



Midcentury Cuisine

American Advertising Cookbooks: How Corporations Taught Us to Love Spam, Bananas and Jell-O by Christina Ward (2019)

American Gourmet: Classic Recipes, Deluxe Delights, Flamboyant Favorites and Swank Company Food from the 50s and 60s by Jane and Michael Stern (1992)

Better Than Homemade: Amazing Foods That Changed the Way We Eat by Carolyn Wyman (2004)

The Century in Food: America's Fads and Favorites by Beverly Buddy (2002)

Fashionable Food: Seven Decades of Food Fads by Sylvia Lovegren (1995, rev 2005)

Finding Betty Crocker by Susan Marks (2005)

Something from the Oven: Reinventing Dinner in 1950s America by Laura Shapiro (2005)

Food Americana: The Remarkable People and Incredible Stories Behind America's Favorite Dishes by David Page (2021)

Jell-O: A Biography by Carolyn Wyman (2001)

Kitchen Culture in America by Sherrie A. Inness (2000)

The Midcentury Kitchen by Sarah Archer (2019)

The Secret History of Home Economics by Danielle Dreilinger (2021)

Websites:

www.midcenturymenu.com

Inthevintagekitchen.com

"Five Recipes to Satisfy Your Midcentury munchies," <https://www.atomic-ranch.com/mid-century-lifestyle/mid-century-recipes/>

Period Cookbooks:

The Can-Opener Cookbook by Poppy Cannon (1951)

Betty Crocker's Picture Cook Book (1950)

The I Hate to Cook Book by Peg Bracken (1960)

The General Foods Kitchens Cookbook by the Women of General Foods Kitchens (1959)



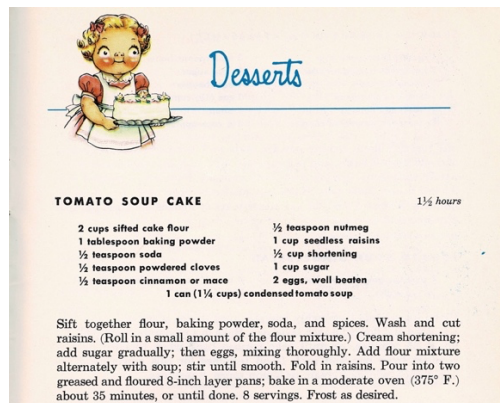
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History Comes Alive!

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SOME FAVORITE MIDCENTURY RECIPES

Compiled by Leslie Goddard



TOMATO SOUP CAKE

2 cups sifted cake flour
1 Tbsp baking powder
½ tsp soda
½ tsp powdered cloves
½ tsp cinnamon or mace
½ tsp nutmeg

1 cup seedless raisins
½ cup shortening
1 cup sugar
2 eggs, well beaten
1 can (1¼ cups) condensed tomato soup

Sift together flour, baking powder, soda, and spices. Wash and cut raisins. (Roll in a small amount of the flour mixture.) Cream shortening; add sugar gradually; then eggs, mixing thoroughly. Add flour mixture alternately with soup; stir until smooth. Fold in raisins. Pour into two greased and floured 8-inch layer pans; bake in a moderate oven (375 degrees F.) about 35 minutes, or until done. 8 servings. Frost as desired.

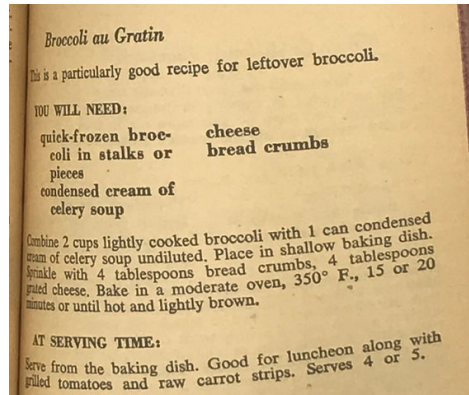
Anne Marshall, Director Home Economics, Campbell Soup Company, Cooking with Condensed Soups, 1952



7-Up AND MILK. Mix chilled 7-Up and cold milk in equal parts by pouring the 7-Up gently into the milk. Do not stir.

7-Up CAKE. Follow the directions on a prepared cake mix. Use 7-Up instead of the liquid in the recipe!

Undated advertisements, 7-Up



BROCCOLI AU GRATIN

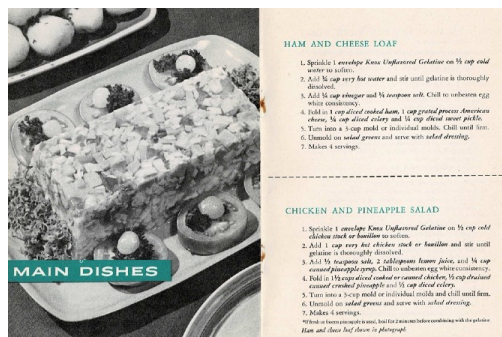
Quick-frozen broccoli in stalks or pieces
Condensed cream of celery soup

Cheese
Bread crumbs

Combine 2 cups lightly cooked broccoli with 1 can condensed cream of celery soup, undiluted. Place in shallow baking dish. Sprinkle with 4 tablespoons bread crumbs, 4 tablespoons grated cheese. Bake in a moderate oven, 350 degrees F, 15 or 20 minutes or until hot and lightly brown.

AT SERVING TIME: Serve from the baking dish. Good for luncheon along with grilled tomatoes and raw carrot strips. Serves 4 or 5.

Poppy Cannon, The Can-Opener Cookbook, 1967



HAM AND CHEESE LOAF

1. Sprinkle 1 envelope Knox Unflavored Gelatine on $\frac{1}{2}$ cup cold water to soften
2. Add $\frac{3}{4}$ cup very hot water and stir until gelatine is thoroughly dissolved
3. Add $\frac{1}{4}$ cup vinegar and $\frac{1}{4}$ teaspoon salt. Chill to unbeaten egg white consistency
4. Fold in 1 cup diced cooked ham, 1 cup grated process American cheese, $\frac{1}{4}$ cup diced celery and $\frac{1}{4}$ cup diced sweet pickle.
5. Turn into a 3-cup mold or individual molds. Chill until firm.
6. Unmould on salad greens and serve with salad dressing
7. Makes 4 servings.

Chas. B. Knox Gelatine Co., Gel-Cookery Recipe Book, 1957



HAM BANANA ROLLS

6 thin slices boiled ham
Prepared mustard

6 firm bananas, peeled
Cheese sauce

Use all-yellow or slightly green-tipped bananas. Spread each slice of ham lightly with mustard. Wrap a slice of the prepared ham around each banana. Place in a buttered shallow baking pan and pour cheese sauce over bananas. Bake in a moderate oven (350 degrees F) 30 minutes or until bananas are tender ... easily pierced with a fork. Six servings. Serve hot with cheese sauce from the pan poured over each roll.

CHEESE SAUCE

1½ tablespoons butter
1½ tablespoons flour

¾ cup milk
1½ cups grated American cheese

Melt butter, add flour and stir until smooth. Stir in milk slowly. Add cheese and cook, stirring constantly until sauce is smooth and thickened. Makes about 1 cup sauce.

United Fruit Company advertisement, 1947

"BEEF FUDGE"

1/2 lb. butter or margarine; 1 large can of evaporated milk; 4 c. sugar; 1-12 oz. pkg. chocolate chips; 1 pt. marshmallow cream; 2 tsp. vanilla; 1 c. ground roast beef (Hereford); 1 c. chopped walnuts.

Cook butter, milk and sugar until it forms a ball in cold water. Stir often. Remove from heat and stir in chocolate chips, marshmallow cream, 2 tsp. vanilla and the ground beef. Remove any hard crust from the beef before grinding. Walnuts can be added for extra taste, but this is delicious fudge with only the ground beef for crunchiness. Beat all ingredients together until firm and pour into a well-greased pan 8x13. Serves: 50-60

NOTE: This fudge keeps real well and the beef takes away some of the sweetness and yet adds nutrition. This is the only kind that my family cares for anymore. An elegant way to use up leftover roast beef. Try it today!

MRS. FLORENCE E. WEIST
Muddy Creek Ranch, R.R. 2
Choteau, Mont. 59422

National Council of Poll-Ettes, The Poll-Ette Hostess Cookbook, 1967 (1974 revised edition)