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Beth Bailey McLean is the dynamic person behind the name of "Martha Logan," known to millions of homemakers from coast to coast as the home economist for Swift & Company. In her role as director of the home economics division of the company, Mrs. McLean supervises a staff of twenty-two graduate home economists in ten test kitchens throughout the United States and Canada. Under her direction, this staff interprets the needs and wants of the homemaker to the company in order that products developed will be to the homemaker's liking.

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