

1946

Counselling Homemakers is Fun

Sue Marie Schreiber
Iowa State College

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**SEND
FLOWERS**

To Your
**MOTHER
SISTER
SWEETHEART
OR WIFE**

on
*Valentine's
Day*

EVERT'S FLORISTS

208 Main Phone 490
2420 Lincoln Way Phone 3098

Sue-Marie Schreiber, '43, signs Ann Pillsbury as much as she does her own name.



Food Counselling Is Fun



**Baby
Knows
Best**

*When he wants
milk he wants*

O'NEIL'S MILK

O'Neil Dairy

308 Fifth Phone 62

SHE'S supposed to know all the answers—that's her job. Whether it's a request for a recipe for Hush Puppies or a homemaker wondering why her bread won't rise, Sue-Marie Schreiber cheerfully answers all inquiries.

Sue-Marie joined the staff of Pillsbury's Home Service Center in Minneapolis last April. It was then that she took over the answering of the hundreds of letters that begin "Dear Ann Pillsbury."

"Homemakers can think of more questions than college professors," says Sue. Frequently she has to hit the books and dig out information as if she were studying for finals. The work is facilitated by the use of form letters, printed booklets and a dictaphone. In that way it is possible to answer hundreds of letters and mail thousands of booklets each month. This is in addition to handling Twin City telephone inquiries.

Part of Sue-Marie's knowledge of the desires of American homemakers came through her work with General Electric in Bridgeport, Conn. There, as a test engineer, she worked on postwar automatic washers.

Answering letters is Sue-Marie's main job at the Ann Pillsbury Home Service Center, but it's far from being the only one. Frequently homemakers, home economics classes or convention groups visit the Home Service Center. Then the entire staff turns hostess. Occasionally dinners are served in the Georgian dining room of the center with the department preparing and serving them. Or maybe a food editor or home economist is visiting in Minneapolis and a reception is given for her at one of the hotels. Then the tables are turned and the staff attends as guests.

"As an undergraduate, I did not realize how much Iowa State would still counsel me when I was in business," smiles Sue-Marie. "Dr. Louise J. Peet, head of the Department of Household Equipment and Mrs. Mary Sather, assistant to the dean of home economics, have been particularly helpful in the years since graduation. Being a home economist in business is FUN!"



*Hey! Here's
good food!*

TROW'S

2318 Lincoln Way Phone 1866