1932

If You Are a Demonstrator...

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Recommended Citation
Morrison, Alice (1932) "If You Are a Demonstrator..." The Iowa Homemaker: Vol. 12 : No. 8 , Article 9.
Available at: http://lib.dr.iastate.edu/homemaker/vol12/iss8/9

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If You Are a Demonstrator . . .

By Alice Morrison

"Why do my cookies burn? I follow directions carefully, both in combining the ingredients and in baking temperatures, but still they burn before they are properly browned."

This is only one of the hundreds of questions shot at a demonstrator of household equipment. With regard to the particular question mentioned, investigation has revealed that the fault was in the use of camel pans instead of the usual cookie tin.

Krisie Kingsley, graduate student in household equipment last quarter, has met and answered this and many other questions in her work demonstrating all makes of electric and gas stoves, refrigerators, and other pieces of home equipment. Here are some of the things she thinks an employer has a right to expect of the demonstrator of his equipment.

A thorough knowledge and understanding of the theory and operation of the equipment to be demonstrated is absolutely essential. But to know the equipment is not enough; in addition you must know how to cook both practically and theoretically. A background of foods and nutrition should be supplemented by a working knowledge of physics, electricity, chemistry, and numerous other subjects. This fund of knowledge is indispensable in answering the many questions presented by women attending your demonstration. If someone happens to ask a question which you cannot answer immediately, take her name and address and see that the question is answered as soon as the information can be made available.

You must be able to meet people with tact and to adapt to any situation. Various communities and groups of people will require a different approach to the subject. Your treatment will vary according to the background and financial standing of each particular group.

Your personal appearance is also a vital factor. Carefully selected and suitable clothing should supplement a well cared for person. Your personal impression on the customer is of primary importance in selling the equipment.

In doing the work of the demonstration try to be correct in use of material. Women are quick to notice little wastes or savings. These mean much in their estimation of your knowledge and efficiency. New and unusual dishes are always in demand. If you can meet this need, your attendance records will do you credit. However, not only must the dishes be new and unusual, but also they should be practical and inexpensive.

Seniors Help the Farmers . . .

By Ruth Cook

Senior dietetics classes of Iowa State College are willing to do their share in helping the farmer nowadays.

Farmers everywhere have more corn, wheat, rye and other grains than they care to sell at present market conditions. These grains, especially whole grain which contains the elusive vitamin B, are high in nutritive value. They contain a large percentage of carbohydrates, about 10 percent protein, and some fat and cellulose. They also have a fuel value of 1650 calories per pound.

These grains can be made up into delectable and interesting dishes that will add zest to any meal. Dietetics classes under the direction of Miss Louise L'Engle, assistant professor of foods and nutrition, gathered many whole grain recipes and brought in original ideas for using wheat, rye, cornmeal, and hominy in all forms, including cracked, finely ground, rolled, coarse and whole kernels, both cooked and raw. The recipes don't sound in the least like ordinary recipes for breads and cereals which we usually associate with such grains. They include such delicacies as apple crack-wheat fritters, Spanish rye, whole wheat cookies, hominy baked with cheese, Indian pudding, cereal loaf. Thirty-six recipes were discovered and originated by the students.

A recipe found particularly delightful was Polenta.

Polenta

3/4 c. cornmeal 3 T. chopped onion
3 c. water 1 tsp. salt
1 1/4 c. tomatoes 1/2 tsp. pepper
2 T. fat 1/2 c. grated cheese

Cook cornmeal in boiling water for 45 minutes. Cook tomatoes, fat, onion, salt, and pepper together. Place on layer of cornmeal in the baking dish. Cover with tomato mixture, add cornmeal, etc. Sprinkle grated cheese on top of each layer. Bake until cheese is melted. Add a bay leaf and celery salt to the tomato mixture.