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Iowa Staters Plan Food

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When Stouffer’s opened their beautiful new restaurant recently in Chicago, occupying the ingenious glass-walled office planned for the restaurant’s food supervisor and her assistant were two Iowa State home economics graduates, Miss Julia Hintzman, ’28, and Miss Loraine Funk, ’36.

Marketing and planning the preparation of food for 5000 daily guests now holds no terrors for Julia Hintzman. She does it as casually as she directs the sixty people under her in the foods production department.

Not long ago, however, when the Chicago restaurant was being built, Miss Hintzman, then head food supervisor at the company’s restaurant in Pittsburgh, was asked whether she would come to supervise the food production department of this new restaurant. “My heart looped the loop,” confesses Miss Hintzman, “and then went into a tailspin.”

She recognized the importance of the offer. It was an opportunity for her to organize a department to high standards, to train her own corps of workers and to establish policies in a shining modern kitchen with its up-to-date equipment. It meant promotion in her own organization.

But Miss Hintzman also realized the responsibilities the position carried. There would be several hundred untrained employees to instruct. There would be new markets to cope with, a new public’s eating tastes to learn and the dead weight of a new organization to set in motion.

“Judy” Hintzman had never yet said “No” to a problem because it was hard. She went to Chicago. When she learned that Loraine Funk, whose sense of humor is remembered wherever she has been, was to be her running mate, the situation brightened considerably.

Both Miss Hintzman and Miss Funk were well-equipped for their task. After her graduation from Iowa State, Miss Hintzman taught until she came to Stouffer’s in Cleveland in 1933. After completing her student training, she took her place in the experimental kitchen there. Her prowess was soon recognized and she was placed in charge of the experimental work.

Among the recipes she developed while doing this research work are an Italian dressing that is in great demand among restaurant guests, an old fashioned apple cake with an ice cream sauce that has become famous, a lemon chiffon cream pie and mushrooms a la king in spinach ring.

Periodically she visited many restaurants in the chain in the capacity of vacation relief dietitian. In 1937 she was made chief food supervisor of the Pittsburgh restaurant.

Teacher, research worker, executive, all these pieces of experience fitted into a mo-

Margaret Mitchell tells of two alumnae who direct activity in modern kitchens.
A food staff serves Chicagoans with the aid of new equipment and efficient systems of work

said that admirably equipped her for this huge task of organizing the food production program of the new Chicago restaurant. However, without the understanding disposition and the ability to get along with people, she could not have made a success of the work.

Miss Funk joined the company in 1938. For a year she had charge of research in the experimental kitchen. Among the recipes she developed are macaroni cheese souffle with fresh tomato sauce, blueberry cinnamon bread, southern orange roll and crabmeat Maryland.

The following year Miss Funk’s time was divided among the Stouffer restaurants in Detroit and Pittsburgh, filling in wherever capable assistance was needed. At some of these restaurants she worked with other Iowa State graduates who are members of the staffs.

There was a rare experience in “being a transient,” as she puts it. She gained valuable experience in meeting the crises that constantly develop in a restaurant kitchen. An ability to meet these crises with a cool head and an unburied, judicial manner is a prime requisite for a successful kitchen manager. She must be able to anticipate what will happen next, either to remedy a technical situation or to relieve tension among workers in the kitchen. In becoming acquainted with the many situations which might arise in a restaurant, Miss Funk added richly to her experience.

In November Miss Hintzman went to Chicago to prepare for the opening of the new establishment, scheduled for January. Two months of strenuous work followed, rushed days full of a thousand details, sleepless nights when her mind raced ahead with plans.

In December Miss Funk joined her. Together they visualized the program they must set up. They planned the division of their work into its two broad fields, the purchasing of foods according to standards and specifications set by the general office and the production of foods. Miss Hintzman directed the luncheon hours, the heavy trade of the day. Miss Funk took over the afternoon tea and dinner hours.

The restaurant began to take shape. Much of the kitchen equipment was installed. The food production staff could begin to function. Cooks were trained in following recipes and methods and efficiency systems were taught.

For two weeks before the opening, the food production department prepared meals for the several hundred employees who were in training in the store. Gradually routine developed in the kitchen. The staff began to work together like a well-trained regiment. The glass office became acquainted with its occupants as they took more and more time to lay plans for the first day of service, which had to be arranged down to the final detail to insure success.

Opening day brought crowds of Chicagoans eager to see the new restaurant. Down in the kitchen, rolls rose in ovens, roasts browned and cakes were frosted. In steady succession, foods were made ready to fill the seemingly endless orders that streamed in.

The smooth running of the opening day is nothing at which to marvel. Extensive and intensive planning by Miss Funk and Miss Hintzman had solved problems in advance.

It is not probable that guests leisurely eating their meals in cool, quiet dining rooms and served by charming waitresses in crisp uniforms realize what planning and scheming must come about before even an extremely simple meal can be served. It takes foresight and skill in all branches of quantity cookery to serve many guests at a time and give hot, appetizing meals which are pleasing as well as attractive.