

There's a Management Job In Today's Homes, Too

Miss Corinne Stinson

"So much to do—so little time to do it!"

Probably no profession calls for such varied talents and involves so many kinds of responsibilities as does successful homemaking in this era of automation and atoms. Being a homemaker today is like being a chief executive or rather a dozen executives all rolled into one!

For example, at one time or another during a day a homemaker may be:

PURCHASING AGENT — buying the family needs and wants.

CHIEF CHEF — planning menus and preparing meals.

SECRETARY - TREASURER — writing business letters, keeping accounts, paying bills.

SEAMSTRESS — repairing and making garments for family members.

ELECTRICAL ENGINEER — operating household appliances efficiently.

NURSE—bandage cut fingers and skinned knees; soothe hurt feelings!

PLANT MANAGER — making plans for getting household tasks done.

INTERIOR DECORATOR — to create pleasant home surroundings.

CHAUFFEUR — for taking children to school, 4-H meetings, church activities, etc.

LAUNDRESS — gather, sort, wash, iron, put away clothing.

CHAIRMAN or PRESIDENT of some community group.

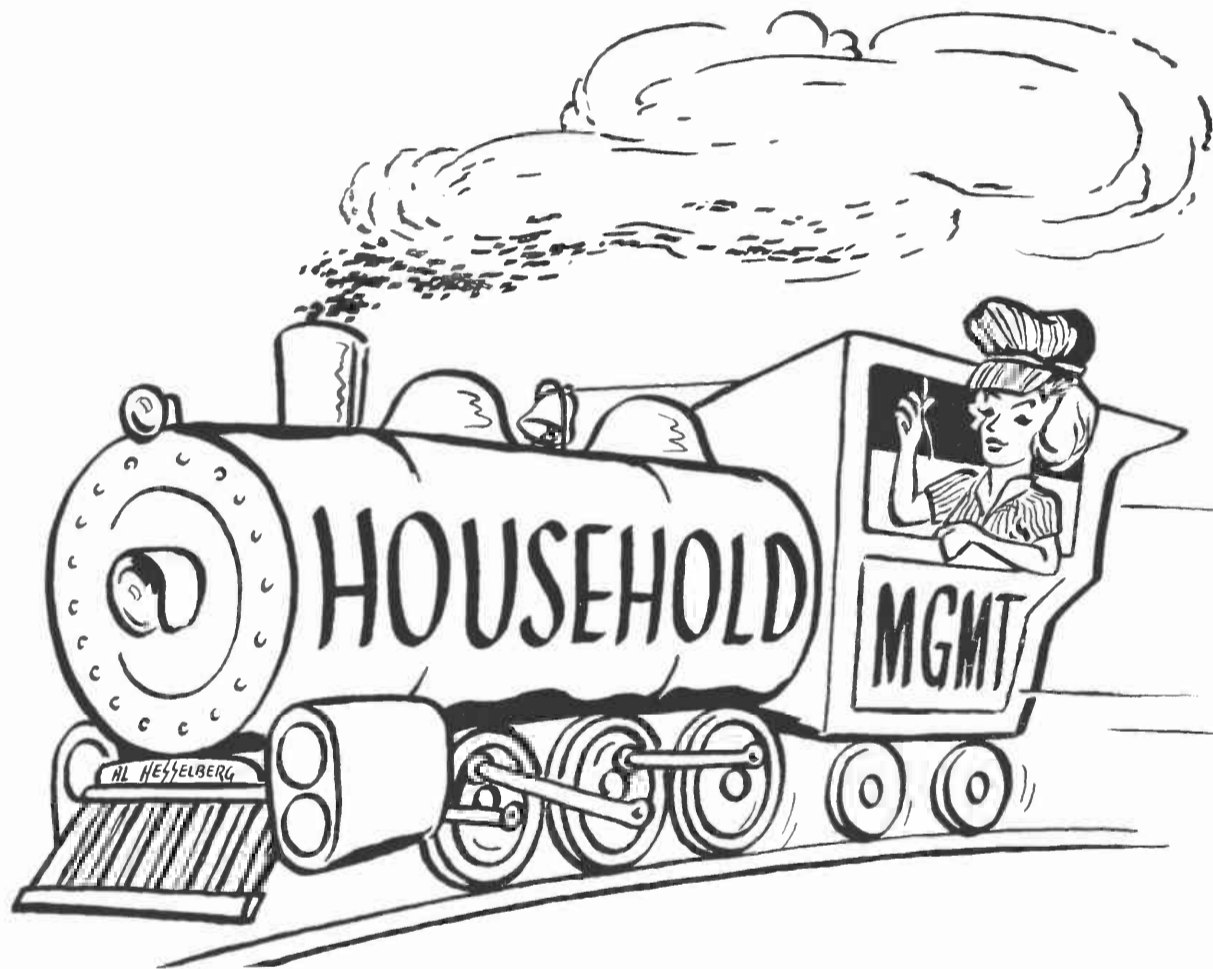
BREAD WINNER—work outside the home full or part-time to add to family income.

HOSTESS—to visitors in the home. Labor saving devices, "built-in maid service" and a more casual way of living have helped decrease physical labor involved in homemaking. On the other hand, responsibilities centering around management, such as decision-making, have increased. Why?

First is the fact that, even though

people have more money, more leisure time, more knowledge, the MEANS a family has to satisfy WANTS remain scarce. The old adage, "The more you have the more you want" is at work!

If we had all the money, the time, the knowledge, etc. that we think we could use, there would be no need for management — for decision-making. They seem to be more scarce now than formerly because there are so



many more things to want, to do and to learn; likewise more ways of knowing what there is to want, to do and to learn! However, how scarce they seem to be will vary from time to time, depending on age, location, etc.

Continuous new developments and changes in the number and kinds of goods and services from which a consumer has to choose, increases the problem of managing limited means for unlimited needs and wants.

Increased family incomes and enterprises have increased the "management" aspects of family business activities, particularly paper work for income tax purposes, etc.

Thus the homemaker is endlessly confronted with the problem of how

to use limited means (time, energy, money, knowledge, skills, equipment, etc.) to satisfy unlimited family needs and wants. Time, particularly, seems to be too scarce for many homemakers. How can she conquer the problem of, "So much to do—so little time to do it?"

It is a matter of management. The term "home management" should not be confused with housekeeping. Actually, management is the head work of housekeeping or homemaking. The head is the manager and the body is the performer of assigned tasks.

How much the performer gets done in a day will depend on how well the manager has directed it! Otherwise, the performer may be running around like a chicken with its head chopped

off! Doing some thinking ahead about those executive jobs to be done each day may help the efficiency of the "performer."

The first step is to take a look at the way time and energy are now being used. A written record of time-use for a week or more may offer some surprises! For example, how many hours were spent driving? Then, select one or more jobs that are taking too much time and study them in detail. Why do the job at all? Could it, or parts of it, be eliminated or combined with some other job? Also who should do it, if it must be done? How is the job done? Could it be simplified?

After this study, a flexible plan for
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Miss Stinson is Home Management Specialist in the Extension Service.

Extension Advice Saves On Farm Income Taxes

Dr. George W. Campbell, Jr.

Farmers in Apache, Cochise, Gila, Graham, Greenlee, Navajo, Yavapai and Yuma counties saved thousands of dollars this year by cutting down the amounts paid in income taxes that were not legally due. Most Arizona farmers and ranchers consistently overpay their federal income taxes by not knowing about, and claiming, allowable exemptions, deductions, exclusions and investment credits.

A rancher in Navajo County had always reported sales of cull cows, heifers and bulls as ordinary income instead of capital gain. In one year he had overpaid his income taxes by \$657.

A rancher in Yavapai County had never taken depreciation on the room in his home he used as his ranch office or on his office furniture. In the last 10 years, he had overpaid his income taxes by more than \$2,500 by not doing so.

A citrus grower in Yuma County did not know that part of the costs of his 20-acre orchard that had just reached commercial production, was eligible for investment credit. He filed an amended return and got back the \$1,400 he had overpaid for not having taken the investment credit to which he was entitled.

Seventeen Graham County farmers who attended the University of Arizona Extension Service's six-week Farmers' Income Tax Short Course this year estimated they had overpaid

Dr. Campbell is an Extension Economist. This report by him reveals how Agricultural Extension is keeping abreast of new problems of agriculture.

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changes in time-use may be made. The term plan is used rather than schedule. It does not sound so rigid! One homemaker found it helped to assign jobs a priority under the headings of: GOTTA, OUGHTA and HOPE TO. She says, "Don't put off the GOTTAS and OUGHTAS; putting off makes jobs harder since you suffer through them mentally and they still aren't done."

Another homemaker comments,

Your Fair Exhibit Can Be Made Better; Get These Circulars

With county fair season in the offing — and state fair after that — readers of Progressive Agriculture will appreciate availability of two bulletins which are timely and helpful.

These two are Extension Circulars 192 and 286, which you can pick up at the county agent's office in your county. No. 192 has the title, "Vegetables, Fruits — Select Them, Show Them," with Harvey F. Tate, Extension Horticulturist, as author.

This circular covers the preparation, selection and showing of fruit and vegetable exhibits at fairs. Its 20 pages are chock full of advice which will help you prepare better exhibits, and to exhibit them better.

Two U of A agronomists, Dr. R. E. Dennis from Extension and Dr. A. D. Day from Experiment Station, are co-authors of the 26-page circular, No. 286, "How to Exhibit and Judge Field Crops." This circular can be a help to show judges as well as exhibitors.

It tells how to get your exhibits ready, with special reference to cotton, threshed grain seed, ear corn, sorghum, sheaf exhibits and even peanuts. It has several pages of small drawings of crop seeds, and of the weed seeds which are too apt to be mixed with them.

their income taxes the previous year by more than \$3,500.

Income tax instruction for Arizona farmers and ranchers has been a part of the Extension Service's program since 1958. Increased emphasis is being given to income tax programs in 1964 because of the need to acquaint Arizona farmers and ranchers with the provisions and implications of the new 1964 Tax Law now in effect.

"Most overworked homemakers set their standards too high. My advice is not to strive for perfection." Another says, "After accomplish-nothing days, tell yourself, 'There's always tomorrow'."

Being the "chief executive" in charge of homemaking is a big job. To make the most of time and energy of the homemaking team, requires management, decision making, as well as physical labor.

E. S. TURVILLE



A Canadian who farmed in Pennsylvania, and then built a monument of more than 30 years of county agent work in Arizona, passed away last May at Prescott.

E. S. Turville, born in Canada, farmed for a few years in Pennsylvania before coming west.

He first joined the Extension Service in 1920, as Pinal County Agent, was a soils specialist four years, then in 1930 went to Prescott, as Yavapai County Agent. He served in that position until 1941, then parttime, retiring in 1954. He lived in Prescott until his death last May 15. He is survived by his widow.