

The Challenge to Home Economists . . .

Professional

Home Economics majors are pulled in many directions. Some of us go into business, others into education. We work in research labs, advertising agencies and department stores. How can we tell whether we measure up to the standards of our profession?

Regardless of individual circumstances, the clearest direction for home economists is to develop effective living through twelve competences, suggests the American Home Economics Association. By the extent to which we achieve these goals, we can measure the success of our work.

1. Search for meaningful values for personal, family and community life; work for these values.
2. Create a home and community in which all members of the family can develop healthfully.
3. Establish meaningful personal relationships in your family and community.
4. Guide the physical, mental and social growth of children.
5. Use personal, family and community resources wisely.
6. Work toward long-range goals for financial security.
7. Promote the values of the family in planning food, clothing and housing purchases.
8. Make purchases according to an overall plan with wise use of economic resources.
9. Do household tasks to further individual and family goals.
10. Use leisure time to enrich life through the arts and humanities.
11. Take an intelligent part in legislative and social action, for they directly affect the welfare of individuals and families.
12. Develop an understanding of other cultures and ways of life, and co-operate to raise their levels of living.

Creative

Home Economics students and faculty were recently challenged by Robert McCloskey of Hallmark Cards, who said at an HEIB seminar that we home economists "lack awareness of our basic originality."

Is this statement true? Have we, as students, failed to develop creativity in our concern for "getting a good grade?" Perhaps we have been developing the lack of ability to think and create for ourselves since grade school. Remember the days when teacher would say, "Do this page of problems for tomorrow; that's all." Many of us are still limiting our education to following the dictates of the instructor to get a good grade.

Some faculty members are carrying on the tradition of their predecessors and relying entirely on specific assignments for the students to pass the course. Emphasis is placed on reproducing on paper "what the teacher wants," usually what has already been said in lecture.

But delve back into the corners of your mind. There are classes where you've had opportunities to express yourself. Have you taken advantage of them? How about meal management, home management house, history of textiles, basic design and interiors, kitchen planning in household equipment, or writing children's stories, themes or publicity releases for journalism?

Do we take advantage of these opportunities to express ourselves, or do we take the safe, easy way out, using well-worn ideas to assure teacher approval.

Creative thought can first be developed by thinking, questioning and investigating facts and ideas from your textbooks and class notes. These suggestions may help you further develop creativity.

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1. Express feelings, ideas and opinions in class discussions.
2. Meet and communicate with the great variety of individuals on this campus, both faculty and student.
3. Profit from the instructors who think and cause you to think.
4. Show appreciation for instructors who allow leeway in assignments, such as giving general areas and allowing you to choose specifics. It is discouraging to teachers who try to stimulate creativity for students to insist on knowing every detail of what the teacher "expects" in the assignment.
5. Accept sincere encouragement and criticism and offer both to other students and instructors.
6. Express your feelings and artistic sense in all classes — clothing, foods, work with children, household appliances or arrangement and design.

As a Home Economics graduate of Iowa State, you'll have a vast store of abilities, technical knowledge and an "analytical mind." To put these skills to use most effectively and to contribute something unique to society, you must also be able to think for yourself.

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Jeanne Paris, director of Home Economics at Swift and Co., said at one of the business seminars that most women dress very well for interviews, but it's sometimes a shock to see the same girls two weeks later. Remember that after the interview you're still meeting people and making impressions.

Questions about interviewing may be answered by Mrs. Buchanan at the Home Economics Placement Office, Room 120, MacKay Hall. Approximately 30 company representatives hold job interviews between the first of November and the middle of April. Most interviews take place between the end of January and the middle of April.

Records galore

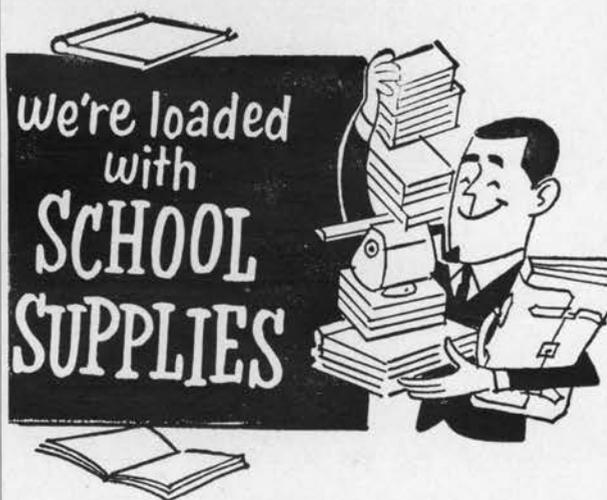
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