

At AHEA convention with Jane

by Jane Montgomery

Technical Journalism Senior

WITH SIX very lucky Iowa State co-eds, I joined 4,000 home economists in Minneapolis on June 28, to attend the 46th annual American Home Economics Association Convention. During those four busy, exciting convention days, we attended meetings, viewed exhibits and special entertainment.

What is AHEA Convention? I confess I didn't know very much about the convention until Home Economics Council members began discussing it last spring. Now those of us who attended know what it's all about and urge even more home ec club members to attend the meeting next summer.

Sprinkled with fun and little sleep, the convention was a series of professional highlights that built a deep inner feeling that ours is one of the greatest of professions. The meeting was conducted to (1) provide information in home economics trends, (2) to transact the business of the Association and (3) to provide for exhibits of special interest to home economists.

One event that made us especially proud to be students at Iowa State was the keynote address given by Dean Helen R. LeBaron. Dean LeBaron said in a fitting opening to the first General Session, "It is

becoming increasingly evident that colleges must provide every student with a broad flexible background with emphasis on underlying principles rather than precise application." A college education "should be an education the student can use as a spring-board for many kinds of jobs, and for a wide variety of community contributions."

Stresses quality work

Dean LeBaron went on to say, in her speech entitled "Home Economics: Its Potential for Greater Service," that the potential of home economics has multiplied many times according to fields. She warned of the dangers in forgetting to work together. There is the need for each to recognize fully her individual responsibility and the need for high quality work in the profession, she stressed.

The second high point came Wednesday night of convention,

following several speeches and the naming of international scholarship winners for home economics study in the United States. Dr. Pearl P. Swanson, Department of Foods and Nutrition, was named winner of the 1955 Borden Award for Fundamental Research in the Field of Nutrition and Experimental Foods. Dr. Swanson, who is assistant director of the Iowa State Experiment Station in charge of home economics research, was selected for the \$1000 award for her "direct contributions to research in human nutrition."

Dr. Swanson graciously accepted the award, attributing her success to those people sharing her work. She accepted it "for the 60 to 70 graduate students in the nutrition department at Iowa State College," saying, "This is their award." At the end of the meeting we hurried to the stage of the large University of Minnesota Auditorium to add

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Home again — Jane sorts through the stacks of booklets and manufacturers' samples that she received at AHEA Convention in Minneapolis this summer.

AHEA CONVENTION (continued)

our congratulations to the many Dr. Swanson was receiving.

One day of convention was set aside for college club meetings. Following the business meeting we divided up into buzz groups and discussed club programs. I realized how fortunate we at Iowa State are to have several home economics clubs with several hundred members, rather than one club with only a handful of members. During the afternoon Parade of Personalities, prominent home economists told us about their work in their respective fields.

Current affairs and economics were subjects of several talks. Some of us saw a fashion show of original French sweaters, while others attended foods and household equipment meetings.

We spent hours viewing the 214 exhibits which covered the main and lower floors of the Minneapolis auditorium. Carrying large paper shopping bags, given to us

by various exhibitors, we collected samples of manufacturers' products, recipes, gifts and advertising pamphlets. One manufacturer gave a plastic travel bag filled with soap, shampoo and toothpaste.

An appliance company presented convention goers with a 500-page cook book and another gave us recoiling tape measures. We tasted everything from sugarless lemonade to cranberry sundaes. I'm still receiving material by mail and still learning from convention exhibits.

We enjoyed special convention entertainment, too. On Monday evening several hundred college club girls boarded the *Tonka Belle* for a two-hour cruise on Lake Minnetonka. Box suppers were served on the boat. We met dignitaries,

including Association Vice-President Mrs. Edna Kraft James, of Des Moines, at the All-States reception.

At a tea given by Westinghouse, we ate Swedish pastry and attended a smorgasbord presented by Pillsbury. One night conventioners attended a special preview performance of the St. Paul Pop Concert and Ice Revue. On our own, we found time to go shopping, to eat at famous and fancy restaurants and to see Cinerama.

These are the memories that traveled home with me from the 1955 American Home Economics Association Convention. It was fun, educational and inspirational. Want to go to convention? The next one's in Washington D.C., June 26-30, 1956!

Here's your fall quarter Home Economics calendar. Keep it handy, fill in time and place for each of your club's meetings. All clubs are in action since the fast fall quarter start at the Kick-Off Jamboree, Sept. 27.

Club starter for wide-awake freshmen

by Marilyn Martin

Technical Journalism Sophomore

"AN OPPORTUNITY" best describes your Freshman Home Economics Club. The club provides an opportunity for you to meet more of your colleagues, to get into the swing of college fun by applying for committees and office-holding positions, and to have a good time while learning with others about your future in home economics.

A "getting acquainted" meeting in Roberts Hall Recreation Room will move Freshman Home Ec Club into action on October 4. By October 18 you'll feel right at home when the group meets to discuss "All About Hair Styles." Scheduled for November 1 is a fall fashion show entitled "A Week-end

At ISC," which will be written and produced by club members.

You'll have a chance to ask a doctor-speaker any special questions at the November 15 meeting. Speakers will lead discussions on "Our Role in Politics" and "The Whys of Our Core Curriculum" at the last two meetings of the quarter, November 29, and December 6.

Election of dormitory representatives to Freshman Home Ec Council will take place about the middle of October. The girls who serve on this council are in charge of publicity, public relations and program planning. After you've submitted your written appli-

cation, ahead of the October 13 deadline, you'll be interviewed by club officers. Dormitory elections will follow.

Come spring you'll join a team, headed by a council representative, and sell Veishea Coupon books. Last year enough money was earned to award a \$150 scholarship to a deserving freshman to help her continue her studies. Perhaps you'll be one of the club members working to design and assemble the club's Veishea display.

These are only a few of the things you'll be taking part in as an active member of Freshman Home Economics Club.