

MISSOURI ALUMNUS

may-june 1971

HOME EC SECTION

Students Speak For University

Twenty-seven students of the School of Home Economics combined some "speaking up" for the University with their recent spring holidays.

While at home, they talked with students in their local high schools about their experiences on campus here and possible careers open in the various areas of home economics--general home economics education, child and family development, family economics and management, food and nutrition, housing and interior design, textiles and clothing, home economics extension, public (in cooperation with the College of Education) school teaching or home economics journalism (in cooperation with the School of Journalism.)

The program began in 1963. Students sign up for the schools they wish to visit.

Master's Program Records Growth

Some 14 persons are listed on the alumni rolls as graduates of the master's program in home economics communication. During the spring semester, two more students neared completion of their degrees while a new transfer from Taiwan and two part-time students began their studies in the program.

Of the 14 graduates recorded as of January, 1971, nine live in Missouri with four of these graduates from the Columbia area. The rest of the graduates reside throughout the country, with one graduate now living in London. Two former special students in communications

now work in Africa.

According to Mrs. Orrine Gregory, associate professor of home economics, six of the 14 have married since their graduation and "there are 10 graduate children here or on the way."

Propose Home Ec Advisors

Three directors were named and establishment of an Advisory Council discussed during the sixth annual meeting of the home economics alumni association last March.

Some 75 alumni and friends attended the meeting on the Columbia campus which was held in conjunction with the home economics awards program. A meeting of the board of directors was followed by an alumni meeting and coffee in Gwynn Lounge.

New board members elected are Mrs. Nancy Fowler Flood, BS HE '68, MS '70, and Mrs. Grace Richmond Hoover, BS HE '47, AM '48. Margaret Alexander, BS Ed '30, AM '35, has been selected to serve on the board for another three years.

Members of the board have been delegated by the alumni to recommend that an Advisory Council be established in the School. It has been suggested that the purposes, goals and membership of such a Council be established by the administration of the School.

Other business transacted during the meeting included discussion of alumni gifts and membership. According to

Dr. Margaret Mangel, director of the School, over the last two years some \$5400 in cash gifts has been donated by alumni and friends, including \$500 in scholarships and \$250 for Gwynn Lounge improvements. In addition, over \$2000 in gifts was received for student and research use.

The scholarship fund-raising project will continue to be publicized in alumni mailings and possibly through alumni leaders in professional and state home economics organizations. Profits from the project, which is the selling of round charms bearing the symbol of home economics, have been designated for a scholarship fund to go to a child of an alumnus.

Alumni also were told by home economics alumni association president Mrs. Neva Schroder, BS Ed '38, of the need for a membership drive, since only 7.2 percent of the School's graduates are members of the Alumni Association. An effort is being made to concentrate on June and more recent graduates, in addition to promoting life memberships in the association.

Dr. Adeline Hoffman, BS Ed '30, was appointed chairman of this membership committee. Other committee chairmen named at the meeting are: Mrs. Ocal Condra, BS Ed '48, nomination committee for 1972 Alumni Awards; Mrs. Jean Epple, BS HE '49, nomination committee for alumni officers; Mrs. Betty Brock, BS HE '39, business and legislation committee and Mrs. Lenore Mueller, BS HE '46, BS '51, representative for the St. Louis alumni association.

Alumni have been requested to indicate their preference for dates of the 1972 alumni

meeting. Suggestions may be mailed to the School, 114 Gwynn Hall, Columbia, Missouri 65201.

Students Tour 'Fashion World' In St. Louis, K.C.

For some 40 University students in the School of Home Economics "Fashion World" class, the reality of the fashion industry is as near as Kansas City or St. Louis. These garment industry representatives were the destinations for a series of field trips taken by the senior fashion merchandising majors.

Assistant professor of clothing and textiles Mrs. William Griffin, says the trips afford the girls an opportunity for better understanding of garment production and retailing.

For example, on the first of these excursions, Mr. and Mrs. John Weinberger opened the doors of their St. Louis firm to the students. Here the class observed production methods of better quality women's apparel. Mrs. Weinberger explained the processes take place more than six months in advance of retail sales.

Originally in the blouse business, Mrs. Weinberger draws on a library of her old designs and advertisements for new designs. Old patterns sometimes undergo rejuvenation and innovation before designs are complete.

Fabric selection and construction of sample garments follow. After style adjustments are made and patterns are graded by an expert pattern cutter, actual production begins.

Most garments in the shop,

waiting on racks for detail work, are polyester double knits. Overwhelming popularity of knits for use in men's and women's clothes and by home sewers, has caused delays in fabric production and delivery.

Sometimes fabrics contain knitting imperfections when they arrive. Extra time may be needed to straighten and stretch the material into shape. In a large shop, says Mrs. Weinberger, the material is run through a measuring and inspecting machine.

After the fabric is cut into smaller portions it undergoes "needling". This process matches diagonals and plaids by stacking up lengths of fabric on long needles.

Other quality control features, Mrs. Weinberger pointed out, often go unnoticed by buyers of better clothes. Among these are one-inch side seams and three-inch hems. These fabric allowances facilitate alterations and better fit.

Another structural benefit comes from the powdered dart process. Darts are marked on individual garment pieces by a special fluorescent disappearing powder which is dusted through perforations in cardboard patterns. Special lighting enables seamstresses to see the markings. By contrast, darts in lesser quality garments are often marked by holes drilled in the material. Darts marked in this manner cannot be let out.

Each week the twelve Weinberger seamstresses turn out about 200 two or three-piece garments. When these reach the retail market they will be sold for approximately twice the cost of production. Their market extends from Florida to the West Coast and includes Columbia.

In contrast to the smaller Weinberger shop, the tour included a stop at the mass producing Country Set, a manufacturer of junior sportswear. Four members viewed large-scale operations spanning three floors of the building housing the firm.

While designers in New York create the styles and pattern samples, actual production takes place in cities such as St. Louis and DuQuoin, Ill. The St. Louis plant employs about 600.

New lines are displayed and modeled in St. Louis, where buyers must make their decisions. Garments are then retailed all over the United States and Europe.

Mrs. Eva Dennis, assistant to the company's advertising director, previewed the spring and summer lines for students. For "country set" buyers midis are out while hotpants, ankle lengths, handkerchief sleeves and halter tops are in.

Knowing the ins and outs of current fashion is important to the well dressed person. But those who know the ins and outs of the fashion world will better understand why fashion trends change, where they change and how they are changed.

Home Ec Education Gets Equipment

Home economics education, within the department of practical arts and vocational-technical education in the College of Education, is closely allied with all areas of vocational education. Staff members in home economics education participate in vocational education course offerings reaching both graduates and undergraduates in home economics and other vocational education areas.

Although the total number of majors in home economics education continues to be fairly stable, with a slight increase each year, there has been a significant increase in the number of upperclassmen and graduate students.

The instructional program has also been improved by numerous references and resources added to the instructional materials library. In addition, major purchases of instructional equipment have been made and the equipment is available to both staff and students. The video tape recorder system is being utilized to help the prospective teacher, through microteaching experiences, develop competencies in selected teaching behaviors such as skill in questioning, introducing lessons and reinforcing student comments. Research projects are now being developed for the purpose of assessing the effectiveness of the microteaching experiences and to aid future program development.

Courses Adapt

With a greater variety of interests in the textiles and clothing areas of the School of Home Economics, course work is being geared to provide in-depth studies and broader knowledge in such courses as fashion merchandising, history of textiles, the consumer in society and costume history.

"These courses have been changed as the needs of the people have changed," says Miss Caroline Wingo, associate professor of home economics and a noted authority on costume history.

In her classes in the textiles and clothing section of the School, Miss Wingo stresses that fashion is both a means for a woman to express her individuality and a measuring stick for the mood of society.

"We are now concerned with the social, psychological and economic meanings of fashion. Changes in fashion can be seen as symbols of social change."

For instance, in the 19th century, women embroidered, crocheted, tatted and painted china. But today's women are not able to devote this time to tedious work. She explains the creative outlets for women now include making or selecting her own clothes and decorating her home.

Miss Wingo tells students the "mini is a symbol of questioning the current social values," and the longer hem length is part of the fashion cycle. She says:

"Women are tired of being avant garde; they want to be more feminine."

Alumni Receive School Report

School of Home Economics growth in both numbers and quality is emphasized in an eight-page report, "Salute to the Seventies," from Dr. Margaret Mangel, director of the School.

According to Mrs. Orrine Gregory, associate professor of home economics and associate agricultural editor, the brochure was given to alumni who attended the annual March awards luncheon in an attempt to

"show what the School is doing." In addition to describing the current status and needs of the School, the brochure also describes home economics research and extension activities.

Some 800 undergraduates are majoring in home economics, as compared to 357 in 1960, the brochure states. Over 100 graduate students are now enrolled in the only graduate degree home economics program in Missouri.

The full-time teaching faculty, reports Dr. Mangel, has increased from 18 in 1960 to 30. Due to the shortage of funds, however, the faculty is actually lower in number than it was two years ago. The highly competent staff, however, has an international reputation with some 20 holding PhD degrees, as compared to four in 1960.

Dr. Mangel explains in the report that the faculty increase "has not been adequate to meet enrollment needs, to bring about innovative changes, nor to participate at critical stages with graduate students who will be future professional leaders for the state." It is estimated that at least four new full-time staff members are needed for the present enrollment.

With the increase in enrollment, the brochure points out that additional space is needed for offices, seminar rooms, class and work rooms. Utilization of Gentry Hall, until long range plans can be realized, may provide some temporary space.

In summary, the brochure emphasizes normal growth needs of the School and stresses continued improvement in teaching, research and extension activities. Dr. Mangel reports that pending accreditation by the North Central Home Economics, Education, Dietetics and Interior Design Associations will point up the achievements of the School, as well as lower salaries and heavier work loads among our faculty. In the report, suggestions and support from the alumni were encouraged. Information on how alumni can help may be obtained by writing the home economics alumni association officers or a member of the board of directors.