3. Under what conditions is it better to darn a worn place than to patch it?
4. List the requirements of a good darn.
5. Set up standards for the thread to be used in darning.
   (a) Knitted materials.
   (b) Woven materials.
6. A good method of making a darn in a garment is:
   (1) Trim away the uneven, worn edges about the hole with scissors, being careful not to trim away more material than is necessary.
   (2) Put in lengthwise rows of running stitches, beginning far enough away from the hole so that the worn places are reinforced.
   (3) When the hole is reached, carry the thread across it and continue with running stitches.
   (4) Continue with running stitches until enough rows are put in to cover the hole and worn places.
   (5) Turn the cloth and put in crosswise rows of stitches, weaving under and over the lengthwise threads, as in plain weaving.
   (6) After filling in hole, continue putting in running stitches until all worn places are covered.
7. Practice darning until you feel that you are ready to apply it to the garment.

Frances Houck.

Home Economics Clubs will be interested to know that the Women's Bureau of the United States Department of Labor has made a one-reel film which shows the "ins and outs, the whys and wherefores, and the who's who of the bureau." This film can be borrowed.

"Come into the Kitchen" shows kitchen plans, both new and remodeled, with lecture, and is available as a loan from the Office of Co-operative Extension Work, U. S. Department of Agriculture. This is issued in lantern slides or film strip.

HOME ECONOMICS IN BUSINESS

Fortunately home economics is a living, growing subject. Its ramifications touch the home in hundreds of ways. Cooking, sewing, home management, direction of group living, supervision of diets in disease, personal hygiene, social relations, euthenics and many other things are subdivisions of the general theme. One of the more recent developments is home economics in business.

Why has this opportunity come to home economics women? In what way can they justify themselves in this field, which, at first glance, seems so far removed from the original concept of our profession. A little study of the situation will provoke the question as to why home economics waited so long before invading the business world. It is business which controls advertising and it is advertising which today wields the greatest influence of any one phase of modern life. Is it not the mission of the home economics worker to aid in directing this mighty force toward the betterment of the home, through the dissemination of accurate information which will be of real value to the homemaker and buyer?

Ten years ago the idea of home economics women going into commercial work shocked those holding academic positions. The latter doubted whether or not standards of ethics could be retained in the midst of keen business competition. It speaks well for both business and home economics that they have stood the test of time. Home economics women have become better business women and business men have acquired a vision of the relation between an educational department and the consumer—buyer.

What is the status of the home-economics-in-business woman today?

If she is doing an honest piece of work for an ethical firm she holds the respect of her colleagues in both the academic and business fields.
If she is doing a practical piece of work she holds the respect of her own firm and of affiliated concerns (such as advertising agencies, lithographing and printing companies). After a period of time she is in a position to make suggestions as to copy appeal, lay-out of pamphlets, and display material, as well as to write booklets and to judge advertisements from her specialized point of view.

The time has passed when a woman should be criticized adversely for leaving teaching in favor of business, or for going into business rather than into teaching as soon as she has obtained her home economics degree.

What types of positions are open to a home economics woman?

There are several types of commercial positions open to home economics workers. Probably the one which requires the most highly specialized training is in the research field. Industry has two ways of handling its research work. One is to create a foundation, fellowship or grant in a university through which work is done on problems which need to be solved. This has the advantage of being conducted by people with an absolutely impartial point of view. It has a disadvantage in that these people usually do not have a well developed publicity sense and are not so quick to grasp the advertising significance of certain accurate findings.

The other method is to equip a laboratory and to engage efficient, well proved, research workers to manage it. This has an advantage in that the workers are in the atmosphere of production, advertising and selling and can often suggest policies which will be of practical value to the firm. It has a disadvantage in that outsiders do not always credit the findings as entirely unbiased.

The openings in this type of home economics are necessarily limited. The salary depends upon previous experience in research; whether or not this experience has been commercial or academic, and upon the ability of the worker to acquire a business point of view without in any way sacrificing an honest, unprejudiced attack of the problems to be solved.

Some of the home economics women belonging to the Business Section of the American Home Economics Association are:

Sarah Best, Restaurant Research, 515 Madison Ave., Toledo, Ohio.
Harriet Brigham, Frigidaire Corporation, Dayton, Ohio.
Meta H. Given, Evaporated Milk Ass'n., 231 S. La Salle St., Chicago, Ill.
Margaret H. Kingsley, National Ass'n., Ice Industries, 51 Chambers St., New York City.
Dorothy E. Shank, American Stove Co., 4301 Perkins Ave., Cleveland, Ohio.
Hannah L. Wessling, North Western Yeast Co., 1750 Ashland Ave., Chicago, Ill.

The field of journalism has proved enticing to many home economics women. Dozens of magazines and hundreds of newspapers support full time home editors. As a rule these positions demand women with experience, who know the interests of their readers; who have uncanny judgment in selecting syndicate material and special articles; who can make their personality felt through the printed columns.

Several cases might be cited where girls have gone into this field immediately after graduating from college, sometimes beginning as assistants; but usually experience is a deciding factor. The salaries have a wide range depending upon the circulation of the publication, the space allowed for articles of interest to the home, whether or not the woman editor gives outside lectures in addition to conducting the column, and, of course, on the previous training and experience of the editor.

It is impossible to give here the entire list of home economics women in the field of journalism. It may be taken for granted that one or more is on each national household magazine and here are printed only the ones who are in or near your section of the country and who are members of the National Business Section.
Ella Agnew, Southern Planter, 223 Governor St., Richmond, Va.
Keturah Baldwin, Journal of Home Economics, 101 East 20th St., Baltimore, Md.
Lois Dowdle, Southern Ruralist, 713 W. Glenn St., Atlanta, Ga.
Mrs. Geneva White Flanery, Southern Agriculturist, 15th and Broad Sts., Nashville, Tenn.
Mrs. Edith P. Hutt, Progressive Farmer, Birmingham, Ala.

A third division of commercial work is institutional in its sphere. There will probably always be discussion as to whether women with this major interest should be (in their professional affiliations) members of the Business or the Institutional section. They are all carrying on a business, usually for profit, but this business may be in connection with an educational organization or with a commercial firm, or an independent tea room or restaurant venture. The salaries cover such a wide range that it is impossible to quote figures in this discussion. As in the foregoing positions which have been mentioned experience counts for so much and the salary is influenced by the number of people fed, the amount of responsibility falling on the manager and number of demands from the outside.

Some of the home economics leaders in this field who are members of the Business section are:

Ruth Cleves, Manager Cleves Cafeteria, 1819 G St., N. W., Washington, D. C.
Esther Erdman, The Dinner Bell, 11526 Clifton Blvd., Cleveland, O.
Mollie Feil, The Pantry, 2426 Telegraph Ave., Berkeley, Cal.
Anna E. Hunn, Blue Bowl Cafeteria, 68 W. 39th St., New York City.
Laura M. Klee, Halle Brothers Co., Cleveland, Ohio.
Mary A. Lindsley, Managing Director, Grace Dodge Hotel, Washington, D. C.
Marie Mount, Iron Gate Inn, 1734 N. St., N. W., Washington, D. C.
Jeannette L. Ware, Ware School of Tea Room Management, 52 W. 39th St., New York City.

The fourth, and the largest and most varied division of the home economics in business field is that one which deals with sales promotion or educational advertising. There are several reasons why manufacturers feel the need of departments of this type. Consumer-buyers have gradually become conscious of the factors governing improved nutrition, better home equipment, more artistic house decoration, and sanitation. They no longer accept the statements of manufacturers without a challenge. To answer the questions of thinking homemakers and to suggest appeals which they will accept; to suppress overenthusiastic statements in advertising copy; to point out places where research is needed; to make contacts with schools—these are some of the many things which an educational director can do.

Again, experience is important because, without it, how can a woman know what her sister consumers are desiring and asking. How can she give service to teachers without knowing what teachers want and what they will be allowed to use. Here again, salaries depend upon training, previous positions, ability to work with the advertising and sales departments of the firm with which connection is made, and the importance of the firm itself, whether it is national or local, conservative or open minded to this new phase of business.

Some of the things which may come under the direction of the home economics department are answering letters; testing products; writing pamphlets; lecturing; demonstrating; conducting schools of equipment, clothing, beauty or cooking; co-ordinating work of other departments; co-operating with other firms; attending meetings, both sales and professional; and (hardest of all!) keeping up with the literature which will help to anticipate trends in thought.

Some of the outstanding people carrying this general line of work are:

Eleanor Ahern, Procter & Gamble Co., Ivorydale, Ohio.
Ruth Atwater, National Canners Ass'n., 1739 H St., N. W., Washington, D. C.
Susan Bates, Cotton Textile Institute, 320 Broadway, New York City.
Erna Bertram, Armour & Co., Union Stock Yards, Chicago, Ill.
Mrs. Ida H. Cornforth, Kellogg Company, Battle Creek, Michigan.
Mrs. Leone Rutledge Carroll, Jewel Tea Co., Chicago, Ill.
Marye Dahmke, Kraft-Phenix Cheese Co., 400 Rush St., Chicago, Ill.
Karen Fladoes, Utility Hall, Pittsburgh, Pa.
Elizabeth Guilford, Metropolitan Life Insurance Co., New York City.
Eleanor Howe, McCormick & Co., 414 Light St., Baltimore, Md.
Beatrice Hunter, National Retail Dry Goods Assn., 225 W. 34th St., New York City.
Mrs. Louise Huston,, American Bemberg Corp., New York City.
Ina S. Lindman, General Foods Corp., 250 Park Ave., New York City.
Joan M. Rock, Royal Baking Powder Co., 100 E. 42nd St., New York City.
Margaret Sawyer, General Foods Corp., 250 Park Ave., New York City.
Elsie Stark, Davis Baking Powder Co., 38 Jackson St., Hoboken, N. J.
Marion Stephenson, Cheney Brothers, 181 Madison Ave., New York City.
Ada Bessie Swann, Public Service of New Jersey, 80 Park Place, Newark, N. J.
Ruth Watson, Royal Baking Powder Co., 100 E. 42nd St., New York City.

In addition to the four types of work which have been discussed there are two others—free lance workers and budget advisers. The former act as consultants for advertising agencies or manufacturing concerns; contribute to magazines and newspapers, outline sales promotion plans, prepare booklets, test recipes and equipment. The latter may be free lance workers or in the employ of banks. A woman must be well established in her profession before becoming a consultant. Usually a large city is chosen for this field of activity.

Some consultants are:
Edith M. Barber, Home Economics Consultant, 55 West 12th St., New York City.
Mrs. Ruth Haynes Carpenter, Consultant on Sales and Service, Baker Bldg., Minneapolis, Minn.
Agnes S. Donham, Specialist in Income Management, 46 Lovering St., Boston, Mass.
Katherine Goepfinger, Home Economist Consultant, Boone, Iowa.
Dorothy W. Kirk, Home Economics Consultant, 225 E. 34th St., New York City.
Isabel Ely Lord, Home Economics Consultant, 176 Emerson Place, Brooklyn, N. Y.
Sarah MacLeod, Dir. Home Economics Bureau, Society for Savings, Cleveland, Ohio.
Anne Lewis Pierce, Special Writer, 61 W. 9th St., New York City.
Mrs. Barbara Reid Robson, Hostess Cake Kitchen, Bryant & Alameda Sts., San Francisco, Calif.
Mabel J. Stegner, Consultant, 57 W. 52 St., New York City.
Mrs. Agnes White Lizard, H. E. Consultant, 1106 Fine Arts Bldg., Los Angeles, Calif.

What Are Colleges Doing?
A survey of the business field of home economics shows the majority of women holding executive positions to be over thirty years old. There are two reasons for this—one is that in most cases experience has been required and the other is that because this field is fairly new, manufacturers have moved with caution and have tried to engage women who have already made a name for themselves in home economics. As the departments grow, younger girls are being given positions at salaries from twenty-five to thirty-five dollars a week. If the positions entail traveling these expenses are, of course, allowed. There is no standard for increase in salaries. If the type of position does not warrant higher pay it at least gives a girl the experience so necessary for an executive job later on.

What are colleges doing to train home economics in business women?
Many colleges are giving thought to this subject of business and its relation to home economics. Some include it in their courses in vocational guidance. Some invite commercial firms to send representatives to give talks or demonstrations. Some have exhibits of educational advertising publications which are discussed as to their accuracy and value as teaching aids. But the phase of the profession is still a side issue in most home economics departments. Since more students are entering it every year it would seem as if the progressive college should acknowledge its place in the curriculum. It is impossible to train for all types of commercial work but for the girl who
signifies interest in this line, the courses of study could include typing, business correspondence, demonstration (in her major subject), journalism, English (grammar), as well as the technical subjects so necessary for a sound foundation on which to build any career. 

MARY ISABEL BARBER.

### HOME ECONOMICS TRAINS FOR MANY VOCATIONS

A Chart Prepared by Pearl Powers Moody

#### I. TEACHING

#### II. BUSINESS

- interior decorator
- sales promotion and advertising
- home demonstration

- consultants
- budget advisers
- stylists
- home demonstration

- social service
- journalism
- pre-nursing

- health work
- research
- commercial demonstration

#### III. DIETITIANS AND INSTITUTIONAL MANAGERS

- colleges
- schools
- restaurants

- hospitals
- tea rooms
- commercial lunch rooms and cafeterias

- school lunch rooms and cafeterias
- cafeterias

- other institutions

#### IV. HOMEMAKING