

We Wondered "How?"—So We Asked

by Berniece Williams



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to whisper, 'Why she uses only two teaspoonfuls. I always use three!' If you do, you lose your audience and have to work just twice as hard to regain attention."

Mrs. Snyder advises, "In thinking of your audience, it helps to say to yourself, 'If I were sitting out there, what should I like to see her do?' Our object is to have every recipe repeated in the homemaker's home. To accomplish this, the presentation must leave no question unanswered. To this same end we limit ourselves to just the kind of equipment used by the average homemaker.

"The appearance of the presentation cannot be over-emphasized. I like to bring in as much color as possible, because it gives a friendly look. I think yellow is the friendliest color, and because it looks clean and sunny, I wear yellow uniforms.

"Time-planning is the key to smooth sailing," Mrs. Snyder continued. "A constant sequence of products ready for the oven as your finished ones turn out, without any 'dead spots' in the rotation, is a matter of organization. That is the part I like to leave to my assistant, Miss Isabel Hilbarger," admitted Mrs. Snyder. "Miss Hilbarger has a perfect sense of timing, so she does all the planning and organization of our demonstrations.

"And, of course, to cinch the point of the whole demonstration, the audience must see the finished products. Each one must be a better advertisement than anything you could say. Thereby hangs your success."

"SEEING is believing," according to one wise sage. Mrs. Clara Gebhard Snyder, home economist of the Wheat Flour Institute who demonstrated last spring for Iowa State students the correct method of preparation to obtain attractive Swedish rolls and delightful cakes, agrees with the old adage.

"We are now using the fact that we learn through our eyes," enthusiastically exclaimed Mrs. Snyder during the interview which she granted me. "Food demonstrations are dramatized visual education.

"Not even movies can take the place of a stage demonstration, because a filmed exhibition loses the personal audience contact," according to this attractive business woman who received her master's degree in 1932 at Iowa State, "Everyone likes to see things done; therefore we are now showing in addition to telling methods of preparation."

Giving her requisites for successful food demonstrations, Mrs. Snyder continued, "The demonstration has to have one central idea to which every motion, every word leads. All that does not pertain to the lesson at hand is prepared ahead of time.

"However, in concentrating on your point, you cannot overlook your audience's point of view. People come to be entertained. They want to learn only if the information is 'sugar coated.' So you must talk constantly as you work, keeping the conversation lively, never too serious. I think that every teacher as well as everyone who talks in public illustrates with certain 'stock' stories. Demonstrators are just as bad. I'm often thankful," she said with a confidential twinkle, "that I don't have the same audience twice."

"You can't stop talking and give the women a chance



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