

A Changing World Is Your Challenge

Home Economists Are Told

"Meeting the changes of today through education and service, broadly based on unselfish ideals and on knowledge gained through research—this, in brief, is the task of home economics."

So said Dr. Olga P. Brucher, president of the American Home Economics Association, at the dedication of the University of Arizona's new Home Economics building Feb. 6, 1960. During a two-day dedication a constant parade of visitors streamed through the new building, admiring its facilities. Special luncheons and dinners were held for various groups of professional and lay home economists.

Key words for the home economist of this modern day, said Dr. Brucher, are "change," "education," and "service." Pointing to a worldwide revolution—technological, social, educational and economic—the national home economics leader named five items of change confronting the world:

New Nations Arising

(1) For decades, the Western, or so-called Christian nations have dominated the globe politically. Since World War II, however, the continuing revolt against Western colonialism has created 24 new nations—comprising nearly a quarter of the world's population, and more are being created.

(2) Peoples around the world are striving to improve their standards of living. You must remember that two-thirds of the world's people exist on a per capita income so low it is difficult for us to comprehend how they survive.

(3) Throughout the world today there is a great hunger for education, a revolt against ignorance and illiteracy. Governments are unable to build schools fast enough or educate enough teachers to supply the demand.

Dangerous New Doctrines

(4) The independence of many nations is threatened by new forms of political and economic organizations aimed at the destruction of all traditional and dearly-won freedom.

(5) There is a great change in established value systems. Far less potent than formerly in creating and maintaining value systems is the influence of the tribe,

the family, the local community, and even the church. Old standards are being discarded and, in many instances, new standards have not yet developed. This change constitutes one of the great social revolutions of our day.

"Other changes that immediately affect homes and families include the population explosion in our own country and around the world . . . new concepts of the education of women and of the role of women in society . . . technological advances that may, or may not, make life simpler for the homemaker . . . problems imposed by our rapidly expanding older group . . . and the complex changes imposed by a people constantly on the move.

Changes In Living Customs

"The social changes affecting family living patterns include the multiple wage-earning family, in which the wife, and perhaps some of the children, are working outside the home. The mobile family—or the family on wheels—which lives in a trailer and moves about the country as the father's job takes him from place to place.

"In addition, there are problems arising from the needs of various age levels within the family, and the needs of family members who have different occupations.

"Human problems are, of course, as many and varied as human beings themselves. I cite these few merely to indicate a major objective for home economics: a rededication of our profession to a search for fundamentals . . . with the wisdom not to over-emphasize a present which we know will soon be an obsolete past," said Dr. Brucher.



APRIL

- 5-7—Extension Service Directors' Spring Meeting
- 6-10—Yuma County Fair
- 22-23—FHA State Convention, U of A Campus
- 29-30—Pinal County Fair

Federated Ag Clubs Pick 1960-61 Officers

The Agricultural Council of the University of Arizona has recently elected its officers for 1960-61.

They are Jon E. Peek, Claremont, Calif., president; Stuart L. Anderson, Peoria, Ariz., vice-president; John J. Murphy, Tucson, secretary; Dan W. Clarke, Tucson, treasurer; and Ronald O. Wolhart, Tucson, public relations chairman. Faculty adviser to the council is Dr. Robert H. Maier of the UA agricultural chemistry and soils department.

The Agricultural Council consists of representatives from the various clubs and organizations in the College of Agriculture and School of Home Economics. Included are the Range Management Club; Alpha Omicron, home economics sorority; Crops and Soils Club; the 4-H Club; Block and Bridle Club; the Home Economics Club; the Entomology Club; the Aggie House; Alpha Gamma Rho, agriculture fraternity; Alpha Zeta, honorary agriculture fraternity; and Alpha Tau Alpha, agricultural education fraternity.

The council, similar to a high school student council, serves to unify the various agricultural and home economics clubs and organizations, and to act as a contact between the administration and the student body in the College of Agriculture.

MAY

- 6—4th Annual Poultry Field Day, Poultry Research Center, U of A, Tucson
- 13—Spring Field Day, Mesa Branch Station
- 20—Annual Safford Field Day, Safford
- 20—Vegetable Commodity Field Day, Yuma
- 21—Cattle Feeders' Day, Campbell Ave. Farm & Casa Grande Highway Farm, Tucson
- 22—National Rural Life Sunday

JUNE

- 6-9—Town & Country Life Conference, U of A Campus
- 6-11—Annual 4-H Camp YUCOSA

AUGUST

- 1-5—4-H Roundup, U of A Campus
- 8-12—Annual Future Farmers Leadership Training Conference, U of A Campus