

Vol. CCXIX, No. 2050  
On Sale  
November 25th, 1940

3¢  
EVERY  
FRIDAY

# Home Chat

**"STAR"**  
**PATTERN**  
**FOR A**  
*Three-Way*  
*Party Frock*

HONOR BLACKMAN Rank Organisation

**C**AN you tell a really successful woman? One indication is if she's happy in her work—and Beryl Murfitt is certainly that. Beryl has a knack of expressing happiness; indeed, it's an essential part of her job as a food-demonstrator.

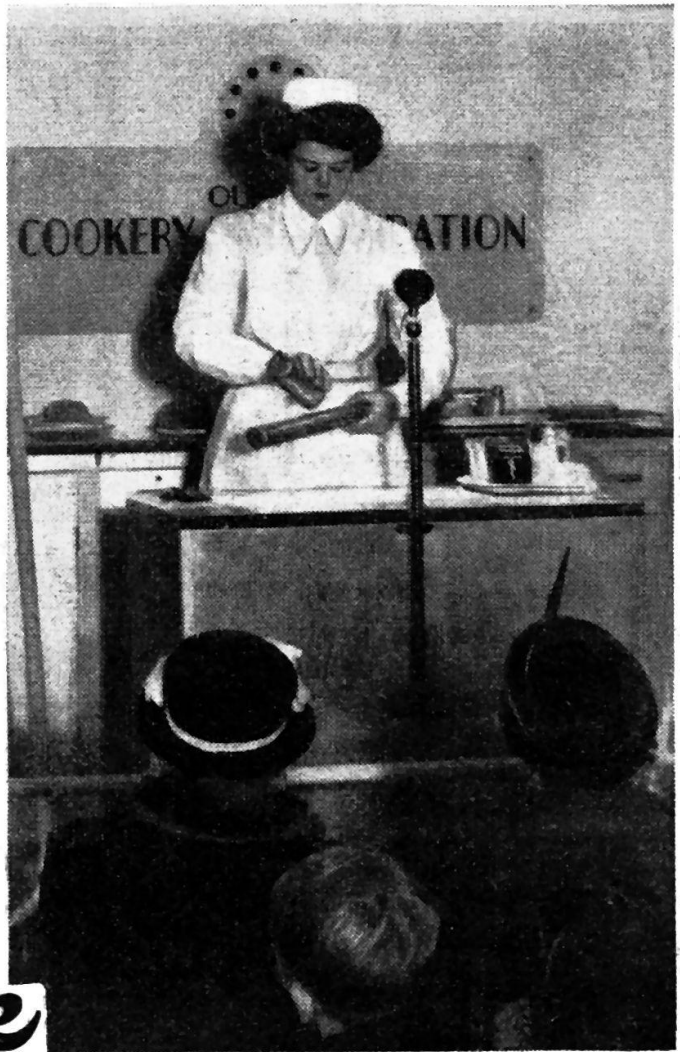
Beryl studied domestic science at school and then went on to a domestic science college. When the time came for her to get a job she went about it in a very simple way: she listed the names and addresses shown on the labels of various tins and food-jars, and wrote to several of these firms!

The result was an interview with a well-known firm, and the offer of the job she now does so successfully.

Five more weeks of training followed. There was no cooking, this time, but tuition in the general working of the factory, and information about the origins of the firm's products.

Beryl has been demonstrating for four years. At the moment, she is at a food-centre at Marble Arch—an ideal position for the work, and Beryl is fascinated by the people who come to watch and question.

Her first demonstrating job was at Blackpool. She arrived in October when most of the visitors



## Speaking from Experience

had gone, and the landladies were free to come and listen, and they (or often their husbands!) turned up in their dozens to watch the demonstrations and ask for special recipes.

Beryl went to Brighton, too, arriving in time for a rainy summer.

The visitors flocked in as part of their morning "outing" and owners of teashops in and around Brighton came, too—some from a bus journey away. They all wanted quickly-prepared sweets and ideas for cakes and fancy biscuits.

Glasgow was Beryl's next assignment. Here, again, requests poured in, especially for hannocks, girdle scones and anything with oats in it. And it was in Glasgow that Beryl was deluged with invitations to go home to tea—though always her hostess greeted her apologetically, saying the cakes would not be as Beryl made them—though the recipes were usually hers!

To be successful, a demonstrator has to be very practical, Beryl told me.

Her day starts with collecting the ingredients together. Menus are made out three weeks beforehand and are advertised in the evening newspapers and in the window of the food-centre.

**D**RIPPING in for an odd half-hour at a cookery demonstration, have you ever wondered what it's like to stand up in front of an audience of housewives and tell them how to cook? **PAULINE BOUCHIER** introduces you to a girl who's made a brilliant success of this job.

Before starting her demonstration, Beryl likes to divide the allotted ingredients and have ready cooked one example of the dish she is to demonstrate.

After showing her audience how to make and cook the selected dish or cake, she is able to produce a finished

article so that they can see what it will be like.

Immediately after the demonstration comes the "bureau" side of Beryl's work. This is a great testing moment. Answering one question after another, she has to remain perfectly serene, no matter how busy and crowded the centre is.

I was curious to know if Beryl wrote out her "script." She laughed and assured me it would be quite impossible; the mood of the audience decides the tempo and style of her talk.

Demonstrators get to the top quickly, but if Beryl is a typical example, they know from an early age what they want to do, and they make sure they have the necessary training.

*If this or any other career interests you, please write to PAULINE BOUCHIER for further particulars—at the address on page 432—and enclosing a stamped, addressed envelope.*