

A Good Housewife

- ▶ Since the early 1920s when Edward Bernays convinced women that smoking would keep them thin, marketers have sent subtle, and not so subtle, messages equating foods with weight loss. Before there was a diet-food industry that used chemical substitutes for fats and sugars, advertisers made dubious claims about the caloric content of their foods. (For the record, 1 cup of Campbell's tomato soup made with water is 180 calories but is 283 calories when made with whole milk.)



The Story Cottage Cheese tells in your mirror / 1930 / The Dairy and Food Bureau of Chicago / Front cover

The advertisement for "Surprise! Soup Shakes!" shows three glasses of different colored soup shakes: a light yellow one with a mint leaf, a red one with a yellow spiral garnish, and a pale yellow one with a cucumber slice. Below the glasses is a small cartoon character holding a spoon and a can of Campbell's soup. The text reads: "Surprise! Soup Shakes!" and "Once a day... every day... SOUP!".

Don't they look good!
They ARE! Want to try one?
Just take a can of Campbell's Tomato Soup. Add a can of cold milk. Or 1/2 of a can, if you like shakes thick. Now a bit of cinnamon. And shake it like a milk shake. Or stir it through your meat.
Chill your Soup Shake—and have it for lunch!
Or whip up a pitcher of Soup Shakes for a back-yard picnic supper.
Cream of Celery Soup and milk—that's a good one. So cool and fresh! With subtle flavors too good to miss. Cream of Chicken makes another we like—it's with milk and a garnish of cucumber or parsley. You'll be surprised, too (and so pleasantly), with the wonderful flavor of a Cream of Mushroom Soup Shake.

It's the new way to drink to your health. For all soups are good for you. And soups made with milk are enriched with added proteins, vitamins and minerals.

Any Campbell's Soup in the house? Is there milk on hand? Do have a Soup Shake! Now!

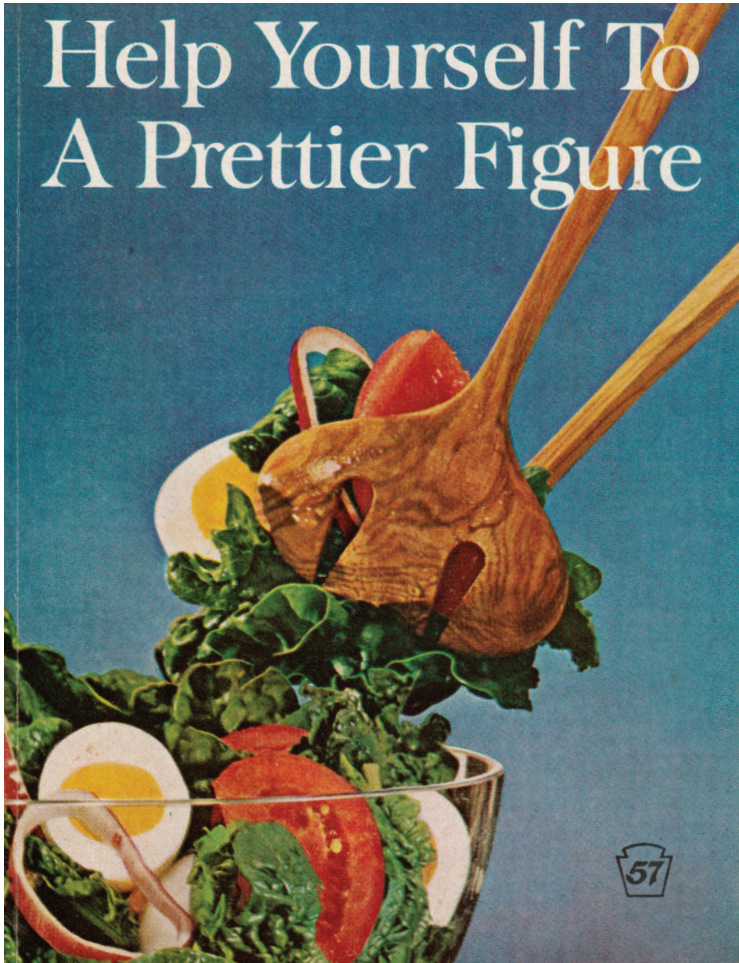
Campbell's SOUPS

SOUPS SUPPLY BASIC NUTRITIONAL NEEDS
—for general well-being
PROTEINS—for upkeep and growth
CARBOHYDRATES—for energy

Once a day... every day... SOUP!

'Surprise! Soup Shakes!' / 1956 / Campbell's Soup Company / Magazine advertisement / This ad was part a short-lived campaign to encourage women of to drink a 'soup shake' as a meal.

Help Yourself To A Prettier Figure



TEAR ALONG DASH LINE AND SAVE

Help Yourself To A Prettier Figure / 1963 / Heinz Corporation / Front cover

For salad treats that won't go to waist...

begin with Basic French Dressing

Here's a do-it-yourself dressing you make as you need it, so it's always fresh-tasting. And you can adjust it to control the calories by varying the amount of oil. Combine $\frac{3}{4}$ cup Heinz Vinegar, $\frac{1}{2}$ cup salad oil, $\frac{1}{8}$ tsp paprika, $\frac{1}{8}$ tsp salt, 1 tsp sugar. Chill. Shake before serving. Note: For a tangier, lower-calorie dressing, use $\frac{1}{2}$ cup Heinz Vinegar and $\frac{1}{4}$ cup salad oil. Makes 1 cup.



- HONEY FRENCH:** ● To 1 cup Basic French Dressing, made with Heinz Salad, White or Cider Vinegar, add 2 Tbsp. strained honey. Makes 1 cup.
- MINT FRENCH:** ● To 1 cup Basic French Dressing, made with Heinz Salad, White or Cider Vinegar, add 1 or 2 Tbsp. crushed mint leaves. Makes 1 cup.
- ROMA DRESSING:** ● To 1 cup Basic French Dressing add 2 cloves garlic, split. Let stand overnight to blend flavors. Makes 1 cup.
- BASIL FRENCH:** ● To 1 cup Basic French Dressing, made with Heinz White Vinegar, add 1 Tbsp. crushed basil leaves and 1 clove garlic, split. Makes 1 cup.

Another Waist Trimmer: lie on floor with feet hooked under rung of chair, arms straight over head. Keeping knees stiff, pull up slowly, touching head to knees and fingertips to toes. Return slowly to starting position and repeat exercise.



Summer Salad Bowl

● For Pretty Figure Salads that are *all-family* pleasers, combine several fruits and/or vegetables with salad greens, tossed or topped with one of the dressings at left.

- | | |
|------------|---------------|
| AVOCADOS | CARROTS |
| APPLES | CAULIFLOWER |
| BANANAS | CELERY |
| GRAPES | CUCUMBERS |
| GRAPEFRUIT | COOKED PEAS |
| MELONS | GREEN ONIONS |
| ORANGES | GREEN PEPPERS |
| PINEAPPLE | RADISHES |
| RAISINS | TOMATOES |

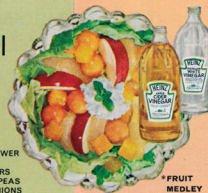
● For variety's sake, fruits and vegetables may be chopped, diced, sliced, grated, julenned or sectioned; used in chunks, wedges, strips, florets or balls.

Try these sparkling combinations

● **Fruit Medley:** apple slices, cantaloupe balls, grapefruit sections, pineapple chunks, mixed greens, Mint French Dressing and a topping of cottage cheese.



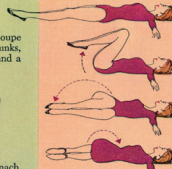
● **Red-and-Gold Florentine:** fresh spinach, hard-cooked egg halves, wedges of tomatoes, onion rings, Roma or Basil Dressing.



*FRUIT MEDLEY

Tips for slim hips:

With shoulders flat on floor and arms outstretched, pull knees up to chest. Roll rapidly from left to right, contacting floor vigorously with side of hips.



Exercises from Figurette Inc.

TEAR ALONG DASH LINE AND SAVE

Summer Salad Bowl / 1963 / Help Yourself To A Prettier Figure / Heinz Corporation

► If you think the outrageous 'one-upmanship' of children's birthday parties is a recent phenomenon, you'd be wrong. Women have always been judged by how they raise their children, and as the notion of what childhood was changed in the post-Victorian era, the race to outdo the neighbors was on. It was a mark of wealth and class that your children weren't working in a factory and to be entertained in the same (albeit kid-ified) high style. The most American of values, faking it until you make it, was an important element of belonging and women were encouraged to adopt the habits of the so-called 'upper classes.'

Baker's Fresh Moist Coconut
Southern Style



Plump, juicy threads packed fresh and tender in their own natural moisture, suitable for every purpose—just as it comes from the tin.

The old familiar kind, too

The old-fashioned shredded kind, sugar-cured, made from the meat of the same fine coconuts as Southern-Style. Baker's Old-Fashioned Shred Coconut is more daintily and finely cut, more carefully prepared than any dry shredded coconut you have used before, and packed in a double-wrapped stay-fresh package.



FRANKLIN BAKER CO., HOBOKEN, NEW JERSEY



FORM 1105-500-M-2-27 Printed in U. S. A.



What's all
this about
Mother not
wanting to
make so
many
cakes ?

What's all this about Mother not wanting to make so many cakes? / 1920 / Baker's Coconut / Franklin Baker Coconut Company / Unfolded pamphlet / Baker's Coconut became part of General Foods in 1927.



CHILDREN'S PARTY—CENTERPIECE—COURTESY DENNISON MANUFACTURING COMPANY

KEEP THEIR DAYS CRAMMED WITH *Surprises*

THEY'RE young for so short a period—it's hard to keep from wanting to give them surprises and parties, all the time. Since little folks like to have a hand in preparing for their gay occasions, we've worked out a simple cookie recipe that can make.

CHILDREN'S PARTY REFRESHMENTS

Strawberry and Chocolate Ice
Cream in Shells
*Flower Cookies
Milk

FLOWER COOKIES

(Illustrated above)

½ cup butter 2¼ teaspoons baking powder
1 cup sugar ¼ teaspoon salt
1 egg 1 tablespoon milk
1½ cups flour ¾ teaspoon vanilla

Thirty

1. Cream the butter, add the sugar gradually and cream thoroughly.
2. Add the egg and beat well.
3. Mix and sift the flour, baking powder and salt and add to the first mixture alternately with the milk.
4. Add the vanilla and chill for ½ hour.
5. Roll out on a floured board to about ⅛ inch thickness.
6. Cut in the shape of tulips, daisies or other flowers with a floured cookie cutter.
7. Place on an unbuttered cookie sheet.
8. Bake in a moderately hot oven (375° F.) for 8 to 10 minutes.

Make Frosting as follows:

1½ cups sifted confectioners sugar
Few grains salt
¾ teaspoon vanilla

2 tablespoons milk
Yellow, red or green coloring
Cocoa

1. Mix the sugar, salt and vanilla
2. Add enough milk to make the mixture soft enough to spread.
3. Add yellow, red or green coloring as desired and spread on cookies.
4. To make brown centers for daisies add a little cocoa to the plain frosting. This recipe makes about 32 flower cookies.

Thirty-one

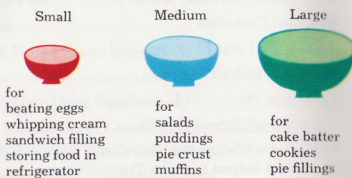
Sealtest Food Advisor / 1941 / Keep Their Days Crammed With Surprises / Sealtest Dairy

"My First Day in the Kitchen"

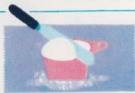


My first day in the kitchen, I watched! Mother knows all about cooking, but I had to learn about knives, bowls, and kitchen things. (Mom calls them "utensils".)

MIXING BOWLS are used a lot in our kitchen. Some of them are plastic, some are china. Mother calls the glass ones "heat proof" because they can be put in the oven. Usually mixing bowls come in sets like these:



There are two kinds of MEASURING CUPS in our kitchen. For sugar and flour we use

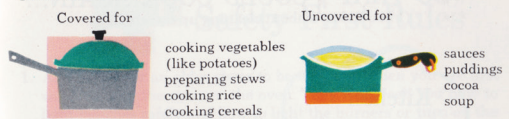


I learned to spoon sugar into the cup and level off the sugar like this

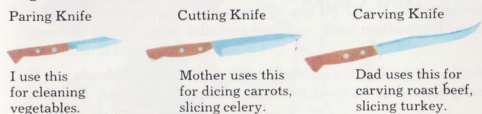
For milk or water, I use glass cups with a big handle and a pouring lip. I gave Mother a set for Christmas that looked like this:



SAUCEPANS are made of metal (like aluminum) or heat-proof glass. Some are pretty ones with copper bottoms. Use saucepans



KNIVES Our knives are kept in a drawer that has a wooden holder. (That way the knife blades don't get dull... I don't get my fingers cut, either.)



P.S. You won't get cut if you handle a paring knife carefully. Cut away from your hands. And use a wooden board for slicing vegetables like carrots!

MEASURING SPOONS come in sets like these. Mine are colored plastic... with a different color for the ¼, ½, 1 teaspoon and 1 tablespoon. Some measuring spoons are aluminum. When I use measuring spoons for dry ingredients, I always level the spoon off with a spatula.



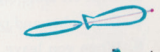
RUBBER SCRAPER... gets every bit of pudding, cake batter or icing out of the bowl. (And it is easier to clean the bowl afterwards.)



WOODEN SPOONS... are for mixing salads, instant puddings or sauces. When I cook, I use a wooden spoon for stirring. Wooden spoons have extra-long handles that make it easier to mix... and the handle never gets hot or burns my hand!



VEGETABLE PEELER. I use this for cleaning carrots, peeling potatoes or apples and cleaning celery. A vegetable peeler is so easy to use... and fast!



EGG BEATER. Used for beating eggs or whipping Carnation Evaporated Milk. (You'll find out how easy it is to whip Carnation on page 33.)



Fun to Cookbook / 1971 / "My First Day in the Kitchen" / Carnation Company / The Carnation Company created this cookbook aimed at young girls to take part in the growing trend of marketing directly to children. It also served to reinforce traditional, Puritan-influenced gender roles.

- Advertisers struggled with the growing women's empowerment movements. Many chose to focus on 'entertaining' as the peg on which to hang their marketing. From creating buffet meals for a crowd to outdoor barbeque picnics to young single working women, everyone loves a party. Through it all, the messages of the 'correct' way to be a woman are loud and clear.

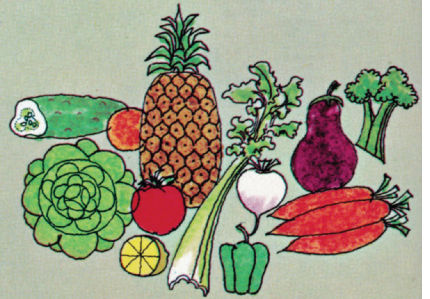


You're Entertaining / 1961 / Scott Paper Company / Front cover

How to Plan a Successful Menu



VEGETABLES AND FRUITS



4 or more servings

Include dark green or yellow vegetables; citrus fruit or tomatoes

Festive Foods / 1969 / How to Plan a Successful Menu / Wisconsin Gas Company



*CAN'T YOU JUST
SEE YOURSELF?*

PRAISED... ADMIRER



© 1966 Ball Brothers Company Incorporated



ENVIED... APPRECIATED!

Just imagine you're a charming hostess . . . praised by guests for your vogue-starting "made it myself" touches . . .

Adored by the man who secretly knows your magnificent barbecue sauce adds the master touch to his outdoor cooking . . .

Envied by "The Girls" for that *exclusive* orange souffle (made with your very own marmalade!) served at your bridge luncheon . . .

Famous for your corn relish that always goes over big at bazaars . . .

Loved for traditional goodies your children will fondly remember and talk of you making as long as they live!

Like what you see? Good! Read on . . .

Can't You Just See Yourself? / 1966 / Praised...Admired...Envied...Appreciated! / Ball Brothers Company / Ball canning jars took a novel approach to marketing home food preservation to young women in 1966, appealing to a need for outside social validation.