1932

What's in an Egg...

Clara Gebhard Snyder

Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation

Gebhard Snyder, Clara (1932) "What's in an Egg...," The Iowa Homemaker: Vol. 12 : No. 5 , Article 8.
Available at: http://lib.dr.iastate.edu/homemaker/vol12/iss5/8

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
The egg and poultry industry, like almost every other food industry, has a story to tell about its products—a story which, when told, should be of mutual benefit to the consumer and to the industry.

Telling this story is the task of the foods and nutrition department of the Institute of American Poultry Industries. In regard to eggs we agree heartily with this statement of Blunt and Department of the Institute of Information about eggs and poultry, milk could well be supplemented by a special about their nutritive value and cookery qualities; (b) translating this into the language and practice of consumers and retailers.

The means for accomplishing our aims are various, for they are the means employed by most educational organizations. But in spite of a variety of activities which to an outsider might perhaps seem somewhat planless, there are an underlying routine and definite objectives to which each activity contributes something.

Each month, for example, the foods department is responsible for a signed article to be published in the United States Egg and Poultry Magazine, the publication which serves as the mouthpiece of the Institute. Sometimes there are several articles in one issue. Most of our articles are based on information gathered through interviews, supplemented by library research. Besides the article there is a regular section in the magazine known as "Mrs. Snyder's Notebook," for which items of current interest from various sources are collected and condensed.

Another routine task is the preparation of releases which are sent out each month to the food editors of over 200 leading city dailies. Last year approximately 12,000 of these releases were sent out. Special articles are prepared on request, both for newspapers and magazines. Information is supplied to writers, radio speakers and others who request it. Occasionally we take part in radio broadcasts. Cooperative work, usually in the form of cookery demonstrations, is carried on with newspaper cooking schools, household equipment sections in department stores, the vitamin manufacturers. Plans and suggestions for demonstrations or exhibits are sent out on request. Exhibits for conventions, food shows and poultry shows in which the Institute takes part are prepared. Many invitations are accepted annually to talk to women's clubs, P. T. A. groups, and housewives' leagues.

The preparation of informational pamphlets, such as "The Nation's Egg Supply," "What's in an Egg" and "Let's Have EGGS!" is still another part of our work. There is also the preparation of cartoon inserts, such as those on modern cold storage and handling, which have just come off the press. There are, of course, many miscellaneous activities. A few examples may, perhaps, serve to indicate the type. A year ago, on very short notice, plans for an "Autumn Egg Week" were made; special publicity was prepared and distributed. During one of the national dressed poultry contests 5,000 women, mainly teachers, dietitians and club leaders, were invited to make a tour of one of Chicago's large cold storage plants—our Community Refrigerator Tour, we called it. Parties must, of course, have refreshments, so hot chicken soup and egg sandwiches, made from refrigerated products, were served, and guests were introduced to frozen eggs by means of a dessert made from them.

A growing bibliography of egg and poultry literature requires continual changing to be kept up to date. Recipes must be tested before they may be published. (Continued on page 14)
fresmen as being one of the most outstanding talks ever given by a student. Margaret is undecided as to her future work. She is a most enthusiastic foods major and would like to do experimental research or welfare work along this line. However, she is also "crazy about people" and is thinking of doing personnel work after her graduation. Whatever Margaret's chosen career, we're sure it will be successful.

**Pop Is Good for You**

(Continued from page 7)

Further experiments and investigations were carried on to determine conditions under which our popular brands of "pop" were prepared for market. The product is entirely wholesome, for all work is done through machine controlled processes. The bottles are washed in hot-alkali to guarantee a perfectly sterile container. Syrup is now prepared in clean metal or glass-lined tanks. There is no contact with human hands. The better class of bottling plants put out a whole-some food drink which does not contain bacterin.

So eat, drink pop, and be merry, for no diseases, no poisoning, nothing but a healthy appetite will be the result!

**STUDENT**

**SUPPLY STORE**

All Supplies for
All Students
Books—Stationery
Next to Ames Theater

**A Sound Investment That Increases in Value . . .**

THOUGH the trying times of business readjustment and decline in investment values, our depositors have seen their funds in a Saving Account at this bank remain intact—steadily earning 4% interest—always available in cash, dollar for dollar of the amount deposited plus interest earned.

Union Story Trust & Savings Bank
AMES, IOWA

Capital and Surplus $125,000.00

**What's in an Egg**

(Continued from page 7)

lished. Occasionally special testing must be done to enable us to answer special questions, or to acquaint us with the qualities of a product. For example, in order to talk intelligently with food manufacturers who use large quantities of eggs, it was essential to become familiar, through first-hand experience, with the qualities and performance of different types of eggs—fresh and refrigerated shell eggs, frozen eggs and dried eggs. In order to be able to speak with conviction about fresh and frozen poultry, drawn and undrawn poultry, we cooked dozens of birds, tasting and carefully judging both the uncooked and the cooked.

AT PRESENT several special problems are occupying much of our thought. One of these is the task of telling the consumer, especially the homemaker, the story of modern cold storage and of the service it renders, both to her and to the producer. It is our hope that eventually she will take full advantage of it in her household economy.

Another thing is the development of a plan for creating in trade channels nearest consumers an appreciation of the perishable nature of eggs. Still another is a plan for a survey of consumer preferences in eggs. These are the so-called big things. But around and between these larger activities are the many smaller ones, such as the preparation of the new Avian Bulletin, "The All-American Bird," which has just been completed, and the carton inserts on storage and canning. At present we are testing recipes and preparing copy for a booklet on eggs in the low cost diet, and for some weeks now we have been collecting interesting information for an article on the uses of dried eggs. Another article, one of a series on refrigeration, must be prepared, and in our spare moments we will write the article on eggs and one on refrigeration which have been requested by two publications other than ours.

"Tell us about your work with the Institute of American Poultry Industries." That was the editor's request. Whether or not I have filled her assignment she is best able to judge. But one thing I can do, and that is to send hearty greetings to other alumnae, and to extend my sympathy to those who may be in for a similar assignment to "tell us about your work."

**The Fashions**

(Continued from page 4)

capelets of fur, which may be worn with wool suits or street dresses. Other coats are made with a fur top and cloth skirt, and sometimes matching muffins are seen. Even if you have hands that someone said were "little white snowflakes," you