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Alum Chooses Food Publicity

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Alum Chooses
Food Publicity

Varied activities in recipe development are provided in triangular kitchen for recent graduate

DOROTHY WATT, '44, is finding many opportunities for applying her journalism training in the Home Economics Department of Libby, McNeill and Libby in Chicago, where she is assistant to the director, Miss Dorothy Gill.

Miss Watt's recent work includes special recipe testing for a new recipe book. "Recipe development in our department is slightly different from some of the other home economics departments," Miss Watt says. "Instead of doing research on cooking methods, we emphasize the ease of preparation and the time and labor-saving possibilities of canned foods. Our recipes must be as simple as possible."

"For our wartime project we have been developing methods of extending canned foods. We prepare two or three recipes, using the food from one container."

The department facilities include an office, kitchen and Early American dining room with wall-paneling in knotty pine. The wide-planked floor is covered with hooked rugs and the furniture is made of hand-peged maple. Its windows are leaded and the deep red upholstering harmonizes with tones of the wood. Pewter and Spode are used as decorative pieces in the room.

The kitchen is in the shape of a triangle. One side is lined with plate glass windows through which the preparation of food can be viewed. Miss Watt refers to the kitchen as her "fish bowl." The equipment, designed for large quantity cookery, and the preparation center line the other walls.

The company's national advertising copy is checked and approved by the Home Economics Department. It collaborates with the advertising agencies by testing recipes and preparing food for photographs appearing in magazines and newspapers.

Scripts for their daily radio advertising are read and examined for accuracy by the Home Economics Department which contributes the food suggestions used in the commercial.

New food products are always being tested and they are often served to company officials and guests in the dining room.

"Kitchen Chatter" is sent every month to home economists in business, home economics teachers, hospital dietitians, extension home economists and consumers who are on the mailing list by request. Educational literature is planned, written and sent to high schools and colleges, and "A Quantity Recipe Book" is sent to hotels and institutions. Miss Watt is working on a manual to give product information to the sales staff.

In this and many other ways the Home Economics Department renders service both to its own company and to other technical groups involved in food development and research.