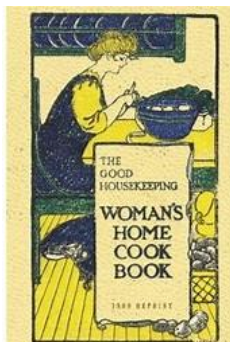


## ***The Most Popular Cookbooks the Decade You Were Born***

The hoarding of supplies during this pandemic has surprised me. I find it mind boggling. We as Californians minimally prep our homes for earthquake disaster relief. During this pandemic there are certain items which I understand that have flown off the shelves, although complete obliteration for weeks on end is a bit much. It is the closest incident my generation to understand what our parents went through during World War II and wartime rations. Each time I go to the market I look down the aisles to see what current panic has totally stripped that aisle of supplies. The fact the Febreze is totally gone is a mystery.

What a surprise when the aisle with all the cake mixes, flour and sugar were sold out. I understand that home schooling and entertaining children at home 24/7 and in stressful times, we as a society gravitate toward sweets for comfort. What confounded me is the urgent demand for yeast. I envision people frantically searching through their garages for their 1990's bread makers. I didn't know so many avid bread makers living in Chino Hills.

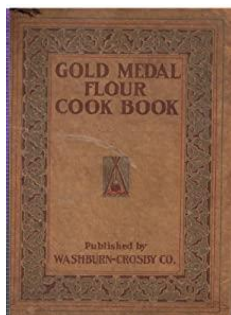
People are becoming re-acquainted with their kitchens housing beautiful high-end appliances that have been begging to be used. With the craze to bake in full swing, I thought it would be interesting to review how home cooking has evolved into the gourmet hobby it is today. These are the most popular cookbooks and desserts by decade.



### **1900s: *The Good Housekeeping Woman's Home Cook Book* by Isabel Gordon Curtis**

Written in 1909 by this Scottish editor, this cookbook was written and designed with hardworking housewives in mind, with easy to follow instructions, blank pages for notes. Recipes were tested by the Good Housekeeping staff, subscribers, and the editor herself.

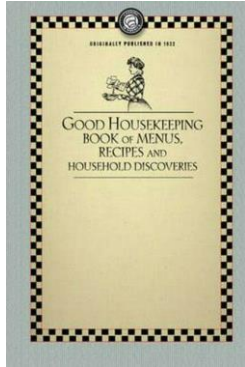
**Favorite desserts:** Nesselrode pudding and iced creamed desserts



### **1910s: *Gold Medal Flour Cook Book* by Washburn-Crosby Co. (1910)**

This cookbook shows us what the kitchen was like a century ago. It contains classic recipes created then and still used today.

**Favorite desserts:** Angels Food Cake and Sponge Cake



**1920s: *Good Housekeeping's Book Of Menus, Recipes And Household Discoveries* by *Good Housekeeping Magazine* (1922)**

Not only does this cookbook bring to life recipes from the 1920's, it provides practical advice for various rooms in the household.

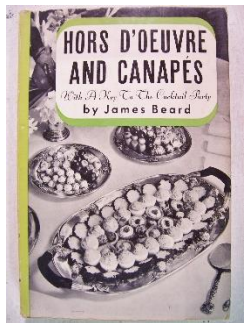
**Favorite desserts:** Skillet Upside Down Cake and Dessert Cocktails



**1930s: *Joy of Cooking* (1931)**

Irma S. Rombauer published just 3,000 copies of her recipes privately in 1931. Five years later a commercial printing house took control of the book and it's been in print consistently ever since. After 87 years, more than 18 million copies have been sold. The 2019 Edition is fully revised and updated.

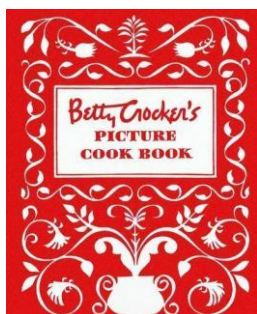
**Favorite desserts:** Banana Cake, Pavlova and Cornmeal Mush



**1940s: *Hors D'Oeuvre and Canapés* (1940)**

This is first cookbook written by James Beard, which elevated him as an established chef as a result of Julia Child's introduction in the cookbook. James Beard became known as the "Dean of American Gastronomy."

**Favorite desserts:** Lazy Daisy Cake and Crazy Wacky Cake

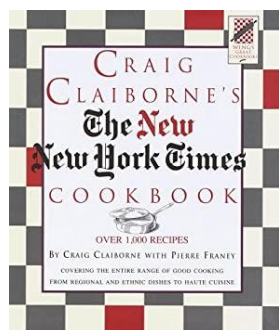


**1950's: *Betty Crocker's Picture Cook Book* by *Agnes White Tizard* (1950)**

The ascent of Betty Crocker began in 1924 thru radio broadcasts until 1953. The first portrait of Betty Crocker was commissioned in 1936 blending features of several of the Home Service Department members. In 1945, *Fortune* magazine named Betty Crocker the second most popular woman in America and published an article "outing" Betty Crocker's fictitious nature, calling her a "fake" and a "fraud." The 1950's cookbook was written by Agnes White Tizard, a nutritionist. The 10th edition of the Betty Crocker cookbook

published in 2005 featured a bilingual cook book featuring some of the more common recipes for Spanish-speaking readers looking to cook American-style food. In 2011, the 11th edition featured an in ring-binder format.

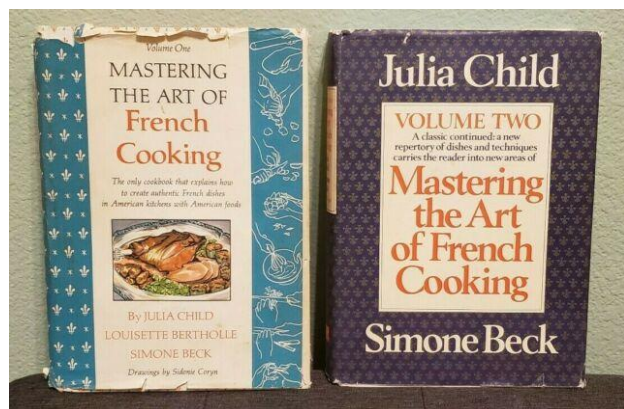
**Favorite desserts:** Knickerbocker Glory and Baked Alaska



**1960s: *The New York Times Cook Book* by Craig Claiborne (1961)**

Written by one of the most revered food critics, this cookbook became an instant hit selling over 3 million copies. The recipes are suited for novices to sous chefs.

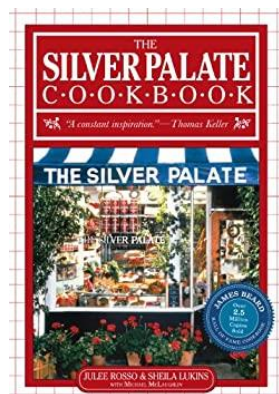
**Favorite desserts:** Pineapple Upside Down Cake and Jell-o Desserts



**1970s: *Mastering the Art of French Cooking* by Julia Child, Simone Beck and Louisette Bertholle (Vol. 1 published in 1961, Vol. 2 published in 1970)**

For over fifty years, *New York Times* bestseller *Mastering the Art of French Cooking* has been the definitive book on the subject for American readers. *Mastering the Art of French Cooking* deserves a place of honor in every kitchen in America.

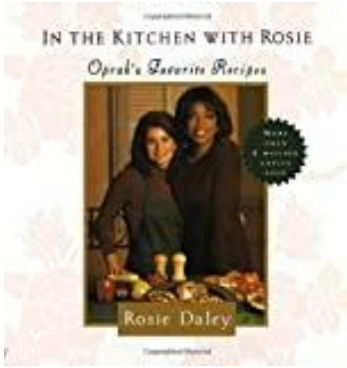
**Favorite desserts:** Chocolate Fountain and Black Forest Cake



**1980s: *The Silver Palate Cookbook* by Shelia Luckins and Julee Russo (1982)**

Developed by former business partners of the Silver Palate gourmet take out shop, its pages are filled with kitchen wisdom, cooking tips, information about domestic and imported ingredients. It has become a classic for food and entertaining in American homes.

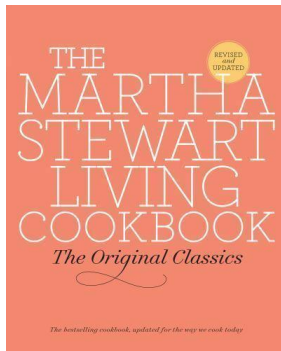
**Favorite desserts:** Trifle, Tiramisu and Crème Brûlée



**1990s: *In the Kitchen with Rosie: Oprah's Favorite Recipes* by Rosie Daley (1994)**

Oprah Winfrey and her personal chef collaborated on this low-calorie, low-fat, meals cookbook influencing items offered and purchased in supermarkets, changing how meals are cooked in kitchens across America.

**Favorite desserts:** Frozen Yogurt and Chocolate Molten Cake



**2000s: *The Martha Stewart Living Cookbook: The Original Classics* by Martha Stewart Living Magazine (2008)**

A collection of the raved-about recipes from a decade worth of issues from her flagship publication containing 1,200 recipes of all mastery levels from macaroni and cheese to decadent desserts.

**Favorite desserts:** Mini cupcakes, cake pops and yet to be determined...

I hope you enjoyed this tutorial. All these cookbooks, including the 1900 *The Good Housekeeping Woman's Home Cook Book* are available for purchase online. As for me, I've gained the dreaded COVID-19 weight just by looking up this information. Happy baking!