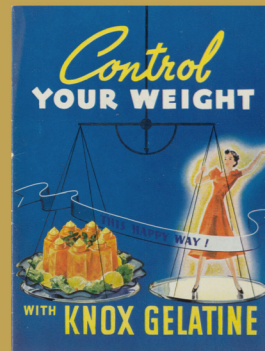


METHODS OF CATALOGUING

pedagogies
of submission



Control your
weight with
Knox gelatine

1938
United States

civic
womanhood



Cook book
for Kitchen
Patriots

1918
United States

the imperial
kitchen



Fuji
Recipes

1900s
United States

domestic
endurance



A Book of
Distinctive
Recipes

1937
United States

manufactured
femininity



This New
Freedom

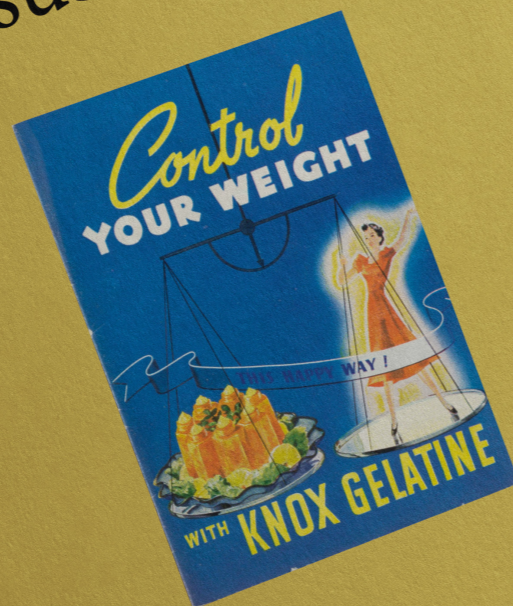
1928
United States

cards of FEMINIST interpretation

WHAT WOMEN WANT // COOKING
HARVARD DIGITAL COLLECTIONS

METHODS OF CATALOGUING

pedagogies of submission



Control your
weight with
Knox gelatine

1938
United States

pedagogies of submission

Context: Knox produced small advertising booklets showcasing gelatine's versatility, often packaged as "weight-control" guides promoting low-calorie gelatine desserts as modern diet aids.


Issues: Dubious diet and health claims, idealized images of women in marketing, and recipes often overly sweet despite "weight-control" framing; reinforced unrealistic beauty standards and consumerist ideals of feminine self-discipline.

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<p>pedagogies of submission</p>  <p>Control your weight with Knox gelatine</p> <p>1938 United States</p>	<p>pedagogies of submission</p> <p>Context: Knox produced small advertising booklets showcasing gelatine's versatility, often packaged as "weight-control" guides promoting low-calorie gelatine desserts as modern diet aids.</p> <p>Issues: Dubious diet and health claims, idealized images of women in marketing, and recipes often overly sweet despite "weight-control" framing; reinforced unrealistic beauty standards and consumerist ideals of feminine self-discipline.</p>	<p>pedagogies of submission</p>  <p>To the ladies; Cook Book</p> <p>1870-1889 United States</p>	<p>pedagogies of submission</p> <p>Context: A 19th-century Drisko Drugstore pamphlet (1870–1889) offering recipes and household hints, aimed at women to promote brand loyalty and sell remedies.</p> <p>Issues: Recipes mix cooking with medicinal claims and address women as primary household managers, reinforcing domestic responsibilities. The pamphlet prescribes moral and practical duties, shaping women's roles around household expertise and caregiving.</p>	<p>pedagogies of submission</p>  <p>Swift's Little Cook</p> <p>1910s United States</p>	<p>pedagogies of submission</p> <p>Context: A promotional cookbook from Swift & Company (1910s), offering recipes featuring their processed meats to encourage product use in U.S. households.</p> <p>Issues: The cover depicts a young girl as a cook, normalizing domestic work for girls and reinforcing early gendered expectations. Recipes and illustrations frame housework and cooking as natural responsibilities for women from a young age, while promoting processed meats and corporate branding.</p>
<p>pedagogies of submission</p>  <p>Happy Time Cook Book</p> <p>1936 United States</p>	<p>pedagogies of submission</p> <p>Context: A department-store promotional cookbook from Sears, Roebuck and Company (1936), featuring simple recipes aimed at young girls to socialize domestic skills.</p> <p>Issues: Encourages girls into domestic roles from an early age, reinforcing gendered expectations and normalizing household labor as a feminine duty. Recipes and presentation tie domesticity to consumer culture, presenting housework as a natural and enjoyable part of growing up.</p>	<p>pedagogies of submission</p>  <p>The Presto Recipe Book for little Girls and their Mothers</p> <p>1939 United States</p>	<p>pedagogies of submission</p> <p>Context: A promotional cookbook from Hecker Products Corporation (1939) targeting young girls and their mothers, teaching domestic skills alongside Presto appliance use.</p> <p>Issues: Encourages girls' early training in household labor, linking competence and femininity to appliance use. Recipes and instructions reinforce gendered expectations and subtly socialize children into domestic submission, presenting housework as enjoyable and natural.</p>	<p>pedagogies of submission</p>  <p>Dainty Luncheons</p> <p>1900–1920 United States</p>	<p>pedagogies of submission</p> <p>Context: Dainty Luncheons; How to Prepare Them (1900–1920) is a small cookbook or pamphlet, likely produced in Osage, Iowa, offering guidance on preparing light meals for middle-class households.</p> <p>Issues: The word "dainty" emphasizes delicacy and refinement, linking femininity to careful, attractive, and restrained domestic labor. Recipes and etiquette reinforce gendered expectations, socializing women into performing middle-class ideals of hospitality and domestic duty.</p>
<p>pedagogies of submission</p>  <p>Home Made Bread</p> <p>1925–1935 United States</p>	<p>pedagogies of submission</p> <p>Context: Home Made Bread (1925–1935) was published by the Northwestern Yeast Company, providing guidance on home bread-making while promoting commercial yeast.</p> <p>Issues: Reinforces domestic submission by framing women's labor as precise, efficient, and brand-dependent. Recipes prioritize commercial products and standardized methods, socializing women into obedient, modern homemaking practices.</p>	<p>pedagogies of submission</p>  <p>Notable Household Specialties Recipe Book</p> <p>1900 United States</p>	<p>pedagogies of submission</p> <p>Context: Notable Household Specialties Recipe Book (1900) was produced by Sidney Shepard & Co., compiling recipes for middle-class households and offering guidance on meal preparation and entertaining.</p> <p>Issues: Reinforces domestic norms and gendered expectations, emphasizing standardized recipes and household expertise. Likely favors commercial ingredients and underrepresents traditional or regional variations, shaping ideals of competent, refined homemaking.</p>	<p>pedagogies of submission</p>  <p>A Mother's Manual</p> <p>1928 United States</p>	<p>pedagogies of submission</p> <p>Context: Offered childcare and nutrition guidance while promoting Ralston-Purina products, showing women as primary caregivers and men as forgetful. Reinforces 1920s ideals of scientific motherhood and domestic responsibility.</p> <p>Issues: Frames domestic duties as women's responsibility and links maternal care to brand loyalty and processed foods. Normalizes reliance on commercial products and embeds gendered expectations in parenting.</p>

METHODS OF CATALOGUING

pedagogies
of submission



8 New Ways to
Any Man's Heart

1930
United States

Context: Authored by Edwina Nolan and issued by General Electric, this cookbook combined recipes with appliance promotion, showing how modern technology intersected with domestic expertise.

Issues: The title frames women's domestic labor as a tool to attract or satisfy men, reinforcing gendered expectations. Recipes promote convenience and efficiency while limiting women's autonomy in the kitchen.

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<p>the imperial kitchen</p>  <p>Mexican Cookery for American Homes</p> <p>1923 United States</p>	<p>the imperial kitchen</p> <p>Context: Gebhardt, a San Antonio chili powder company, issued promotional cookbooks (1923) adapting Mexican dishes for American home cooks, helping popularize “Mexican” food in the U.S.</p> <p>Issues: Recipes erase regional Mexican diversity, Anglicize ingredients, and recast Mexican cuisine through an assimilationist, corporate lens that sidelines Mexican cooks’ authorship. Illustrations and language often rely on stereotypes, further marginalizing Mexican cultural identity.</p>	<p>the imperial kitchen</p>  <p>The Congress Cook Book</p> <p>1899 United States</p>	<p>the imperial kitchen</p> <p>Context: A late-Victorian household manual (1899) from D. & L. Slade Co., offering recipes and kitchen management tips for middle-class housewives in Boston.</p> <p>Issues: The cover depicts a Black woman serving white people, reflecting racial hierarchies and the invisibility of Black labor in domestic work. Recipes reinforce prescriptive gender roles, confining women to household duties, while illustrations and instructions uphold problematic middle-class domestic ideals.</p>	<p>the imperial kitchen</p>  <p>Original Menus</p> <p>1908 United States</p>	<p>the imperial kitchen</p> <p>Context: A promotional menu booklet from Curtice Brothers Company (1908), showcasing preserves and condiments integrated into full meals for middle-class households.</p> <p>Issues: Celebrates middle-class refinement, using imagery to reinforce class hierarchies. Recipes and presentation tie women’s household labor to social display and brand promotion, framing the “ideal” kitchen around Anglo-American norms.</p>
<p>the imperial kitchen</p>  <p>Fuji Recipes</p> <p>1900s United States</p>	<p>the imperial kitchen</p> <p>Context: Fuji Recipes is held in the Schlesinger Library’s culinary collections, which document American women’s domestic and cultural histories.</p> <p>Issues: The title’s invocation of “Fuji” suggests an exoticized framing, drawing on Japanese imagery to lend novelty to American domestic cuisine. Within the imperial kitchen, it reflects how domestic archives absorbed global references without authentic cultural exchange.</p>	<p>the imperial kitchen</p>  <p>California Receipts</p> <p>1907 United States</p>	<p>the imperial kitchen</p> <p>Context: California Receipts was published by Rumford Chemical Works, compiling recipes from California housekeepers and promoting baking powder and related products.</p> <p>Issues: Reflects the ideals of the imperial kitchen, codifying a white, middle-class domestic standard and shaping homemaking around efficiency, skill, and consumer trust. Recipes reinforce classed and gendered domestic norms, framing the kitchen as a space where women perform refined, standardized household labor.</p>	<p>the imperial kitchen</p>  <p>Oriental “Show-You” Recipes</p> <p>1910–1929 United States</p>	<p>the imperial kitchen</p> <p>Context: Provided recipes and domestic guidance while promoting the company’s products, blending culinary instruction with marketing.</p> <p>Issues: Encourages women’s domestic labor while privileging branded, commercial ingredients. Exoticized “Oriental” flavors reflect marketing strategies that reinforce middle-class, white domestic ideals and the performance of culturally curated femininity.</p>

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<div><div>civic womanhood</div><div></div><div><div>Cook book for Kitchen Patriots</div><div>1918 United States</div></div></div>	<div><div>civic womanhood</div><div><p>Context: A WWI-era cookbook (1918) from the Food Conservation Committee, promoting food conservation, meatless meals, and patriotic substitutions for households.</p><p>Issues: Recipes and advice position women as responsible for national service through household labor, framing food conservation as a civic duty. Guidance enforces women's roles in managing scarcity and supporting the war effort, emphasizing moral obligation.</p></div></div>
<div><div>civic womanhood</div><div></div><div><div>Menus for Meatless Meals</div><div>1918 United States</div></div></div>	<div><div>civic womanhood</div><div><p>Context: A WWI-era cookbook by Janet McKenzie Hill for the Shredded Wheat Company (1918), promoting meatless menus and food conservation as part of home-front civic campaigns.</p><p>Issues: Encourages women to enact civic duty through household labor, framing rationing and menu planning as moral responsibilities. Recipes and guidance position women as central to national service, linking domestic management with patriotism and public virtue.</p></div></div>
<div><div>civic womanhood</div><div></div><div><div>Best War Time Recipes</div><div>1917 United States</div></div></div>	<div><div>civic womanhood</div><div><p>Context: Best War Time Recipes (1917) was published by the Royal Baking Powder Company, offering recipes emphasizing economy and efficiency during World War I.</p><p>Issues: Positions women's domestic labor as patriotic duty, linking household management to national service. Recipes prioritize commercial staples over local or traditional foods, reinforcing middle-class ideals of frugality and efficiency.</p></div></div>

<div><div>civic womanhood</div><div></div><div><div>War Time Recipes</div><div>1917 United States</div></div></div>	<div><div>civic womanhood</div><div><p>Context: War Time Recipes (1917) was produced by Black Brothers of Beatrice, Nebraska, providing recipes to help households conserve wheat and support the World War I effort.</p><p>Issues: Frames women's domestic labor as patriotic duty, linking household management to national needs. Promotes certain grains over others for economic reasons, shaping cooking practices around frugality and civic responsibility while marginalizing traditional or regional foods.</p></div></div>
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<p>domestic endurance</p>  <p>Better Cooking with more Leisure</p> <p>1928 United States</p>	<p>domestic endurance</p> <p>Context: A promotional cookbook from West Bend Aluminum Co. (1928), showcasing the “waterless” cooker and its time-saving, nutrient-preserving benefits.</p> <p>Issues: While it’s refreshing to see a cookbook marketed toward women’s leisure, the content still emphasizes efficiency and domestic responsibility. Prescriptive appliance use and the consumerist push limit the actual time and freedom women could enjoy.</p>	<p>domestic endurance</p>  <p>The Universal Cook Book</p> <p>1900 United States</p>	<p>domestic endurance</p> <p>Context: A promotional cookbook from Landers, Frary & Clark (1900) for the “Universal” food chopper, with recipes designed for the gadget and claiming prestige from the Imperial Institute award.</p> <p>Issues: The cover celebrates communal cooking, suggesting food and kitchen work can bring people together. However, recipes are limited to what can be prepared with the chopper, reinforcing efficiency- focused domestic labor and the expectation that women adopt new appliances.</p>	<p>domestic endurance</p>  <p>Helps for the Hostess</p> <p>1916 United States</p>	<p>domestic endurance</p> <p>Context: A promotional cookbook from the Joseph Campbell Company (c.1916), offering menus and recipes to promote Campbell’s soups and canned foods as essentials for entertaining.</p> <p>Issues: Frames entertaining as a woman’s duty and marker of social success, reinforcing hostess culture and gendered domestic expectations. While it markets convenience, it also ties women’s value to presentation and hospitality through branded, processed foods.</p>
<p>domestic endurance</p>  <p>Prize recipes of New England homemakers</p> <p>1933 United States</p>	<p>domestic endurance</p> <p>Context: A community- style cookbook compiled by Imogene B. Wolcott for First National Stores (1933), featuring “prize recipes” from New England homemakers to promote regional identity and customer engagement.</p> <p>Issues: Promotes a sense of sisterhood and shared domestic knowledge among women, framing recipe exchange as community- building. Yet this collective spirit is limited to a selective, Anglo-New England ideal, reinforcing a narrow version of regional womanhood.</p>	<p>domestic endurance</p>  <p>The Art of Entertaining</p> <p>1930 United States</p>	<p>domestic endurance</p> <p>Context: A promotional entertaining guide from Breyer Ice Cream Company (1930), showing how branded ice cream could be the centerpiece of parties and social gatherings.</p> <p>Issues: Encourages creativity and enjoyment in hosting, highlighting small pleasures and festive moments even during challenging times. At the same time, it reinforces middle-class domestic norms and links women’s labor to social display and branded consumption.narrow version of regional womanhood.</p>	<p>domestic endurance</p>  <p>A Book of Distinctive Recipes</p> <p>1937 United States</p>	<p>domestic endurance</p> <p>Context: A Book of Distinctive Recipes; and an Amazing Story (1937) was produced by the National Biscuit Company to promote Nabisco products. It also emphasizes sharing food and hospitality, reflecting domestic connection.</p> <p>Issues: Positions women’s labor around branded, processed products, reinforcing middle-class ideals. Recipes highlight convenience and brand loyalty while encouraging share, care and hospitality.</p>
<p>domestic endurance</p>  <p>Reliable Recipes</p> <p>1925 United States</p>	<p>domestic endurance</p> <p>Context: Reliable Recipes (1925) was published by Calumet Baking Powder Company, providing standardized recipes to help home bakers manage daily cooking and baking efficiently.</p> <p>Issues: Encourages women’s domestic labor as ongoing, skilled work, helping maintain household routines. Recipes emphasize efficiency and reliability, framing homemaking as a manageable, sustained responsibility.</p>	<p>domestic endurance</p>  <p>Home Puzzle and Receipt Book</p> <p>1892–1902 United States</p>	<p>domestic endurance</p> <p>Context: Home Puzzle and Receipt Book (1892–1902) was published by Gilman Brothers in Boston, combining recipes and puzzles to engage readers while promoting products.</p> <p>Issues: Encourages women’s ongoing domestic labor and skill through playful instruction, blending entertainment with household management. Recipes and activities frame homemaking as continuous, structured work, even when tied to promotional content.</p>	<p>domestic endurance</p>  <p>Household Hints</p> <p>1930–1939 United States</p>	<p>domestic endurance</p> <p>Context: Produced by the Hecker-Jones-Jewell Milling Division of the Standard Milling Company (New York), this Depression-era booklet blended household advice with product promotion, presenting thrift as both moral and modern.</p> <p>Issues: Uses the language of resilience to disguise marketing; links women’s domestic ingenuity with consumer loyalty, turning endurance into a branded ideal.</p>

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<div>domestic endurance</div> <div></div> <div>Ten Keys to Happiness1933 United States</div>	<div>domestic endurance</div> <div><p>Context: Published in the U.S., this booklet offered domestic guidance alongside stove promotion, highlighting efficient household management and modern appliances.</p><p>Issues: Links women's daily housework to domestic "happiness," encouraging endurance and framing labor as both necessary and personally fulfilling. Promotes resilience and efficiency as central to homemaking.</p></div>
<div>domestic endurance</div> <div></div> <div>Happy Times Recipe Book1934 United States</div>	<div>domestic endurance</div> <div><p>Context: Provided recipes and household guidance while promoting General Foods products, reflecting the 1930s blending of domestic instruction with corporate marketing.</p><p>Issues: Links women's labor to creating a cheerful, well-managed home while privileging processed and branded products over traditional ingredients. Encourages endurance and domestic effort framed as part of family happiness.</p></div>

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<p>manufactured femininity</p>  <p>This New Freedom 1928 United States</p>	<p>manufactured femininity</p> <p>Context: A promotional booklet from Borden, Inc. (1928) linking milk products and modern domestic living to ideas of progress, nutrition, and convenience.</p> <p>Issues: The imagery appears progressive, portraying modern women as capable and independent, yet it imposes a "do-it-all" ideal. Freedom is framed through productivity and consumerism, reinforcing rather than easing domestic expectations.</p>	<p>manufactured femininity</p>  <p>Cooking by Time and Temperature 1920 United States</p>	<p>manufactured femininity</p> <p>Context: A promotional cookbook from the Estate Stove Company (1920), demonstrating how electric stoves modernized cooking through time and temperature control.</p> <p>Issues: Positions electrification as progress and domestic technology as a mark of modern womanhood. The "Estate Electric way" frames femininity around mastery of appliances, equating good homemaking with technological competence and consumption.</p>	<p>manufactured femininity</p>  <p>How to Read the Lines of the Hand 1894-1933 United States</p>	<p>manufactured femininity</p> <p>Context: A promotional booklet from the Worcester Salt Company (1894-1933) combining palm reading with product advertising to capture women's attention through novelty and amusement.</p> <p>Issues: Uses fortune-telling to market domestic products, linking mystique and self-knowledge to household consumption. Reflects how femininity was commercialized through charm, intuition, and superstition, turning leisure and curiosity into subtle tools of brand engagement.</p>
<p>manufactured femininity</p>  <p>Buffalo Brand Peanut Butter 1910-1920 United States</p>	<p>manufactured femininity</p> <p>Context: A promotional leaflet from F.M. Hoyt & Co. (1910-1920) advertising Buffalo Brand Peanut Butter through recipes that expanded its everyday household use.</p> <p>Issues: Reinforces manufactured femininity by linking women's domestic labor to brand loyalty and household management. Cooking with the product is framed as a mark of skill, care, and modern womanhood, shaping women's identity around consumption and family provision.</p>	<p>manufactured femininity</p>  <p>Delicious Recipes 1929-1937 United States</p>	<p>manufactured femininity</p> <p>Context: A promotional cookbook from Durkee-Mower, Inc. (1929-1937), offering recipes that encourage the use of their spices and condiments across savory and sweet dishes.</p> <p>Issues: Reinforces women's domestic labor as a site for brand engagement, presenting skill and household competence through product use. Recipes emphasize convenience and processed ingredients, shaping ideals of modern homemaking around efficiency and consumerism.</p>	<p>manufactured femininity</p>  <p>Fleischmann's compressed yeast and good health 1919 United States</p>	<p>manufactured femininity</p> <p>Context: A promotional pamphlet from Fleischmann Company (1919) promoting compressed yeast for household baking, combining recipes with claims about health and economy.</p> <p>Issues: Frames women's domestic labor around industrial products, linking competence and care to proper use of yeast. Promotional and health claims reinforce the ideal of the modern homemaker, shaping femininity through efficiency, skill, and household management.</p>
<p>manufactured femininity</p>  <p>The Enterprising Housekeeper 1900s United States</p>	<p>manufactured femininity</p> <p>Context: Authored by Helen Louise Johnson, this cookbook offered daily meal guidance while promoting the company's products, reflecting early 20th-century domestic ideals of efficiency, variety, and branded ingredients.</p> <p>Issues: Reinforces women's role as domestic managers while linking their competence to household success. Recipes favor industrial and branded ingredients, shaping femininity through consumer and domestic labor expectations.</p>	<p>manufactured femininity</p>  <p>Menus for Little People 1925 United States</p>	<p>manufactured femininity</p> <p>Context: Issued by the Borden Company, this booklet promoted dairy consumption through child-focused meal plans, linking nutrition to maternal responsibility and corporate authority.</p> <p>Issues: Positions mothers as responsible for children's health through brand-dependent feeding, shaping domestic duty as both moral and scientific. Uses corporate messaging to naturalize women's labor and reinforce ideals of industrious, attentive, and knowledgeable femininity.</p>	<p>manufactured femininity</p>  <p>How to Take a Trick a Day with Bisquick 1935 United States</p>	<p>manufactured femininity</p> <p>Context: Published by General Mills, this cookbook used the persona of Betty Crocker to merge Hollywood glamour with domestic convenience, positioning Bisquick as both a product of modern efficiency and a symbol of feminine competence.</p> <p>Issues: Equates glamour, domesticity, and brand loyalty, framing homemaking as aspirational performance. Promotes the image of a "perfect" woman whose effortless poise conceals the labor and pressure behind corporate femininity.</p>