

“I Have

## A Dozen Bosses”

*As a free lance writer, Miss Genevieve Callahan, '20, highlights her career of meeting deadlines*

**I**T MUST be wonderful to be your own boss and work in your own apartment, with your office and kitchen right here. But how do you ever *drive* yourself to do any writing or testing with this marvelous view in front of you? If I lived here, I'd just want to sit and look out at the blue bay and the ships and Telegraph Hill!”

That comment is the one I hear most often from friends who go to office jobs every day. All I can answer is, “I certainly do like this way of living and working and the kind of work I do, but I can't say I'm exactly my own boss!” For anyone who works as a home economics consultant and free lance writer simply multiplies the number of her employers and divides herself and her energies among them as their needs of the moment demand.

As for driving myself to work, the work itself takes care of that! Deadlines and closing dates plus a sense of responsibility for finishing each assignment on time are pretty effective whips.

My job, or assortment of jobs, includes at present working with half a dozen national advertising agencies, three magazines, two book publishers and one big grocery store organization. Some of these jobs are more or less regular or continuous, some sporadic. All have to do with foods and cookery, and all involve writing. All demand a live interest in people, especially people grouped as families, and their home-making problem.

For whether it is

pineapples or prunes, frozen foods or figs, salmon or cereals, walnuts or wine, the big aim is not merely to originate new and different ways of using these products, but to figure out preparation methods which today's women in today's homes will find interesting, practical and altogether satisfactory. It is that human element that makes work with foods and recipes so fascinating!

Consultant work is a rather natural outgrowth of editorial work. Certainly everything that I have learned in magazine editing is put to use daily in this many-sided occupation. In addition, all the skills, the observations, the judgment, the experience in human relationships that one accumulates as the years go along will be found useful.

### *On the advertising side*

**M**Y WORK for and with advertising agencies and food companies naturally includes a great deal of recipe developing and testing. This begins usually with my being called into the agency office for a preliminary conference. At this meeting I am told the general idea or theme of the advertisement or campaign that is being planned, the special problems or limitations and the type of publications in which the advertising is to appear. I may be shown a rough layout or two with tentative headlines.

Armed with my notes on all these points, I go home to study out what might best be done in the way of recipes or writing. And I do mean study! Study that's more serious than for finals!

Then I am ready

*Backed by an inspiring view of Telegraph Hill and San Francisco Bay, Miss Callahan writes articles on Western cookery from her apartment office.*



for the second conference with the agency executives and art director. Going over my lists and notes, we settle on some ideas that suit everyone, and I am given the go-ahead, or more likely the hurrlup, to proceed with working out and testing and re-testing the recipes until I am satished with them.

Next, ordinarily, comes the tasting-test. Sometimes I carry the prepared food, hot from my kitchen range, downtown to the advertising office to be sampled and studied critically from the art standpoint. Sometimes this taste-test is held in our own apartment. From this preliminary presentation a definite layout of the ad is made, and, after it is approved by the client, I make up the dish again for the artist to paint or the photographer to shoot in color.

Doing a dish for a good artist to paint is a snap compared with doing it for a four-color photograph. The artist can brown the cookies or the roast more evenly than any ordinary oven will do. The camera shows them exactly as they are so it's up to the home economist to make them just about right! Nevertheless, there's fun as well as work and mental strain in preparing dishes for color shots. You find that you use a ruler more often than a rolling pin while you cook, for the measurements of a gelatin mold, the thickness of a cake must be in good proportion to the plate it goes on. You learn always to make at least one extra dish to serve as a "stand-in" so that the "star" won't be all melted or dried out or generally disheveled while the picture is being set up and lighted.

Many advertising assignments, of course, involve the preparation of recipe booklets or leaflets. This means going through much the same procedure I've just outlined plus the editorial tasks of planning, working with artist and printer, writing to fit the allotted space, making up and proof-reading.

"Consultation" is part of every assignment. Occasionally a job consists entirely of thinking out the answers to certain problems and writing a detailed memorandum of recommendations for action.

*and the editorial . . .*

**S**UPPLYING some of the home and farm magazines with occasional food articles or with material which the editors can use in preparing their own stories is one of the satisfactions of this job of mine. All such work is done on assignment—there is never time to try anything purely on speculation!

Just as any feature writer finds it wise to specialize along one particular line, I have concentrated particularly in the field of western foods and cookery. Out of this special interest and study have come two cook books, *The Sunset All-Western Cook Book* (published several years ago, and at present out of print), and the brand-new *California Cook Book for Indoor and Outdoor Eating* (published by M. Barrows and Company, New York), which is just now going on sale in book stores throughout the United States.

So much for the highlights of my work. And I do mean work! Don't forget that glamorous color photographs require hours of unglamorous planning, marketing, vegetable cleaning, dishwashing. Don't forget that even in a studio-kitchen with a breath-taking view of San Francisco Bay, the cupboards and refrigerator and range have to be cleaned.

But it's satisfying work. And when the week-end comes, and we drive 40 miles through the redwoods to our little red country house in Inverness on Tomales Bay, what do I do? I build a fire in the wood range and cook for the fun of it!



**THESE WILL  
SEND YOU  
ON YOUR VACATION**

Maybe you're going to camp . . .  
or the country . . . or just hanging  
around home where there's some-  
thing stirring all the time. No mat-  
ter where the Summer months find  
you, you'll find the clothes that will  
simply s-e-n-d you right here.

Sport Shop  
Main Floor West

**WOLF'S**  
Des Moines