

She Knows Her Turkeys

by Mary Ellen Lynch



THERE'S Beth Bailey McLean, another Iowa Stater! We've met them everywhere this week-end, it seems. And that must be Eleanor Howe. Isn't she good looking?"

"Carol Brueck is working for her, did you know? Carol graduated from Iowa State in journalism last year.

"Quiet! I think maybe they're going to begin."

The two speakers watched the two announcers on the small stage conferring with Miss Howe, checking watches and script for the broadcast soon to begin.

At eight-thirty the girls had been in a long line of housewives and college and high school students standing in the lobby of the Wrigley Building, Chicago, eagerly awaiting the opening of the doors of studio WBBM. They all had tickets for the weekly program "Pantry party" conducted by Eleanor Howe of Harvey and Howe, a home economics testing firm for advertisers who do not hire their own home economists.

Many college students were in the line that morning for there were over five hundred in the city that week-end for the recently-held annual field trip for seniors in home economics in mid-western colleges. They were learning the services of the commercial home economist and some of the ins and outs of getting a job.

Every one of the twenty-one delegates from Iowa State College swelled with possessive pride as they saw that Beth Bailey McLean, chief home economist for Swift and Co., was the guest speaker of the morning. She came on the platform with Miss Howe and surveyed with approval the plump and very clean turkey in the center of the table.

After several minutes of wise-cracks from the announcers and the singer, and much testing and rearranging of microphones, Miss Howe welcomed the studio audience briefly. She asked for the weekly guest from one of the Chicago high schools to come to the stage, and the honored high school home economists went up to sit with Mrs. McLean.

Just on the hour the program went on the air with the singer accompanying himself on his electric organ for the theme song and the two announcers presenting the program of the morning and chattering back and forth to each other through their own "mikes." Everything was very informal, just like "one big happy family." Miss Howe entered into

the spirit of it all and talked to her listeners as if they were neighbors who had dropped in to sit on her kitchen stool and watch her finish her dishes and stuff her turkey. She used no script although she occasionally glanced at a paper on the table, undoubtedly an outline of the items she must cover in each time period.

The phone number of the studio was given at the opening and listeners were urged to phone in any questions while the broadcast was on so that they might be answered over the air. While Mrs. McLean and Miss Howe discussed the various methods of cleaning and trussing, of stuffing and roasting a turkey, there were many slips of paper handed to them with questions to answer and no time for looking up the answers.

During the first twenty minutes Mrs. McLean and Miss Howe conversed on all the aspects of the Thanksgiving turkey. They used no system of questions and answers nor any formal means, merely talked the whole thing over slowly and easily, emphasizing various points but never using technical language nor explaining the detailed scientific reasons for various procedures. Homemaker graduates from Iowa State College could appreciate and understand their practical suggestions, and the newest bride graduate from a high school business course could learn and follow.

Soon Miss Howe began watching the clock more closely. At just the right moment she and Mrs. McLean began actual work with the big bird. As they worked they explained what kinds of stuffing might be used. Miss Howe asked Mrs. McLean the questions which the studio had received during the hour. Although she had no idea what the next one might be, she never faltered in her answers, but talked freely into the "mike" and completed stuffing the bird. Evidently, her experiments with poultry in her meat work stood her in good stead.

Little recipe folders containing all the recipes mentioned on the broadcast were distributed to the audience and announced to the listeners.

When the bird was stuffed and trussed, Miss Howe drew a number out of a hat and the turkey was awarded to the holder of the lucky ticket in the audience. The Iowa State students were eager to get it to carry back to Ames, but none had this luck.

At this time the winner spoke over a travelling microphone taken down in the audience to her. Then any others in the audience with questions gave their names and asked their questions, again putting Mrs. McLean on test, but again proving that she knew practically everything about turkeys.

On the Airwaves

by Grace Strohmeier

RADIO OFFERS a definite career for the enthusiastic, hard working woman.

Most people with a little voice training can broadcast, but it does require skill in writing material used on the air. Women who have been educated with the thought of entering advertising agencies have now turned to radio advertising because its expansion offers great opportunities.

"Spoken writing" characterizes radio talk which demands a technic differing from that used in print or speeches. The difference lies in the use of the words themselves. An easy "you and I" relationship results in more daily visits between the radio speaker and homemakers.

In order to have simple familiar words in straight forward sentences, a writer chooses a specific subject to last six or seven minutes rather than a broad general one lasting for quite some time. Other hints like timeliness to seasons, pocketbook and health, or novelties that attract attention, must be considered.

The writing of the first paragraph takes deliberate planning for it must catch the listeners' interest and also announce the subject of the talk. The effective writing and speaking over the air is in first or second person in active voice. A final wind-up can include directions for more information. A good talk leaves the listeners with something to do and a reason for doing it.

Those of you with ability and interest in broadcasting are offered growing opportunities with each year in radio industry. A definite study of radio writing and broadcasting will produce more successful women in radio careers.