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ne new magazine for the black woman.

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Stars in General Foods Kitchens

under specified conditions are exsained to other company personnel.

An equally demanding task of hers is writing detailed reports on accomplishments-recipes developed, tests performed, and summaries of recipe showings. These reports must be prepared in a clear and concise manner, comprehensible to all concerned parties.

The recipes developed and evaluated by Miss Dyson and other technicians are used in various ways. Many are developed especially for promotions and advertising campaigns.

Some form the basis of printed matter distributed by the company, including cook books, booklets and leaflets, package inserts, and the like. Others go directly to the Kitchen Key File which houses more than 30,000 recipes.

Homemakers are familiar with recipes like these (recipes developed in test kitchens) from the food pages of local newspapers. A major service of General Foods Kitchens is to provide women's and food editors with tested recipes, along with stories about food and accompanying food photographs.

In June, 1968, Marjorie graduated from Hampton Institute in Virginia. There she studied foods and nutrition, and institution management. Courses in food preparation, experimental cookery, with a liberal arts background helped prepare her for this position in a food company.

diting recipes and copy is one of the major responsibilities of Miss Elynor A. Williams, an editor for General Foods Corporation.

She is one of today's young college graduates who has chosen a career in business.

On a typical day, Elynor might beinvolved in tasting and staff grading recipes developed in one of the company's three test kitchens.

As an editor, Elynor's duties include editing recipes in a clear and concise manner for the Key File. A file unit houses General Foods more than 30,000 package directions and recipes—all of which have been standardized and written to facilitate the consumer's understanding. She is also involved in clearing release copy and recipes, written around the company's more than 230 products marketed under 30 brand names.

The recipes and copy are used in print advertising, television commercials, cookbooks, and publicity

including radio, television, maga-The daughter of a home economzine, and newspaper publicity. You ist, Mrs. Ethel Dyson of Petersmay be acquainted with recipes burg, Virginia, Majorie has had similar to these, found on the food pages of your local newspaper. A primary service of General Foods Kitchens is supplying women's and food editors with recipes, food and nutrition stories, and food photographs for these pages.

"professional" guidance and much practice in the techniques of cooking. She spent four summers working as a cook's helper, cook, and assistant dietitian while studying.

About business Marjorie says, "I find the work much more chal-

lenging than I ever expected, and I am enjoying it immensely. I am grateful for the home economics background that prepared me for

Marjorie is "at home" in a comfortable apartment that she shares with Miss Elynor A. Williams, an editor at General Foods.



Afro-American Magazine . . . "Holiday Hosting Supplement", December, 1970