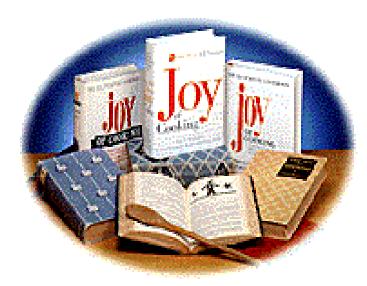
Cooking with Politics, Technology, and Culture: Book History and the *Joy of Cooking*



Elaine Cheong Undergraduate Research Day 2000 April 26, 2000

Introduction

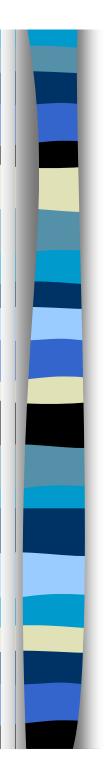
America's most popular cookbook.

The Joy of Cooking: A Compilation of Reliable Recipes With a Casual Culinary Chat. Self-published by Irma von Starkloff Rombauer in 1931.

Book history affected by politics and economics; science and technology; society and culture.

A Brief History of the Joy

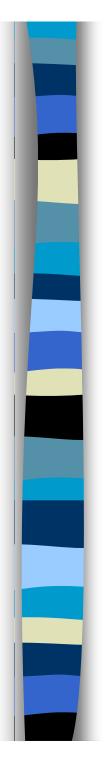
- **1931**: First Joy of Cooking, self-published.
- **1936**: First revision.
- **1943**: Second revision.
 - **1946**: Reprint of 1943 edition (with World War II rationing information deleted)
- 1951: Third revision. Irma Rombauer and Marion Rombauer Becker.
- **1962**: Fourth revision.
 - **1975**: Fifth revision.
- 1997: Sixth revision. Irma Rombauer, Marion Rombauer Becker, and Ethan Becker.



1931: Great Depression

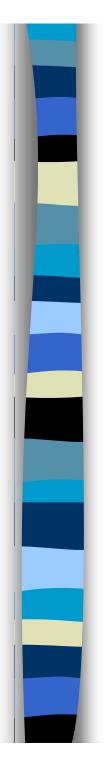


- Stock market crash in October 1929.
- The frugal cook.
- Canned soup bases.
- "Mock" dishes.
- Chicken is expensive.



1931: Technology

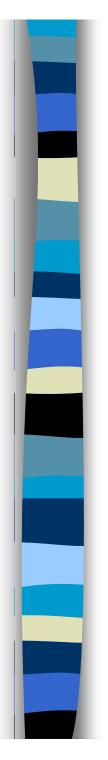
- 1916-1920: Electric refrigerator.
- 1920s-30s: Electric range.
- 1925: Oven with built-in thermostats.
- 1926: General Motors introduces the steel cabinet Frigidaire.



1931: Prohibition

Prohibition starts in 1919.

"Most cocktails containing liquor are made today with gin and ingenuity. In brief, take an ample supply of the former and use your imagination."



1936: Prohibition Past

Prohibition repealed in 1933.

"The day is past for cocktails made with gin and ingenuity only. We may now enjoy a multitude of more regular and less inspirational concoctions..."

1943: World War II

- World War II: 1939-45.
- Paper quotas.
- Mandatory food rationing.
- Canned, boxed, and frozen foods more readily available than fresh food.
- Home canning.

1943: World War II

Sugarless and Sugar-Saving Recipes for Cakes, Cookies and Desserts" chapter.

- "Meat Stretching, Meat Substitutes and Supplementary Dishes" chapter.
 - "Wartime Emergency Soups" (using dehydrated soups).
 - "Suggestions For the Use of Soybeans."
- War morale booster.

1951: Nutrition and Technology

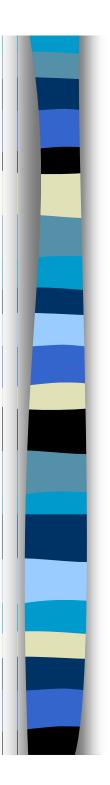
Marion becomes co-author.

- Focus on nutrition, healthful cooking, and healthful eating.
- "The Electric Blender" chapter.
- "Pressure Cookery" chapter.

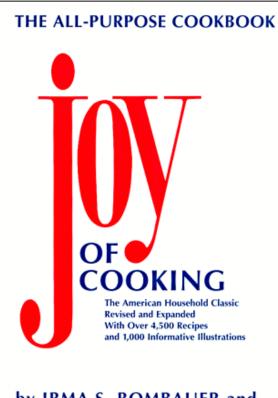


1962

- Irma Rombauer dies in 1962.
- Marion becomes main contributor.
- "to refashion Joy... into the one incontestably all-purpose cookbook, and to make its techniques and methods clear beyond the shadow of a tyro's doubt."



1975



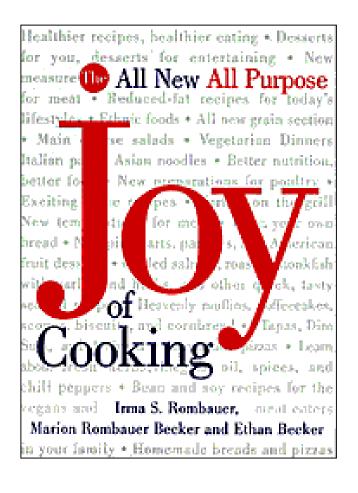
 Back-to-basics healthful eating.

This edition not revised for over 20 years.

by IRMA S. ROMBAUER and MARION ROMBAUER BECKER



1997



- Completely revised and all recipes tested by many contributors.
- The Global Economy.
- Focus on authenticity.
- Microwave oven, bread maker, etc.



1998: CD-ROM

Healthier recipes, healthier eating . Desserts for you desserts for THE #1 NEW YORK TIMES BESTSELLER stations Reduced-fat recipes for today's lifestyles . Ethnic foods . All new grain The All New All Purpose Italian pasta . section . Main Asian noodles . Better nutrition, hetter food . New preparations for me recipes * Turkey on the grill * New poultry . Exciting · Bake your own bread · New pies, tarts, rnit desserts . Grilled salmon, roasted monk sea od recipes . fish with garlic and cornbread . ti • Ho Learn about · Bean and soy mily . Homemade Better nutrition. Exciting game recipes . Turkey on the grill . New temperature for meat . Bake your own wn bread . New pies . Irma S. Rombauer, fruit desserts . Grilled salmon * Marion Rombauer Becker and Ethan Becker quick, tasty scafood recipes . Heavenly muffins, coffeecakes, scones, biscuits, and COMPUTUTAtion Dim Sum. WINDOWS' 95/98 CD-ROM

Features:

- Hyperlinks.
- Search engine.
- E-mail.
- Recipe scaling.
- Menu planning.
- PalmPilot.
- Poor implementation.



Conclusion

- Book history affected by:
 - Politics and Economics
 - Science and Technology
 - Society and Culture
- Future of American cooking and eating.
- Future of the Joy of Cooking.
 - http://www.joyofcooking.com
- http://www.ece.umd.edu/~elainec/joc

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