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

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Introduction

- America’s most popular cookbook.
- 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

- 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- Prohibition repealed in 1933.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.
1997

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

Healthier recipes, healthier eating • Desserts for you, desserts for entertaining • New measure • All New All Purpose for meat • Reduced-fat recipes for today’s lifestyles • Ethnic foods • All new grain section • Main course salads • Vegetarian Dishes • Asian noodles • Better nutrition, bette cooking • New preparations for poultry • Exciting new types • Simple on the grill • New temptations for meat eaters: your own bread • Navigating the pizza, the American, fruit desserts • Washed salads, roast beef, monkfish with shellfish, and beef • Not other quick, tasty, simple to prepare Heavenly muffins, coffee cakes, scones, biscuits, and cobblers • Papas, Dim Sum, and more Asian pizzas • Learn about: fresh herbs, insects, oil, spices, and chili peppers • Bean and soy recipes for the vegan and meat eaters

Irma S. Rombauer, Marion Rombauer Becker and Ethan Becker
in your family • Homemade breads and pizzas
1998: 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.joyofcooking.com)
- [http://www.ece.umd.edu/~elainec/joc](http://www.ece.umd.edu/~elainec/joc)
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