



Suggested Reading: Brownie Wise

Compiled by Leslie Goddard, Ph.D.

Tupperware Unsealed: Brownie Wise, Earl Tupper, and the Home Party Pioneers

by Bob Kealing (2008). Well-researched and engaging book. The definitive story about Wise's contributions and her downfall. Highly recommended.

Plastic: The Making of a Synthetic Century

By Stephen Fenichell (1996). An entertaining and very readable history of plastic. Explores the evolution of vinyl, rayon, Bakelite, polyester and more. Fun histories of Silly Putty, Hula Hoops, Frisbees, Tupperware, and Saran Wrap.

Tupperware: The Promise of Plastic in 1950s America

By Alison J. Clarke (1999). A meticulously researched cultural history of Tupperware. Explores how Tupperware became a powerful symbol of the American way of life.

Something from the Oven: Reinventing Dinner in 1950s America

By Laura Shapiro (2005). A gender-based social history of how wartime food innovations and culinary luminaries like Betty Crocker and Julia Child transformed food in the 1950s.

Tupperware!

American Experience. DVD. PBS (2004). Using interviews with early Tupperware dealers and rare footage of Tupperware Jubilees, this funny, compelling documentary explores the early history of Tupperware, including Wise's astonishing rise and fall. Based on Clarke's book.

Tupperware Timeline

1907 – Earl Tupper born in New Hampshire

1913—Brownie Mae Humphrey born in Georgia.

1936 – Brownie Humphrey marries Robert Wise. They divorce six years later.

1938 – Salesman Norman W. Squires proposes the home party method of selling to Stanley Home Products

1945 – Earl Tupper begins experimenting with polyethylene. Tupperware products debut in 1946.

1949 – Brownie Wise, a Stanley dealer, begins selling Tupperware.

1951 – Brownie Wise appointed to oversee all Tupperware sales through home parties

1954 – Tupperware Home Parties Headquarters open in Florida. First Jubilee held.

1958 – Brownie Wise fired from Tupperware Home Parties, Inc.

1958 – Earl Tupper sells Tupperware for \$16 million and buys an island in Central America

1992 – Brownie Wise dies