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

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.”

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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- Prohibition repealed in 1933.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.

Cooking with Politics, Technology, and Culture: Book History and the Joy of Cooking
1997
- Completely revised and all recipes tested by many contributors.
- The Global Economy.
- Focus on authenticity.
- Microwave oven, bread maker, etc.

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.ece.umd.edu/~elainec/joc

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