that she have had home demonstration experience.

*What Re-  
turns May  
I Expect?*

Extension work offers somewhat better salaries than resident teaching. Salaries for the assistant home demonstration agent range from \$1200 to \$1500; for the home demonstration agent from \$1500 to \$3500. Specialists begin at a somewhat higher salary but do not go higher than those of an agent. All extension workers are allowed traveling expenses. Extension service positions are on the year basis with one month of vacation. There is no scale of salary increases, but salaries usually increase as the program develops in a county or state.

Salaries for the higher positions of state leader of home economics extension, or assistant director of extension, range from \$2400 to \$5000. Salaries are higher than in many other lines of home economics opportunities and for those who enjoy people and who do not object to hard work, there is great satisfaction in the profession of extension in home economics.

*"No course of study, no matter how well planned it may be, is a good one for you unless you have some special fitness for it."*

—Thomas Arkle Clark.



## Social Service

*"The governing motive in education is no longer mere culture;  
it is service."*  
—Jane L. Fox.

**H**AVE YOU A CHEERFUL, OPTIMISTIC NATURE not easily depressed by the seamy side of life? And have you a ready sympathy, coupled with a genuine desire to help those less fortunate than yourself? Then perhaps you will fit somewhere into that great group of social service workers, seventy-five percent of whose ranks are women.

Social service deals with persons of all ages, types, and conditions and considers individuals, groups and the community at large. The demand is for trained workers in this field, not for sentimental philanthropists. Types of positions in the social service field are: individual or family case work; group work, such as clubs, camps, playgrounds; community work, including Red Cross and Y. W. C. A.; institution work, such as orphanages, reform schools and shelter homes.

If you are a home economics trained woman, you may fit into this work by serving as a nutrition field worker, visiting housekeeper, child health adviser, or a leader for girls clubs in settlement houses. Perhaps you may become superintendent in a work similar to that described by this Oregon State graduate:

"September 1, I accepted and began as superintendent of the Assistance Leady Day Nursery in H——. I have on my staff a cook, play director, kindergarten teacher, and nurse. We are getting a wonderful new \$70,000 building which we expect to move into December 1. The work differs very much from high school teaching but I find it most interesting. I plan the meals, do all purchasing, hiring and firing of staff members and all other duties attending the superintendent. We are under the community chest of L—— which limits us in our budget, so much so that I am unable to build as rapidly as I should like. However, time will develop things. I hardly think I shall go back to teaching for a while as I enjoy the social service work."

Coupled with the joy of seeing results, you must expect to deal with drab conditions and be constantly under a nervous strain. An Oregon State woman who is nutrition supervisor in a nursing and health demonstration organization in New York says:

"We are situated in the heart of an Italian settlement on the upper east side, in the heart of New York City. This is one of the very thickly populated poor districts. The people with whom we are working are ninety-eight percent Italian. Our district covers an area of twenty city blocks, with an estimated population of forty thousand.

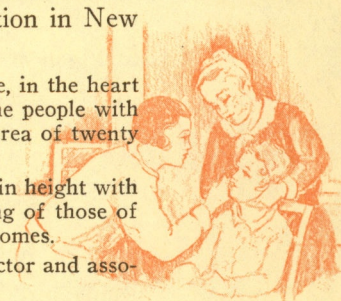
"The tenement houses in which these people live are from two to six stories in height with no elevators; so that stair-climbing is one of our many problems—to say nothing of those of sanitation, lack of sunlight and insufficient facilities for good ventilation in the homes.

"At present there are eighteen nurses and four nutritionists besides our director and associate director and a clerical force of seven on our complete staff.

"The purpose of our organization is to carry on a very complete community health program, stressing particularly work with preschool children, infants and maternity cases."

A visiting housekeeper, another Oregon State graduate working in New York, wrote as follows:

"As you know, my work before I was married was as a nutrition worker with the Association for Improving the Condition of the Poor. This I found intensely interesting from the social side as well as the scientific. Most of my work was done with the preschool child in the slums of lower East side New York. We went into the homes and taught the mothers to feed





the children, how to prepare food, budget their incomes, good health habits, and so on. Besides this I gave health talks to school children and factory girls. Taught a cooking class of mothers consisting of many different nationalities."

Schools generally provide an inadequate preparation for social work. Realizing this one school of home economics in the East has developed a "pre-social work" course which it offers jointly with the sociology department. The course is an undergraduate one especially designed for those who desire to prepare for social work after graduation.

Added to a genuine and unsentimental liking for people and a respect for them, in order to be a social service worker of the finest kind you must have native ability, a wide outlook, resourcefulness, courage, a sense of humor. You must be efficient in your activities, have a cheerful, buoyant nature. Because of the drain on nervous and physical energy, you must have a strong constitution. You must be alert and open minded and have unbounded tact. The self-conscious or faint-hearted person is handicapped in social service work. Above all, you must be a person able to adapt your scientific training in homemaking to meet the needs of the individuals and the community you seek to serve.

The nutrition worker in New York slums just quoted gives this advice about preparation:

"My suggestions to any home economics girl who is interested in socialized nutrition work are: first, to equip herself thoroughly through her home economics training; second, to get some advanced nutrition work along with some applied psychology and sociology and principles of teaching; third, a course or two in social case work including methods of research and use of statistics; and last, all that can be obtained from the latest research relative to family relationships, emphasizing the fundamental facts in the development and training of children."

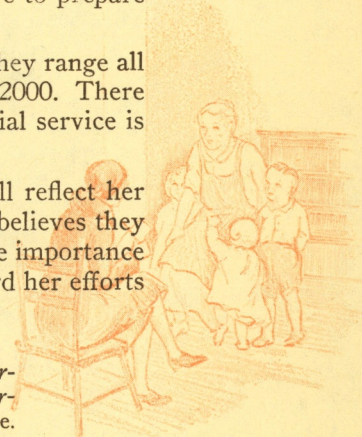
Other suggestions are to this effect: get as much general cultural background as possible with special work in social economics, political science, biology and psychology.

Very often there is opportunity for part-time social service work or study under fellowships offered by various institutions. One school of home economics in the East offers a "pre-social work" course jointly with the sociology department. It is an undergraduate course especially designed for those who desire to prepare for social work after graduation.

Incomes of social service workers are variable and fluctuating. They range all the way from \$1200 to \$10,000 a year. The usual salary is \$1800 or \$2000. There may or may not be a two or three-weeks vacation. On the whole, social service is not a well-paid vocation.

"The effectiveness of the home economist as a social worker will reflect her point of view, her vision of things as they are in relation to what she believes they should be, her courage, and devotion to a worth-while cause; hence the importance of training which will enlarge her vision, enrich her service, and reward her efforts with social progress."

*"Culture in itself is no worthy aim. We must test culture by personal worth, by purpose in life, by service, by the ability to put ourselves in the place of others."*  
—Carl E. Seashore.



*What Type  
of Girl  
Must I Be?*

*How Shall  
I Prepare?*

*What Re-  
turns May  
I Expect?*



## Homemaking

*"Home is a domestic sanctuary—  
Wrought out of desire—  
Built into memory—  
Where kindred bonds unite the family  
In sharing labors,  
Leisure,  
Joy and sorrow."*

—F. Luene Williams.

**T**HE MOST NATURAL THING IN THE WORLD for a girl to look forward to is a home of her own with all its privileges and responsibilities. More than eighty percent of the women in the United States marry and make homes; seventy-five percent of them are married before they are thirty years old. This means that four out of every five of your classmates in high school will some day be brides and that three out of every four of them will reach that state before they are thirty years old.

Some of these young women frankly admit now that they look forward to marriage; others do not. Some are quite honest when they say that they never expect to marry, but many times those girls are the very ones who become the brides. How fortunate for all of them and for their homes if they have equipped themselves for their jobs of homemaking. That training in home economics is a very real help to the homemaker is an accepted fact. Many trained homemakers feel the same as the women who wrote the following:

"Surely if any girl ever had to make use of all the home economics she ever learned, and some that she didn't, it is the homemaker. But oh, what a joy it is to be able to go at some of the problems of the home with the background of knowledge gained in four years of contact with women who have been studying those very problems!

"It is wonderful to be in love and get married, but it is also wonderful to be able to keep the household machinery running more or less smoothly, and provide meals that are somewhat balanced and don't cause anyone indigestion.

"It is wonderful to have children, but it is more wonderful to see them growing up strong and healthy, knowing that they are receiving the proper nourishment and training.

"It is wonderful to have an income to spend, but it is a great satisfaction to have been taught some of the fundamentals of budget making, so that income may be spent more wisely.

"Do I know? Well, I've been married nearly five years, and we have two little wild Indian boys, ages three and a half and two years, and we have a budget, and I'm happier than ever before in all my life."

Whether it is five or twenty-five years after marriage, the trained homemaker is ever appreciative of the technique that home economics training has given her. For besides finding home a place to live in and to love, she realizes that it is also a place for skilful and satisfying work.

Here is another testimony:

"The first job before me as a homemaker was that of planning our home. My husband built it and the only plans we had were those we made ourselves. I used every bit of training I ever had in house planning, in arranging a convenient kitchen, in placing windows for the best light and ventilation, in using practical wood finishes which would be artistic, and so on. Furnishing of the home came next. All of this was great fun for me, yet without some former knowledge



and training along that line it would have been an awful ordeal such as it was for one of my friends who before her marriage had never thought of house furnishing.

"Building our home meant that finances had to be watched closely. We both used all our ingenuity and training to put our money to its best use. We economized in buying our house furnishings without losing in durability and artistic effect; we economized in buying food yet retained the necessary elements for health; and we economized, of course, in selecting our clothing. All of these things we found required as much training as did teaching school.

"About this time I had an opportunity to help the family income by taking a position in the high school cafeteria. My home economics training was responsible for that offer. Had I not been a home economics graduate, I should not have had the offer or have 'made good' when I took it. Accepting that job added another problem—that of budgeting my time so as not to neglect the home unduly, and yet not have to hire so much help as to cut down the profits of my earnings. Also, I wanted some time for recreation and getting acquainted with the community in which I lived. Again I was thankful for the training which helped me 'make my head save my heels.'

"I know intimately a young homemaker who has had no more than a high school education, if that much. She is a neat housekeeper and a fairly good cook, but she is never really happy or contented. She is always worrying about 'things.' Every time I see her she has traded or is going to trade this in for something new, or get that in place of something else. She seems to have nothing of interest to think about except material things; consequently she needs them changed often. How much better to be able to enjoy some of the deeper and finer things this world has to offer! The home economics course offered at Oregon State is broad enough to include the cultural things we all need, besides being an altogether practical course for the modern homemaker."

The trained homemaker is equipped to step in and handle an emergency in the school system as noted above or to serve her community in other ways, such as noted by this homemaker:

"My activities are confined to taking care of my home and two live boys, and attending all the club meetings and serving on committees that a faculty man's wife is supposed to do. A most prosaic life, I am afraid you will say.

"Miss G——, the director of nutrition for the Red Cross, has asked me to take a class in dietetics here this winter so I am looking forward to brushing a few cobwebs out of my brain and doing a little studying myself."

The trained homemaker, more than the professional woman, helps to make the community what it is. She is the person who takes the lead in the women's clubs and civic organizations, parent teacher circles and the like. And she finds the extra-curricular activities of her college life a great help. More often than not it is she who is asked to manage church or community dinners or help Boy Scouts and Camp Fire Girls pass their various tests.

Glance again at the various sections of this little booklet and you will realize how closely each and every one of them is related to the field of homemaking. Specialized training in any one of the divisions contributes definitely to better home living. For this reason it is a comparatively simple matter for the homemaker to "keep her hand in" in any activity that she has practiced before her marriage and then, when her home duties and family no longer require all her time, she may turn again to such work, and find that she is an even more valuable member of her profession than she was before her marriage. Here is an example:

A woman who, before her marriage about eight years ago, was head of a department of home economics, now, in addition to managing a happy household of a husband and two children, is a state supervisor of vocational home economics. In addition she has served as national chairman of the homemakers section of the





American Home Economics Association and as a sideline writes for a number of women's magazines. Another example:

"To everyone just out of college work there comes a period of complete readjustment . . . a period that is beset with fears, some of which may be imaginary, many of them real. What method is the busy homemaker to adopt in order to keep in touch with the most recent developments in the field in which she had taken her specialized training? In what ways will she become better acquainted with her husband's field of work so that their range of common interests will be broadened?"

"Fortunately, in my case, the college library was still accessible. A schedule was made which allowed for one or more afternoons to be spent each week in trying to 'keep up' with recent developments particularly in the field of nutrition. However, since a housewife's day is a very frequently interrupted one and time schedules all too frequently do not function correctly, I found it of decided advantage to have a few scientific publications in my home. This was also a beneficial arrangement for my husband, who is interested in the field of chemistry, and who, between teaching and research work, finds little time for reading at his office. So we enjoy our reading together and discuss many points of common interest.

"However, I still missed the work in 'the lab,' the stimulation which comes from doing work on a problem that is new. As the result of this desire to be active in the field of research, I accepted a position with a commercial company. My work involved conducting experimental baking tests and some chemical tests on the products which the company makes or on related products. My kitchen was turned into a laboratory with the installation of an electric mixer, a dough cabinet, a balance and the numerous beakers, graduates, and other glassware usually found in a chemical laboratory. The work has been very interesting. The contacts with people doing research on similar subjects have been stimulating. However, more than anything else, it has given me a finer appreciation of the problems which confront a commercial manufacturer."

One home economics graduate whose husband is an architect assists him in his house planning and drawing. Another finds time for a bit of dressmaking or millinery or art work among her acquaintances. Still another, from the wealth of her homemaking experience following scientific home economics training, writes regularly for various women's magazines. Such instances could be multiplied many times over, and in increasing numbers, for home economics provides a wealth of technical training which may be used in a wide variety of ways. A homemaker who has had experience in the professional world expresses this fact as follows:

"I feel that home economics is the most fundamental training any girl can receive because no matter what she plans for the future she must every day use home economics principles. If she is to be a homemaker it seems to me there can be no question. If she is to be a professional woman she still must eat, must clothe herself, must make her surroundings pleasant, and in addition, earn her living."

*"The grand essentials of happiness are something to do, something to love, and something to hope for."*  
—Chalmers.





## Home Economics Curricula

*"Within each of us lies the motive power which drives us to success or drags us down to failure."  
—Hoerle.*

**T**HE DEMAND FOR WOMEN IN BUSINESS is an ever-increasing one. The 1920 census shows 687 possible occupations; all but 33 of them have been invaded by women. A recent survey among more than a thousand home economics trained women shows a salary range from \$1200 to \$10,000 a year, with the average at \$2000.

Just as in other work, the theoretically trained person must expect to round out her training by actual experience and hard work before she commands one of the higher salaries. Her training in all cases should enable her to achieve success sooner and to have a more understanding appreciation of the scope and possibilities of her work than the person does whose sole training is experience. As one woman says, the rich may be poor and the poor may always be poor, but both should be trained in some occupation—know how to do one thing and do it well.

Two kinds of training in home economics are offered at Oregon State College. One is professional and the other is general. The professional curriculum includes technical courses together with basic arts and sciences, languages, history, economics, and sociology, and is designed for those women who wish training not only for homemaking but also for entering an earning profession. The general curriculum is planned for women who wish training in the principles of homemaking together with general scientific culture.

The first year of home economics study at Oregon State is the same for all girls, whether they plan to take the general or the professional course. Work the first year includes such fundamental courses as English, art, history, chemistry, zoology and modern language. A course called "Introduction to Home Economics" enables the freshman to determine, if she has not done so beforehand, her special inclinations. Having decided upon some specialization, her remaining three years of work are even more purposeful and unified.

Facilities for the study of home economics at Oregon State College are among the finest in the country. A special building provides lecture rooms and laboratories with modern equipment, and offices and conference rooms for the staff of thirty teachers.

The teaching staff is composed of women who have had training and experience in their special fields of work. All have carried graduate work or its equivalent and have had unusual teaching success.

The Oregon State School of Home Economics is recognized as one of the leaders in its field of study. Many of its graduates have achieved positions of high rank; all have led better lives for the training received. Through these graduates and through members of the teaching staff and other college authorities, contacts of vital and far-reaching importance and value are maintained with the industrial world of affairs.

*"Read all the books upon the shelf  
But do your thinking for yourself."*



# Oregon State System of Higher Education

## CURRICULA 1935-36

**Liberal Arts and Sciences**  
**LOWER DIVISION** (Unspecialized college curricula leading to Junior Certificate)

On a parallel basis at—

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On a limited basis at—

**The Southern Oregon Normal School and The Eastern Oregon Normal School**

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**The University of Oregon**

Science (Biological and Physical) at  
**Oregon State College**

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Business Administration  
Education (see Preparation for Teaching)

Journalism                  Music  
Law                          Physical Education

### **Oregon State College**

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Education (see Preparation for Teaching)

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Forestry                  Pharmacy  
Home Economics      Secretarial Science

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#### **At Oregon State College**

Preparation for teaching all major subjects offered at that institution, with minors in all fundamental subjects taught in the high schools. Special training for vocational and educational guidance.

### **Elementary Teacher Training**

Professional curriculum (seven terms) leading to the State Normal School Diploma entitling graduates to teach in the elementary schools:

#### **Oregon Normal School**

**Eastern Oregon Normal School**

**Southern Oregon Normal School**

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For further information write to the Registrar of the institution which offers the curriculum you are interested in undertaking.



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WHAT CAN A WOMAN DO?

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