Cold in Name Only

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Cold in Name Only...

is the refrigerator demonstration work
which has Janet Nauman's warm approval

by Barbara Allen

JANET NAUMAN, '48, remembers quite well her first demonstration in a household equipment class. She demonstrated the performance of a Servel Gas Refrigerator.

Now, though Jan is a full-time home economist, she's still demonstrating on that same make refrigerator at Servel Incorporated in Evansville, Indiana.

Naturally, Jan, a household equipment major, does more than demonstrate refrigerators for Servel. She also prepares food for photography, tests recipes, tests the performance of refrigerators, keeps up to date on home economics articles, attends conventions for Servel, assists with the preparation of promotional material for dealers and salesmen and speaks to groups of women who tour the Servel plant.

The company recently completed work on three-dimensional photography showing the 1950 refrigerator models loaded with food. These new pictures are on the order of the “True Views” that were popular a few years ago. Today many manufacturers are using this photography method to promote their products. A special camera, a projector to show the completed colored slides and polaroid glasses are necessary to view this stereoscopic presentation.

Food Photography

Jan finds that preparing the food for this type of picture is difficult because of the strong lamps used. Food must be prepared to appear pleasing to the sharp, detecting eye of the camera and to escape the withering effects of heated light. She feels that presenting food ideas for use with a refrigerator becomes a special problem. But she adds that the stabilizing effect of extra gelatin in a mold or sugar added to egg whites is helpful.

At Servel, the Homemaker’s Institute is a part of the Sales Promotion and Advertising Department, so Jan soon found herself working with the photographers.

The Servel Homemaker’s Institute gives demonstrations at professional Home Service meetings throughout the country. In this way, the home economists become familiar with the product and can carry the information on to the public consumer.

The first demonstration in which Jan participated was a skit presented in Cleveland, for the American Gas Association last January. At that time she had been with Servel for less than a month, but according

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to Jan she will never forget the fun it was to be part of a cast using stage background props, lighting, sound effects and curtains. Her audience consisted of Home Service directors and personnel from cities all over the United States. Jan found meeting them personally at evening parties and daytime programs was pleasant and informative—and it was all part of her job.

**A Demonstration of Her Own**

Last September, Jan presented a demonstration of her own at the East Ohio Gas Company in Cleveland. With one of the Home Service women to assist her, she enacted a skit on a stage arranged as an attractive kitchen. Following each demonstration of the mechanics and various uses of the refrigerator, Jan climaxes her demonstration with a colorful food display.

At the national conventions of the American Home Economics Association and Home Economics in Business Association in San Francisco this summer, Jan had an opportunity to renew her business acquaintances, see some of her Iowa State friends and meet other personalities in the home economics field, but she also had a special job at the convention.

It was to help exhibit Servel refrigerators and water heaters to the many hundreds of people interested in learning about new trends in the household equipment industry.

**Workshops and Conventions**

Jan's second American Gas Association Workshop was at the Palmer House in Chicago. After this she helped show the new Servel 1950 refrigerator models to Home Service personnel at the Edgewater Beach Hotel in Chicago at the National Servel Convention.

Jan feels that all the courses that she took at Iowa State College in household equipment help her in her position, but she finds the refrigeration and demonstration courses especially helpful. Food preparation, experimental cookery, meal planning, applied art design, physics, chemistry and bacteriology are other courses she's thankful she had.

However, going one step further, there is a point that Jan feels is learned sooner or later in the highly competitive business or academic world, a point sometimes missed in the college curriculum; that is for anyone to present ideas or products so that they will be accepted, the person must first present herself in an acceptable manner. Iowa State graduates have the ideas and background to promote better home living, and to accomplish this, they must know how to make themselves acceptable through their ability of self-presentation.