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Cookbooks for children in the USA in the second half of the 19th and 20th centuries – tendencies and development trends

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Keywords: children's cookbooks; history of children's literature; children's book market in the 19th and 20th centuries; American children's literature; culinary culture

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Summary. Thesis / Purpose: The aim of the article is to investigate the origins and development of cookbooks intentionally addressed to children published in the USA in the second half of the 19th and 20th centuries. The aim was to indicate specific types of these publications and to identify social and economic factors influencing their evolution.

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Research method: The source material for the analysis was obtained from the digital resources of cookbook collections in the public domain, such as Ann Hertzler Children's Cookbook & Nutrition Literature Collection, Johnson & Wales University Culinary Arts Mu-

seum and others. In total, several dozen copies issued in the USA in the years 1876-1998 and other artifacts belonging to the area of children's culinary culture in this geographical area were analyzed.

Results/Conclusions: The history of cookbooks for children in the USA begins in 1876 and continues to this day. The genesis of the phenomenon is associated with the dissemination of Enlightenment ideas, especially the new model of upbringing and the psychosocial emancipation of the child along with the socio-economic changes, the expansion of the circle of readers, the emergence of a new group of buyers - middle-class children. Early American cookbooks for children took the form of literary culinary stories, the so-called cookstory or culinary story. They were used to teach girls to cook, they were a tool of socialization to act as a housewife. Since the beginning of the 20th century, we have been observing a dynamic development of new trends in these publications, such as verse cookbooks and brochures advertising well-known food brands, the so-called culinary ephemera. Cookbooks for boys appeared on the market in the mid-20th century. In the 1970s, there appeared guides aimed at adolescents promoting healthy lifestyle and diets (vegan and vegetarian), books related to the heroes of childhood readings and popular media icons for children. Nowadays, attention is drawn to the variety of formats and high editorial attractiveness of these publications and their strong relationship with the toy and media industry.

Research Sources for Early American Children's Cookbooks

Cookbooks intentionally addressed to children appeared in the United States in the last quarter of the 19th century. In the process of their genesis and development, an important part is played by factors that coincide with those that occurred at the same time in many European countries, especially in Germany, which is considered to be the world cradle of these publications¹. Among the reasons stimulating the evolution of the phenomenon, one should mention, first of all, the global spread of the ideas of the Enlightenment, which contributed to the psychosocial emancipation of children and childhood², including the idea of a new model of upbringing, treating the child as an entity subject to the thorough formation³. Significant stimuli were also socio-economic changes, including the transformation of the burghers' social class, the expansion of the circle of groups gaining education and reading books, and finally – the emergence of a new group of buyers, i.e. middle-class children. This favored the increase in the demand for specialized literature for the youngest readers, which developed exceptionally vividly in the second half of the 19th century. Prosperity also applied to the toy industry: toys, including miniature cookers for dolls, along with kitchen utensils, were very popular among children⁴. The fun of receiving guests and cooking was becoming more and more common,

¹ See A. Has-Tokarz, *Od zabawy w gotowanie do książeczek „dla małych kucharzy” – o proveniencji pierwszych książek kucharskich dla dzieci (prolegomena)*, [in:] *O literaturze i kulturze (nie tylko) popularnej*, ed. [A. Gemra, A. Mazurkiewicz], Łódź 2017, p. 181–194.

² A. Kubale, *Narodziny nowej postawy wobec dziecka*, [in:] *Obszary spotkań dziecka i dorosłego w sztuce*, red. [M. Tyszkowa, B. Żurkowski], Warszawa 1989, p. 34.

³ S. Hersh, *Children's cook books – Windows into social and economic change: A survey of children's cookery books published in the United States between 1870 and 1996*, Boston 1997, p. 11.

⁴ See: A. Has-Tokarz, *Creatively playing kitchen and cooking – reflections on contemporary cookbooks for children (selected examples)*, *Filoteknos*, vol. 10: 2020, p. 473–489.

which is documented by literary, diary and iconographic sources such as *The little housekeepers. Little worker series* – books with colorful lithographs, published by the New York publishing company McLoughlin Brothers NY in the years 1858-1920 [Fig. 1]. Often miniature toy cookers and accompanying small accessories were used as “teaching tools” within the then flourishing female education in home economics and cooking. It cannot be ruled out that the demand for cookbooks for children was a consequence of the processes of professionalization and gaining social prestige by new professional groups, including a cook, which took place in the second half of the 19th century⁵.

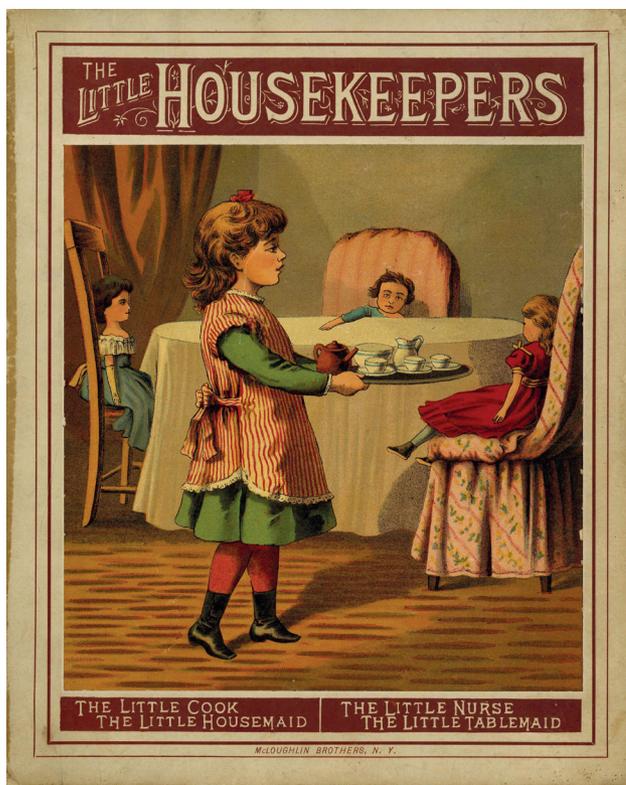


Fig. 1. An illustration showing a children's game of “receiving guests”

Source: *The little housekeepers and other stories*, New York 1886?, [online], [accessed on June 18, 2020]. Available on the World Wide Web: <https://guides.lib.vt.edu/c.php?g=387039&p=3055961>.

An important achievement in the development of the tradition of cookbooks for children in the USA are the works of Ann A. Hertzler, who studies the history of the nutrition of families and children in this geographical area. The researcher, professionally associated with the Department of Human Nutrition Foods and Exercise of the Virginia Polytechnic Institute and the State University, treats cookbooks for

⁵ See: T. Czekalski, *Dziewiętnastowieczni mistrzowie sztuki kulinarnej – ewolucja zawodu i czynniki prestiżu*, [in:] *Historia naturalna jedzenia. Między antykiem a XIX wiekiem*, ed. [B. Możejko, cooperation. E. Barylewska-Szymańska], Gdańsk 2012, p. 365-366.

children as “culinary messages about the times”, a fundamental source of learning about the evolution of nutrition in the USA and the development of children’s culinary culture⁶. Upon her initiative, a special collection was created – “Ann Hertzler Children’s Cookbook & Nutrition Literature Collection”, including American cookbooks for children published in the years 1863–2001 (over 400 titles) and a number of other artifacts belonging to the children’s culinary culture in the USA such as: posters, leaflets, culinary brochures, food cards, also kitchen accessories for fun and learning to cook. Collection resources, digitally provided by the University Libraries Virginia Tech⁷, were used in the research for this article. Additional source material was obtained from the children’s cookbook collection provided by the Johnson & Wales University Culinary Arts Museum⁸. The verification of the data collected in this way was based on the monograph *Children’s cookery books ...* (1997) by Stephanie Hersh, a graduate of the Boston University Master of Liberal Arts in Gastronomy, who discusses the history of children’s cookbooks in the USA in the years 1870–1996, in the context of social and economic conditions⁹.

Cook story and culinary story – forms of the first American cookbooks for children

In the light of the above sources, *The Cooking Club of Tu-Witt Hollow*, published in Boston in 1876, is considered to be the first cookbook for children in the USA¹⁰. Its author was Ella Farman Pratt (1837–1907), a writer of novels for girls and editor of magazines for young readers, including the American edition of the “Little Folks”, “Wide Awake” and “Our Little Men and Women” popular at the turn of the 19th and 20th centuries. Pratt belonged to the group of the so-called “new writers”, trying to balance the educational and entertainment function of contemporary children’s literature. *The Cooking Club...* has the form of a moralizing literary story about young girls informally associated in the eponymous “cooking club”. Teenagers regularly meet at their homes, where, under the guidance of an adult hostess, they prepare traditional dishes from the culinary repertoire of mothers, grandmothers and aunts. The over two-hundred-page publication contains instructions on the rules of cooking and keeping the kitchen in order, along with several dozen recipes that are given descriptive form of practical lessons. According to Ann A. Hertzler, this book, illustrated with black and white prints, reflects the nutritional trends specific to American children’s cuisine of the time¹¹. Readers, or rather female readers, as

⁶ See: A. A. Hertzler, *Nutrition trends during 150 years of children’s cookbooks*, Nutrition Reviews 2005, vol. 63, nr 10, p. 347–351; eadem, “Nourishing books” for young children, Topics in Clinical Nutrition 2002, vol. 5, p. 28–34; eadem, *Children’s food patterns – a review: I food preferences and feeding problems*, Journal of the American Dietetic Association 1983, vol. 83, p. 551–554; eadem, *The sources and uses of children’s cookbooks*, Repast. Quarterly Publication of the Culinary Historians of Ann Arbor, vol. 23: 2007, nr 1, 9–11.

⁷ See: *Infant, child&family nutrition resources. Ann Hertzler children’s cookbook&nutrition literature collection*, Ann A. Hertzler Collection, Ms2001-004, Special Collections, Virginia Tech, Blacksburg, Va., [online], [access 15.03. 2020]. Available at World Wide Web: <https://guides.lib.vt.edu/specialcollections/childrensnutrition>.

⁸ See: [online], [access 15.03.2020]. Available at World Wide Web: <https://culinaryartsmuseum.pastperfectonline.com/>.
⁹ See: S. Hersh, op. cit.

¹⁰ See: E. F. Pratt, *The cooking club of Tu-Witt Hollow*, Boston 1876, [online], [access 15.03. 2020]. Available at World Wide Web: <http://catalog.hathitrust.org>.

¹¹ A. A. Hertzler, *Nutrition trends during 150 years of children’s cookbooks*, Nutrition Reviews 2005, vol. 63, nr 10, p. 347.

the addressees of the publication were girls, will find recipes for unusual jellies with fruit, gingerbread cookies, cookies with cream and the so-called sandwiches, i.e. oblong sandwiches, which at that time became a children's treat, replacing ordinary home-made yeast bread.

The following year, a literary story about a children's cooking school, *Six little cooks, or Aunt Jane's cooking class* (1877)¹², appeared on the US children's book market. The author of the publication is Elizabeth Stansbury Kirkland (1828-1896), writer of textbooks and historical novels for children and adolescents¹³. This time the culinary history was divided into 15 chapters, in which the content consisted of recipes for children's delicacies. The subject index at the end of the booklet lists over 100 recipes relating to various - usually high-calorie - categories of dishes and snacks. Among them there are: sponge cakes, biscuits, jellies, creams, puddings and yoghurts, but also proposals for breakfast and lunch sets, containing recipes for the preparation of various variants of omelets, toasts, pancakes and original dishes made of potatoes and tomatoes [Fig. 2].



Fig. 2. The front sheet of the book *Six Little Cooks...* (1877) by E. S. Kirkland

Source: Elizabeth S. Kirkland, *Six little cooks, or, Aunt Jane's cooking class*, Chicago 1877 [online], [accessed June 18, 2020]. Available from the World Wide Web: <http://digital.library.wisc.edu/1711.dl/HumanEcol.SixLitCooks>.

¹² E. S. Kirkland, *Six little cooks, or, Aunt Jane's cooking class*, Chicago 1877, [online], [access 15 March 2020]. Also available at World Wide Web: <http://digital.library.wisc.edu/1711.dl/HumanEcol.SixLitCooks>.

¹³ See S. A. Inness, *Dinner roles. American women and culinary culture*, Iowa City 2001; eadem, *Kitchen culture in America. Popular representations of food, gender and race*, ed. [S. A. Inness], Philadelphia 2001.

The first American cookbooks for children were given the form of literary culinary stories, the so-called cook story or culinary story. Literary stories were used to teach girls basic housework, not only cooking, but also washing, shopping, sewing, the rules of caring for and raising children, etc. The idea of using the book to prepare the youngest for the expected social roles was not new, but in the 1880s it clearly escalated. The strategy of combining education with play, involving the activities of adult women that young girls experienced on a daily basis, combined with props typical of childhood (games, dolls and other toys) proved to be highly effective. An example of such an editorial solution can be the book *The little housekeepers and other stories* (1886). It was deceptively similar to the household management guides found in the home of every American housewife who wanted to be regarded as a “modern housewife”. The publications in question contained many colorful illustrations, which guaranteed them an attractive layout and ensured their market popularity [Fig. 3].



Fig. 3. Illustration of a little girl in the kitchen

Source: *The little housekeepers and other stories*, Illustrated, New York 1886? [online], [accessed on June 18, 2020]. Available on the World Wide Web: <https://guides.lib.vt.edu/c.php?g=387039&p=3055961>.

Raising a young woman as a housewife was a requirement of the times, which resulted from the reform program of the bourgeois society of the 19th and 20th centuries. It determined the educational nature of books included in the group addressing the so-called homemaking for children. In addition to the recipe segments, they contained chapters on housekeeping, in particular gardening, cleaning, washing, modern farm management, illustrating how to make a bed, decorate a table, prepare a meal for guests, organize Christmas, etc. Guides of this kind appeared in the USA during the Civil War, written as joint projects of women gathered in charity or religious organizations and women’s clubs. This type of activity was initiated by members of the Protestant churches in the North, allocating their proceeds from the sale of household books to help victims of the war and their families. A slightly later

example of such a compendium is *The settlement cook book* (1901), subtitled *The way to man's heart*. The book was written by women from the Milwaukee Jewish Mission, led by Lizzi Black Kander¹⁴. Other textbooks worth citing include: *Training the Little homemaker, by kitchen garden methods* (1912) by Keech Mabel Louise, *Housekeeping* (1916) and *Things girls like to Do* (1917) by Gilman Elizabeth Hale or *Other kinds of bread* (1917) by Ady E. Hunt¹⁵.

The process of giving children's cookbooks a literary form continued in the USA at the beginning of the 20th century. In 1905 in Boston there was published the book *A little cook book for a little girl*¹⁶ by Caroline French Benton (owned by Caroline Frances Burell), who was also a co-author of the guide *A little girl's cookery book* (1911), compiled in collaboration with Mary Florence Hodge. The publication contained recipes from "little Margaret", who is the protagonist of this culinary story. For the most part, it contains reprints of recipes previously published in the magazine *The Good Housekeeping*¹⁷. It consists of three separate segments, containing a total of over two hundred recipes. These included: *The things Margaret made for breakfast*, *The things she made for luncheon or supper*, including *Margaret school luncheons* and *The things she made for dinner*. The book is supplemented by the subject index of dishes presented in the following order: drinks, bread, cakes, candies, breakfast cereals, cheese, desserts, egg dishes, fish dishes, meat dishes, sweet cakes, potato dishes, salads, sandwiches, soups, vegetable dishes. The volume was dedicated to "all little girls who want to learn to cook".

In the same year, *Three Little Cooks* (1905) by Lucy (Hill) Crump, illustrated by Gerturde M. Bradley, was released. A more exclusive edition of this guide – with an elegant cover made of navy blue cloth – had been published a year earlier by Edward Arnold's London publishing house¹⁸. The first nine chapters of this didactic story are humorous stories about the kitchen adventures of three children, whose culinary guide through the meanders of the kitchen and dining room is the good-natured Mrs. Lucinda. The 10th section contains 30 recipes, many of which were originally written into individual stories, such as the story of baking apples, yeast rolls or ginger cookies.

¹⁴ L.B. Kander, *The settlement cook book*, Milwaukee: [S.N.] 1901, "The Historic American Cookbook Project" collection, [online], [accessed 15 March 2020]. Access on the World Wide Web: <http://digital.lib.msu.edu/projects/cookbooks/html/>. See A. Fritz, *Lizzie Black Kander & Culinary reform in Milwaukee*, Wisconsin Magazine of History, vol. 87, no. 3 (Spring 2004), pp. 36–49, [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://content.wisconsinhistory.org/cdm/compoundobject/collection>.

¹⁵ L. K. Mabel, *Training the little home maker, by kitchengarden methods*, J. B. Lippincott Company 1912, (chapter Kitchen work), [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://digital.library.wisc.edu/1711.dl/HumanEcol.KeechTrain>; G.E. Hale, *Housekeeping*, Garden City, New York 1916 (chapter: *Cooking*) [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://digital.library.wisc.edu/1711.dl/HumanEcol.GilmanHouse>; A. E. Hunt, *Other kinds of bread*, University of Wisconsin, Agricultural Extension Service, August 1917 [online], [accessed March 15, 2020]. Available on the World Wide Web: <http://digital.library.wisc.edu/1711.dl/HumanEcol.RSOther>.

¹⁶ C. F. Benton, *A little cook book for a little girl*, Boston 1905 [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://www.gutenberg.org/files/16514/16514-pdf.pdf>.

¹⁷ D. Harris, *Historical trends in children's cookbooks*, Repast. Quartely Publication of the Culinary Historians of Ann Arbor, 2007, vol. 23, nr 1, p. 14.

¹⁸ L. Crump, *Three little cooks*, London 1905 [online], [accessed 15 March 2020]. Available on the World Wide Web: https://explore.library.leeds.ac.uk/special-collections-explore/357411/three_little_cooks?query=Three%20Little%20Cooks&browseQuery=Search&resultOffset=1.

In the discussed period, collections of culinary poems and rhyming recipes appeared incidentally. An example of such an edition is the illustrated volume *When mother lets us cook ...* (1908) by Constance Fuller (Wheller) Johnson, published in the educational series “When Mother Lets us Sew”. The book contains verse recipes for various sweets (omelettes, cakes, biscuits, gingerbread, soufflés), along with simple rhymes that allow you to remember the rules of working in the kitchen. The novelty of the guide was that cooking was presented here not in terms of children’s play, but as a kind of “privilege”¹⁹.

The early children’s cookbooks published in the USA were an innovative genre, but their message was not new. They disseminated the model of a woman-housewife, which had been reinforced for a long time in Europe, giving girls lessons on selfless and sacrificial service to the family and society. At the same time, they indicated that in the life of the local community, food was not an abstraction or an isolated construct, but a sphere strongly integrated with the rhythm of everyday life²⁰. An illustration of these trends is *Cookery for little girls* (1910) by Olive Hyde Foster, dedicated to “the two dearest little girls who never learned to cook”²¹. The book was designed as a guide for mothers planning to train their daughters in the art of cooking. The preface contains the author’s appeal to undertake conscious actions in the field of culinary education of girls, because there is nothing “more pathetic than a helpless woman unable to cook”. Foster believed that cooking had “great educational value”, guaranteeing excellent mental training and comprehensive development. For this reason, in her opinion every young girl should learn how to prepare meals, and the acquisition of these skills should be guided by an experienced woman²². The book consists of 17 chapters such as: “tasty items for breakfast”, snacks, daily soups, fresh and dried fish, meat and potato dishes, various types of vegetables, appetizers “for an unexpected guest”, rice and pasta, cakes and breads, desserts “perfect for summer”, gala dinner on the occasion of Thanksgiving, Christmas Dinner Party, homemade sweets, preserves, sandwiches and drinks along with exquisite desserts. It also contains instructions on the rules of hygiene during cooking (washing hands, putting on an apron, etc.), cleaning the dishes and the cooker, notes on maintaining safety rules in the kitchen, tips on decorating dishes and aesthetic serving. The message is enhanced by colorful illustrations of ready-made dishes, which additionally decorate the edition.

Among the books for “little cooks” published in the USA at the beginning of the 20th century, *Some little cooks and what they did* (1912) by Elisabeth Hoyt is worth noting. The richly illustrated book was published in the series for children “Happy Hour” [Fig. 4]²³. The publication is a collection of unrelated stories and

¹⁹ C. Fuller Johanson, *When mother lets us Cook: a book of simple receipts for little folk, with important cooking rules in rhyme, together with handy lists of the materials and utensils needed for the preparation of each dish*, New York 1908 [online], [accessed on 15 March 2020]. Available on the World Wide Web: <http://catalog.hathitrust.org/>.

²⁰ J. Longone, “As worthless as savorless salt?” *Teaching children to cook, clean, and (often) conform*, *Gastronomica*, 2003, nr 3, p. 104–110.

²¹ O. Hyde Foster, *Cookery for little girls*, New York 1910 [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://catalog.hathitrust.org/>.

²² *Ibidem*, p. 7.

²³ E. Hoyt, *Some little cooks and what they did*, il. J. Bruce, Boston-Chicago: W. A. Wilde 1912 [online], [accessed March 18, 2020]. Available on the World Wide Web: <https://babel.hathitrust.org/cgi/pt?id=hvd.rslf6a&view=1up&seq=9>.

poems on culinary topics. They present the stories of little girls who prepare meals for their dolls: cream cakes, cakes, desserts, but also complicated dishes, such as baked fish in sauce.



Fig. 4. The front page *Some little cooks and what they did* (1912) by E. Hoyt

Source: E. Hoyt, *Some little cooks and what they did*, il. J. Bruce, Boston-Chicago 1912 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://babel.hathitrust.org/cgi/pt?id=hvd.rslf6a&view=1up&seq=9>.

At the same time, *The Mary Frances cook book ...* by Jane Earyre Fryer²⁴, dedicated to “a little girl whose great ambition was to help her mother”²⁵ was published. In narrative terms, the book consists of 26 chapters, illustrated by Jane Allen Boyes and Margaret G. Hays. Each of them is a story about cooking lessons given to the protagonist by anthropomorphized cookware (Tea Kettle, Sauce Pan, Aunte Rolling Pin). 40 recipes in a modern style are woven into the literary narrative: with precise proportions and comments on how to serve dishes, decorate the table and to furnish the dining room. There are recipes for dishes that are easy to prepare and that correspond to children’s tastes, such as coffee with milk, muesli, omelette, bread, butter, biscuits, as well as occasional menu suggestions, e.g. for a doll’s tea party²⁶. Fryer’s book promotes the religious and social ideals of the era - it includes, among others guidelines on women’s duties and numerous moral guidelines [Fig. 5].

²⁴ J. E. Fryer, *The Mary Frances cook book, or adventures among the kitchen people*, il. M. G. Hays and J. A. Boyer, Philadelphia 1912 [online], [accessed March 15, 2020]. Available on the World Wide Web: <https://d.lib.msu.edu/fa/51#page/1/model/2up>.

²⁵ *Ibidem*, p. 5.

²⁶ After *When was the first cookery book for children published?* [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://www.theguardian.com/childrens-books-site/2012/nov/19/childrens-cookery-books>.

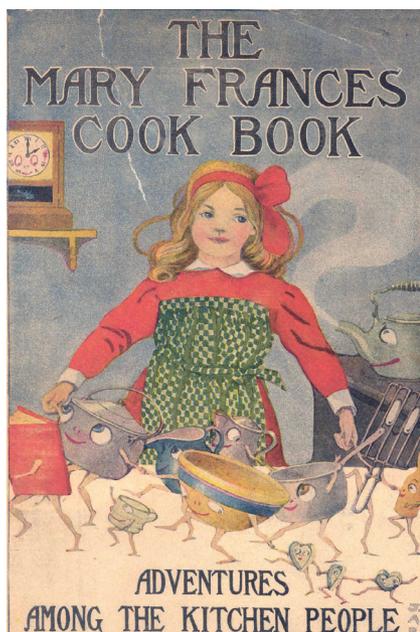


Fig. 5. The cover of *The Mary Frances cook book...* (1912) J. E. Fryer

Source: Jane E. Fryer, *The Mary Frances cook book, or adventures among the kitchen people*, ed. M. G. Hays and J. A. Boyer, Philadelphia 1912 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://d.lib.msu.edu/fa/51#page/1/mode/2up>.

Most likely, it played the role of a training manual for young girls preparing to fulfill their „adult role”. A similar function was performed by the other books included in the series, i.e. *The Mary Frances knitting and crocheting book*, *The Mary Frances sewing book: adventures among the thimble people*, *The Mary Frances house-keeper, or, adventures among the doll people* and *The Mary Frances garden book: adventures among the garden people*. After the end of World War I, a movement called Home Economics (abbreviated as „Home Ec” also „HE”) or Domestic Science evolved in the US. Its pioneers were the sisters Catherine and Harriet Beecher, who had promoted household teaching among wives and daughters of American farmers²⁷ since the mid-19th century. Soon, household studies became the subject of studies and education in vocational schools, high schools and universities (the current name is *Family and Consumer Science*).

In the second decade of the 20th century, as a result of the popularisation of the idea of this movement, compulsory manual labor classes were introduced in state schools. It was there that practical cooking lessons were held. Until the end of the 1930s, they applied almost exclusively to girls. The boys were separated and delegated to technical work. Elementary cooking classes were carried out from the first grade, and the teaching often used these mini-cookers-toys and cookbooks of popular science character.

²⁷ See C. M. Goldstein, *Creating consumers. Home economists in twentieth-century America*, Chapel Hill, NC2012, p. 13 and M. Walker, Home economics, [in:] *Historical dictionary of women's education in the United States*, ed. [L. Eisenmann], Greenwood Press 1998, pp. 201–206.

Cookbooks as a girl's culinary literacy tool

A model for such publications were the cooking coursebooks by the respected author of books for children Clara Ingram Judson (1879–1960). The first one was *Cooking without mother's help* (1920), released as part of the educational series „What I Can Do With My Hands”. It combined elements of literary narration with recipes constructed in a more formalized way than had been the case so far. The recipe was typographically distinguished in the text, and its structure included such elements as: ingredients, proportions and subsequent steps²⁸. The book's protagonist was ten-year-old Alice, participating in educational culinary talks with her mother, who gave her daughter comprehensive tips on cooking and meal preparation. The directives concern measuring the ingredients of dishes, procedures related to the performance of individual activities (peeling, cutting, cooking, frying), rules of nutrition, safety in the kitchen, maintaining a tidy workplace (e.g. cleaning the oven and dishes). The *cooperative* model of the mother and daughter in the kitchen presented in the publication, which involved the youngest siblings in basic activities, was to inspire young readers to cook independently.

The second cookbook by C. I. Judson – *Child life cook book* (1926) fully implemented the textbook model. It contained exact measures and weights of ingredients, information on the overall nutritional and caloric value of food, and descriptions of the use of well known food products. The content was supplemented with numerous tables and graphic figures [Fig. 6]²⁹.



Fig. 6. C. I. Judson's cookbook's covers

Source: C. I. Judson, *Cooking without mother's help: a story cook book for beginners*, New York 1920 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://babel.hathitrust.org/cgi/pt?id=hvd.rsmcdf&view=1up&seq=12> and C. I. Judson, *Child life cook book*, Chicago 1926 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://catalog.hathitrust.org/Record/100565899?type=5B%5D=author&lookfor%5B%5D=%22Judson%2C%20Clara%20Ingram%2C%201879-1960.%22&ft=>

²⁸ C. I. Judson, *Cooking without mother's help: a story cook book for beginners*, New York 1920 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://babel.hathitrust.org/cgi/pt?id=hvd.rsmcdf&view=1up&seq=12>.

²⁹ Eadem, *Child life cook book*, Chicago 1926 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://catalog.hathitrust.org/Record/100565899?type=5B%5D=author&lookfor%5B%5D=%22Judson%2C%20Clara%20Ingram%2C%201879-1960.%22&ft=>

The publication intended for independent use by the child (the parent appears here only when there is a need to turn on the oven) is the book *Kitchen fun...* (1932) by Louise Price Bell³⁰. For the first time, a graphic solution in the form of recipes illustrating the “step by step” preparation of dishes was used, which made the text understandable and useful for children who could not read yet. The volume contains 28 illustrated recipes in a full-page format, including recipes for bread, cookies, cakes, desserts, drinks, eggs, fish, salads and homemade candies. The edition was supplemented with a graphic presentation of useful kitchen accessories. At the end of the book, blank pages were left for small readers to write down recipes, which was an innovative typographic solution. The publication was very popular: it was re-published in 1946 as a series of interactive educational books intended for “preschoolers” – this time in a large format, with a soft cover and dust jacket [Fig. 7].

Culinary ephemers – cookbooks for children as an “advertising vehicle” of food products

From the beginning of the 20th century, cookbooks popularizing food products and kitchen appliances appeared on the children’s book market in the USA – they were usually distributed free of charge. Researchers at the Langone Center for American Culinary Research of the State University of Michigan refer to them as *culinary ephemers*³¹. One of the earliest publications of this type is the richly illustrated book *A Little Book for a little cook* (1905), advertising Pilsbury baking powder and flour³². Other examples are: brochures promoting “Crisco” brand baking and cooking fats, produced by The Smucker concern, e.g. *Tested Crisco recipe* (1912), also volumes popularizing “Jell-O” gelatine, commonly used in the USA to prepare desserts based on jellies, e.g. *The wanted Jell-O* (1910), *What six famous cooks say of Jell-O America’s most famous dessert* (1912), *The Jell-O girl entertains* (1925). The brand also promoted itself with an illustrated culinary brochure about the jelly monster from *Mr Gourmand’s strange dreams*, *Jell-O Company*, published between 1924 and 1926³³.

Culinary ephemers had the character of family publications: they proclaimed the involvement of adults and the youngest members of the family in household affairs and cooking³⁴. Their significant increase took place in the third decade of the 20th century, which was related to the flourishing of the capitalist economy and the food industry along with the popularization of the advertising market.

³⁰ L. P. Bell, *Kitchen fun. Teaches children to cook successfully*, il. J.W. Smith, Cleveland 1932.

³¹ K. Schafer, C. Thompson, *Children’s culinary ephemers at the Clements Library*, Repost. Quarterly Publication of the Culinary Historians of Ann Arbor, 2007, vol. 23, nr 1, p. 12–13.

³² L. P. Hubbard, *A little book for a little cook*, Minneapolis: Pilsbury 1905 [online], [accessed 15 March 2020]. Available on the World Wide Web: <http://www.basiccarpentrytechniques.com/Cookery>.

³³ *Mr Gourmand’s strange Dreams, Jell-O Company*, New York 1924–1926 [online], [accessed 15 March 2020]. Available on the World Wide Web: <https://archive.lib.msu.edu/>.

³⁴ A. Ross, *Children’s cookbooks*, The Journal of Antiques Collectibles [online], 2001, nr 12, [accessed 15 March 2020]. Available on the World Wide Web: <http://www.journalofantiques.com/Dec01/hearthdec.htm>.

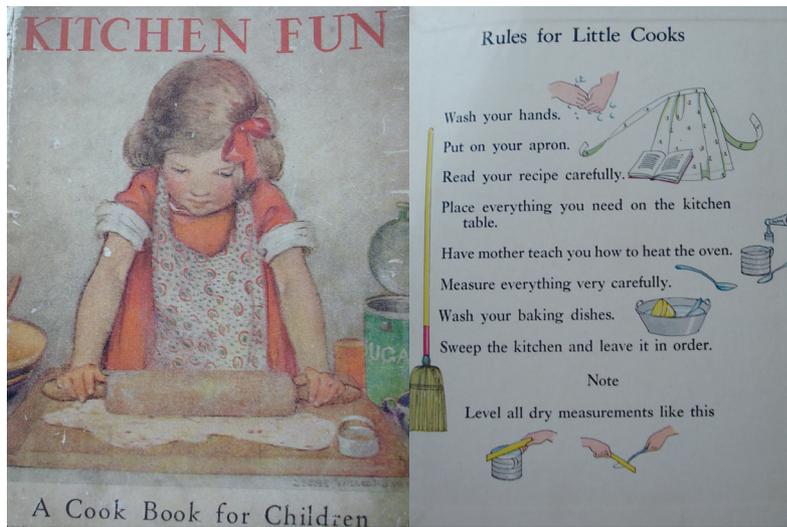


Fig. 7. The cover of *Kitchen fun...* (1932) and a pictorial presentation of the principles of working in the kitchen

Source: Louise P. Bell, *Kitchen fun. Teaches children to cook successfully*, il. by J.W. Smith, Cleveland 1932 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://vintagecookbookshelf.wordpress.com/2017/02/17/kitchen-fun/>.

The booklet *The little gingerbread man*, published in 1923, written by Ruth Plumly Thompson, offering a literary culinary history and rhyming recipes for occasional cookies (including gingerbread and muffins), in fact advertised baking powder for one of the leading American brands (so-called General Foods) – Royal Baking Powder Co. headquartered in New York³⁵. Adult booklet readers who accompanied the child's reading could obtain free copies of the New Royal cookbook by writing to the company following the directions on the last page of the story. In turn, in the illustrated guide on the organization of occasional children's parties, *The children's party book* by Marion Jane Parker, published in the same year, there were recipes of Hellen Harrington Downing, promoting the popular producer of flour and baking powder – Russel Miller Millich Co. [Fig. 8]³⁶.

At the turn of the 1920s and 1930s in the US publishing and bookstore market, as a result of the diversification of production by manufacturers of processed food for infants and children (e.g. Beech-Nut Nutrition Corporation, Gerber Products Co.), flour products (e.g. Rolston Purina) or canned food (eg Van Cam), educational books addressed to parents / guardians appeared. They promoted a new model of child nutrition based on semi-finished goods and organic substitutes. Thanks to them, information on food products for children, produced by well-known food producers, was disseminated.

³⁵ R. P. Thompson, *The little gingerbread man*, il. Ch.J. Coll, New York 1923. The copy stored at the New York Academy of Medicine's Library, „NYAM Fellow Margaret Barclay Wilson's" collection, [online] accessed March 15, 2020, <http://nyamcenterforhistory.org/>.

³⁶ M. J. Parker, *The children's party book*, il. F.T. Hunter, New York: Rogers&Company 1923.



Fig. 8. Sample culinary leaflets for children

Source: L. P. Hubbard, *A little book for a little cook*, Minneapolis 1905; R. P. Thompson, *The little gingerbread man*, il. Ch. J. Coll, New York 1923; *Mr Gourmand's strange dreams*, Jell-O Company, New York 1924-1926; M. Harland, S. T. Rorer, M. Lincoln, J. M. Hill, E. P. Telford, and C. T. Heric, *What six famous cooks say of Jell-O. America's most famous dessert*, Le Roy 1912 [online], [accessed on 15 March 2020]. Available on the World Wide Web: <http://nyamcenterforhistory.org/>.

In the cookbooks for children that had been published since then, one could observe a gradual departure from recipes for dishes rich in carbohydrates and all kinds of fats in favor of low-calorie, healthier dishes using various semi-products that were increasingly available on the market³⁷. The books by Louise Price Bell: *Jane Louise cook book*, *A cook book for children* (1930)³⁸ and *The alphabet that was good to eat* (1932)³⁹ can be considered pioneering in this regard.

³⁷ A. A. Hertzler, *Nutrition trends during...*, p. 347.

³⁸ L. P. Bell, *Jane Louise cook book. A cook book for children*, New York 1930 [online], [accessed March 15, 2020]. Available on the World Wide Web: <https://babel.hathitrust.org/cgi/pt?id=uc1.31822035086016&view=1up&seq=7>.

³⁹ Eadem, *The alphabet that was good to eat*, il. D. Whidden, New York 1932 [online], [accessed June 18, 2020]. Available on the World Wide Web: <https://www.worldcat.org/title/alphabet-that-was-good-to-eat/oclc/2080123>.

After World War II, *culinary ephemers* for children continued to develop in the United States. The following appeared: *Children and food* (1945) – advertising the maple syrup “Karo” by Corn Products Co. and *13 wonderful Knox recipes children love: tested for children and tested by children* – first published in 1953 to promote “Knox” gelatine⁴⁰. Producers of food products and manufacturers of modern household appliances (e.g. a microwave oven commercially available since 1947)⁴¹ considered this type of book as a fundamental tool for marketing communication and promotion. The premise of this tendency was the perception of the child as a rightful consumer and an excellent market partner. The commercialization of the market led to an explosion of goods and services intended for young buyers and the intensification of marketing and advertising activities, the aim of which was not only to directly influence decisions about the purchase of specific products, but also to create brand awareness among the youth.

The first cookbooks for boys

From the end of the 1940s, more and more boys were taught to cook. It was related to the consolidation of feminist ideas of gender equality. Among people who expressed their opinion on the matter was journalist Bertha Gagos who in 1949 published an article in the monthly *Parents* under the meaningful title *Children love to cook*, where she announced to parents and guardians that it was time for all children, regardless of their sex⁴², to help in the kitchen. However, suggestions to include boys in cooking lessons had come up before. This is evidenced by such titles as: *The fun of cooking. A story for girls and boys* (1915), *The young people's cook book or hoe the Dayton's cooked of home and in camp* (1925) by Inez N. McFee, *Adventure book of vockery* (1937) by Moira Meighn, which in the subtitle was addressed to young girls and boys (*For boys and girls between 9 and 14 and for anyone interested in cooking*)⁴³, or *Young America's cook book* (1938)⁴⁴, the cover of which showed a boy and a girl cooking together. However, such practices were implemented to a very limited extent⁴⁵.

B. Gagosz's manifesto changed this situation. It received a lively response from the writers, who from then on more often prepared books addressed exclusively to boys. In the 1950s, the market offer expanded to include the popular title *The first book of boys cooking* (1957) by Jerrold Beim, with black and white drawings by Dick Dodge. The book contained recipes for simple dishes (cinnamon toast, waffles, burgers, fries, boiled corn on the cob, etc.), the preparation of which was

⁴⁰ 13 wonderful Knox recipes children love: tested for children and tested by children, New York [online], [accessed 15 Mar 2020]. Available on the World Wide Web: <http://libcdm1.uncg.edu/cdm/compoundobject/collection/HENP/id/10199/rec/1>.

⁴¹ M. Symons, *Recipe*, [in:] *encyclopedia of food and culture*, vol. 3, ed. [Solomon H. Katz], Detroit 2003, p. 167–171.

⁴² J. Neuhauss, *Manly meals and mom's home cooking: Cookbooks and gender in modern America*, Baltimore 2012, p. 282.

⁴³ See M. Meighn, *Adventure book of cookery for boys and girls between nine and fourteen or for anyone interested in cooking*, Oxford 1937; B. Carrington, Introduction, [in:] *Feast or famine? Food and children's literature*, ed. [B. Carrington, J. Harding], Cambridge 2014, p. 9.

⁴⁴ See *Young America's cook book*, New York 1938.

⁴⁵ S. A. Inness, *Dinner roles. American women and culinary culture...*, p. 46.

easy for boys. The publication contained numerous technological references, e.g. a schematic description of the refrigerator structure and its operating principles⁴⁶. The whole kitchen was presented here in this technical way, corresponding to boys' interests. The room was described as – a “cooking laboratory”, while cooking was presented as a vital “efficiency” [Fig. 9].

Two years later, *Boy's cookbook* (1959) by Helena E. Brown and Philip S. Brown was published. The publication of the book by those two authors had been preceded by the research on the market of young consumers (the survey was addressed to 500 male respondents from all over the country), confirming the interest in cooking on the part of boys⁴⁷. While in cookbooks published in the USA before the Second World War, boys had been usually presented as observers or tasters of dishes (usually they were entrusted with the task of licking a bowl or mixing ingredients), in publications published since then, they were presented as active cooks⁴⁸.

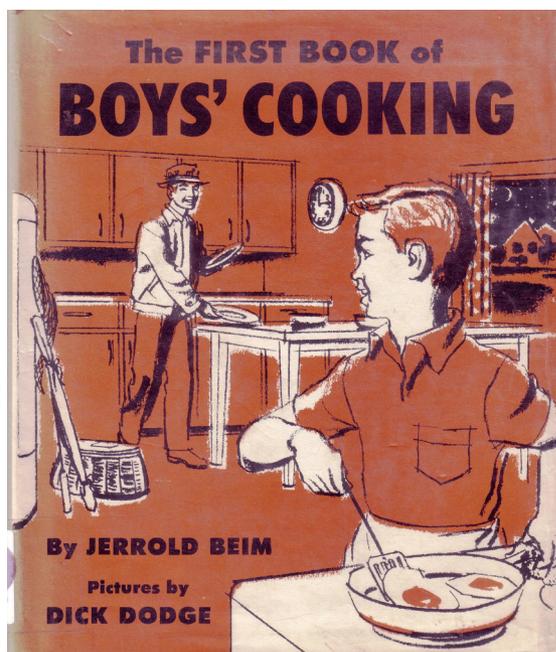


Fig. 9. Cover of the book *The first book of boys cooking* by Jerrold Beim from 1957

Source: J. Beim, *The first book of boys cooking*, il. D. Dodge, New York 1957 [online], [accessed June 18, 2020]. Available on the World Wide Web: https://openlibrary.org/works/OL16050378W/The_first_book_of_boys'_cooking.

Regardless of the increase in the popularity of cookbooks for boys, in the 1950s in the USA, cookbooks promoting joint cooking of girls and boys continued to

⁴⁶ J. Beim, *First book of boys cooking*, il. D. Dodge, New York 1957 [online], [accessed June 18, 2020]. Available on the World Wide Web: https://openlibrary.org/works/OL16050378W/The_first_book_of_boys'_cooking.

⁴⁷ H. E. Brown, P. S. Brown, *The boy's cookbook*, il. H. O. Diamond, New York, Garden City 1959.

⁴⁸ S. A. Inness, *Cooking lessons for girls and boys*, [in:] *Kitchen culture in America: Popular representations of food, gender and race*, ed. by S. A. Inness, Philadelphia 2001, p. 135.

be published, such as the cult *Junior cookbook* (1955)⁴⁹ published by Better Homes and Gardens. In the subtitle, the guide was addressed to “the Hostess & Host of tomorrow”. The book was published in a form rarely seen at that time – a cardboard binder, which consisted of 6 segments of illustrated recipes (Beverages, Breads and Sandwiches, Candy and Cookies, Desserts, Main dishes, Vegetables and Salads). The cult book *Betty Crocker’s cook book for boys and girls* (1957)⁵⁰, co-creating a system of products marked with the “Betty Crocker” trademark, was also worth mentioning. It was developed in 1921 by the consumer brand General Mills. It also included the US first culinary radio broadcast, *The Betty croker cooking school of the air*, broadcast by the NBC Radio since 1924.

Cookbooks for children in the second half of the 20th century – a variety of topics and forms

The progressive commercialization of the market of goods and services for children, but most of all the emergence of the lifestyle of the so-called new middle class in the 1970s, in which consumption, being the spiritus movens of a highly developed capitalist economy, became a fundamental strategy for building a social identity, significantly modified the Western publishing market for the young⁵¹. Completely new thematic trends and editorial forms appeared among cookbooks for children. The publishers’ offer was enriched by family cookbooks which, through the idea of cooking by children and parents / guardians together, promoted family integration and strengthening ties. The offer of books on healthy eating and fashionable diets (especially vegetarian and vegan) was significantly expanded. Such books were addressed mainly to teenagers.

The production of cookbooks sponsored by manufacturers of aluminum toy cookers (Miniature Electric Stove) also escalated, including Tacoma Metal Products and Kanner Products. These publications are illustrated by the toy book *Susie’s new stove, the little chef’s cookbook, a little golden book* (1950), by Annie North Bedford. The book was equipped with a washable plastic cover to protect it from getting wet and damaged⁵². In this form, it complemented the elegant “Little Chef” deluxe set, with a miniature electric cooker, which Tacoma Metal Products began producing at the end of World War II [Fig.10]. The book contained simple recipes for self-preparation on an electric stove, and its protagonist – a girl named Susie, accompanied by her brother Mike, and sometimes a friend, explained to the readers how to prepare cocoa, a sausage, scrambled eggs, boiled vegetables or canned soup.

The turn of the 1960s and 1970s was also the time of the inauguration of the cookbook related to works belonging to the canon of world literature for children

⁴⁹ *Better homes and gardens junior cook book: for the hostess and host of tomorrow*, Des Moines 1955.

⁵⁰ *Betty Crocker’s cook book for boys and girls*, New York 1957.

⁵¹ See G. Ritzer, *Magiczny świat konsumpcji*, trans. L. Stawowy, Warszawa 2001.

⁵² A. North Bedford, *Susie’s new stove. The little chef’s cookbook. little golden book*, New York 1950.

and youth⁵³. Its prosperity was justified by the emerging postmodernism, which postulated a departure in literature from the model of a work with a consistent compositional character, playing with artistic material, and finally a conscious focus on the commercial success due to the inability to create original works, in accordance with the assumption that everything had already occurred. The procession of model publications for this trend opens with *The Pooh Cook Book* (1969), inspired by the works of the British writer Alan A. Milne⁵⁴. Other original cooking guides related to best-selling literary cycles include *Mary Poppins in the kitchen. A cookery book with a story* (1975)⁵⁵, *The little house cookbook* (1979)⁵⁶, *The wonderful Wizard of Oz cookbook* (1981)⁵⁷, *The Anne of Green Gables cookbook* (1985)⁵⁸, *The official Narnia cookbook* (1998)⁵⁹ and others.



Fig. 10. Cooking toy set: *Susie's new stove*... from 1950

Source: A. N. Bedford, *Susie's new stove. The little chef's cookbook. Little golden book*, New York 1950 [online], [accessed on June 18, 2020]. Available on the World Wide Web: https://tparty.typepad.com/the_tcozy/2011/11/susies-new-stove.html.

Many of the US children's cookbook authors were already using the comic cartoon style at that time, relying more on visual diagrams and drawings than texts. Examples include the volumes *I am a cook book* by Em Riggs and Barbara Darpin-

⁵³ J. Slothower, J. Susine, *Delicious supplements. Literary cookbooks as additives to children's texts*, [in:] *Critical approaches to food in children's literature*, ed. by [K. K. Kelling, S. T. Pollard], Abingdon 2009, p. 37.

⁵⁴ V. Ellisan, *The Pooh cook book. Inspired by "Winnie-the-Pooh" and "The House at Pooh Corner" by A. A. Milne*, il. E. H. Shepard, New York 1969.

⁵⁵ P. L. Travers, *Mary Poppins in the kitchen. A cookery book with a story*, il. E. H. Shepard, New York 1975.

⁵⁶ B. M. Walker, *The little house cookbook. Frontier foods from Laura Inglass Wilder's classic stories*, il. G. Williams, Connecticut 1979.

⁵⁷ M. Bayley, *The wonderful Wizard of Oz cookbook*, il. W. W. Denslow, New York 1981.

⁵⁸ K. Macdonald, *The Anna of Green Gables cookbooks*, il. B. Dilella, Toronto 1985.

⁵⁹ D. Gresham, *The official Narnia cookbook. Foods from C. S. Lewis Chronicles of Narnia*, il. P. Baynes, London 1998.

ian (1977)⁶⁰ and *Pancakes for breakfast* (1978) by Tomie de Paola⁶¹, intended for children who had not been taught to read yet. They almost entirely consist of photos; the text parts only include the indications of the ingredients and their proportions. Post-modern cookbooks for children contain more and more interactive elements, such as tips, games, stickers, invitations, a separate space for drawings and notes of own recipes or menus. In many cases, the youngest readers have the option of personalizing the copies. As a result, cookbooks will become personal collections of recipes, encouraging to collect recipes individually.

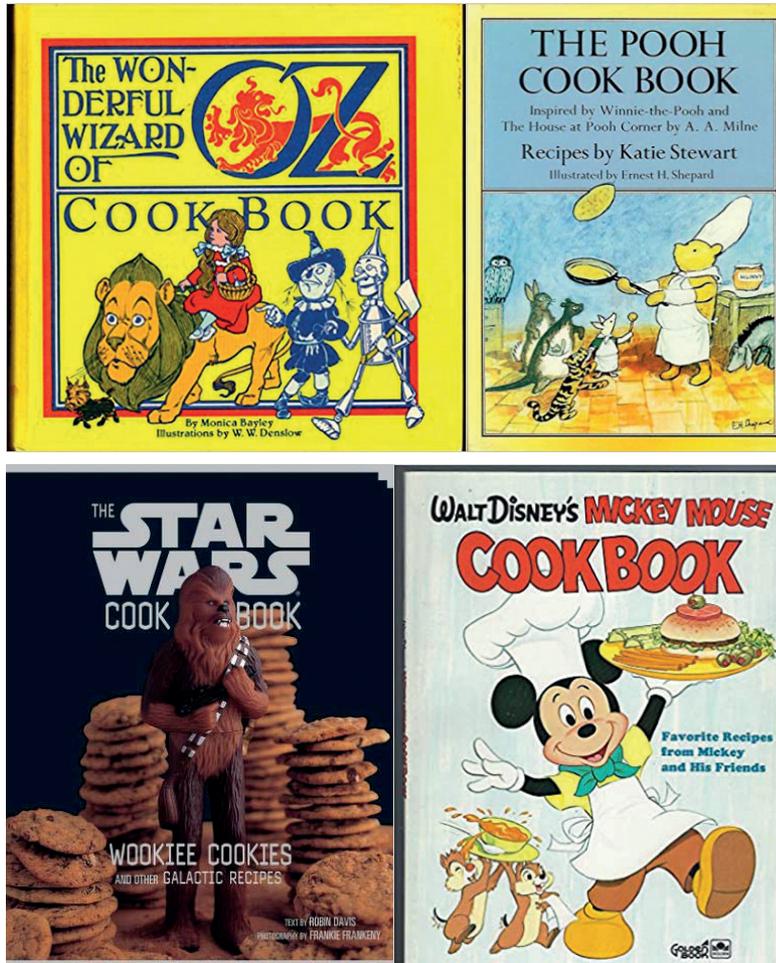


Fig. 11. Cookbook covers as part of children's entertainment systems

Source: M. Bayley, *The wonderful Wizard of Oz cookbook*, il. W. W. Denslow, New York 1981; V. Ellisan, *The Pooh cook book. Inspired by "Winnie-the-Pooh" and "The House at Pooh Corner"* by A. A. Milne, il. E. H. Shepard, New York 1969; R. Davis, *The Star Wars cook book: Wookiee cookies and other galactic recipes*, San Francisco 1998; *Walt Disney's Mickey Mouse cookbook. Favorite recipes from Mickey and his friends*, New York 1975 [online], [accessed 15.03. 2020]. Available on the World Wide Web: <https://www.disneyfoodblog.com/tag/>.

⁶⁰ E. Riggs, B. Darpinian, *I am a cook book*, il. M. Weston, Los Angeles 1977.

⁶¹ T. de Paola, *Pancakes for breakfast*, Boston 1978.

The new quality of the publishing market for children and adolescents, the intensity of which can be observed in the USA since the beginning of the 1980s, became cookbooks, which were part of commercial entertainment systems for children. Such networks are built around globally recognizable media characters / icons for the child audience: protagonists of comics, cartoons, TV series, feature films, computer games. The book format is also used in this process of media repetitions⁶². There are many editorial efforts of this type. *Peanuts lunch bag cook book* (1970)⁶³, *The Mickey Mouse cookbook* (1975)⁶⁴, *DC super heroes super healthy cookbook* (1981)⁶⁵, *Mickey's Gourmet cookbook* (1994)⁶⁶, and the *Wookiee cookie cookbooks* trilogy (1998)⁶⁷, referring to the cult product "Star Wars", are just some of them [Fig. 11].

Many of these books are sold with sets of miniature toy utensils, pans, aprons, baking pans and other kitchen accessories. The phenomenon of gadgetomania, which the British sociologist Alan Bryman recognized as an immanent feature of the Disneyization of culture, which has been progressing since the 1950s, continues to this day. It is influenced by many factors: the development of the media industry, the commercialization processes taking place on the children's book market, but above all the induction of mechanisms of mass production and distribution, which are representative strategies for popular culture and the cultural industry.

A review of the development trends of cookbooks for children in the USA allows to draw the conclusion that the evolution of these publications was determined by social and educational ideas. At the same time, this segment of the children's book market reflects the evolution that took place in the 19th and early 20th centuries in the perception of children in society, their sensitivity, needs and relations with the adult world. Undoubtedly, the development of this book was influenced by the progress in the field of printing techniques and technologies, especially in the field of duplicating illustrations. For this reason, children's cookbooks in this geographical area are not only much more numerous, but also formally and visually varied.

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⁶² M. Kinder, *Playing with power in movies, television, and video games. From Muppet Babies to Teenage Mutant Ninja Turtles*, Berkeley and Los Angeles 1991, p. 17.

⁶³ J. Dutton, Ch. M. Schulz, *Peanuts lunch bag cook book*, New York 1970.

⁶⁴ *Walt Disney's Mickey Mouse cookbook. Favorite recipes from Mickey and his friends*, New York 1975.

⁶⁵ M. Saltzman, J. Garland, M. Grodner, *DC super heroes super healthy cookbook*, New York 1981.

⁶⁶ *Mickey's Gourmet cookbook. Most popular recipes from Walt Disney World&Disneyland*, New York 1994.

⁶⁷ R. Davis, *The Star Wars cook book. Wookiee cookies and other galactic recipes*, San Francisco 1998.

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Książki kucharskie dla dzieci w USA w drugiej połowie XIX i w XX wieku – nurty i tendencje rozwojowe

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Słowa kluczowe: książki kucharskie dla dzieci; historia literatury dla dzieci; rynek książki dla dzieci w XIX i XX w.; amerykańska literatura dla dzieci; kultura kulinarna

Streszczenie. Teza/Cel: Celem artykułu jest zbadanie genezy i rozwoju książek kucharskich intencjonalnie adresowanych do dzieci wydawanych w USA w drugiej połowie XIX i w XX w. Chodziło o wskazanie specyficznych typów tych publikacji oraz zidentyfikowanie czynników społecznych i gospodarczych mających wpływ na ich ewolucję.

Metoda badawcza: Materiał źródłowy do analizy pozyskano z zasobów cyfrowych kolekcji książek kucharskich udostępnionych w domenie publicznej takich, jak np. Ann Hertzler Children's Cookbook&Nutrition Literature Collection, Culinary Arts Museum Johnson&Wales

University i innych. W sumie analizie zawartości poddano kilkadziesiąt egzemplarzy wydanych w USA w latach 1876–1998 oraz inne artefakty należące do obszaru dziecięcej kultury kulinarnej tego obszaru geograficznego.

W

niensia

Wyniki/Wnioski: Historia książek kucharskich dla dzieci w USA rozpoczyna się w 1876 r. i trwa nieprzerwanie po dziś dzień. Geneza zjawiska wiąże się z upowszechnieniem idei oświeceniowych, zwłaszcza nowego modelu wychowania i psychospołeczną emancypacją dziecka, a także zmianami społeczno-gospodarczymi, poszerzaniem się kręgu ludzi czytających, pojawieniem się nowej grupy nabywców – dzieci z klasy średniej. Wczesne amerykańskie książki kucharskie dla dzieci miały formę literackich opowiadań kulinarnych tzw. *cook's story* czy *culinary story*. Wykorzystywano je, by uczyć dziewczynki gotowania, były narzędziem socjalizacji do pełnienia roli gospodyni domowej. Od początku XX w. obserwujemy dynamiczny rozwój nowych nurtów tych publikacji, takich jak wierszowane książki kucharskie i broszury reklamujące znane marki spożywcze tzw. *culinary ephemera*. Od połowy XX w. nowością na rynku były książki kucharskie adresowane do chłopców. W dekadzie lat 70. pojawiają się adresowane do nastolatków poradniki promujące zdrowy styl życia i diety (wegańska i wegetariańska), książki powiązane z bohaterami lektur dzieciństwa oraz popularnymi ikonami mediów dla dzieci. Współcześnie uwagę zwraca różnorodność formatów i wysoka atrakcyjność edytorska tych publikacji oraz ich silny związek z przemysłem zabawkarskim i medialnym.

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Kochbücher für Kinder in den USA in der zweiten Hälfte des 19. und im 20. Jahrhundert – Richtungen und Entwicklungstendenzen

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S

tichworte: Kochbücher für Kinder; Kinderliteraturgeschichte; Buchmarkt für Kinder im 19. und 20. Jh.; amerikanische Kinderliteratur; Kochkultur

Z

Zusammenfassung. These/Ziel: Das Ziel des Beitrags ist die Ergründung der Genese und der Entwicklung von Kochbüchern, die an Kinder gerichtet waren und in den USA in der zweiten Hälfte des 19. und im 20. Jahrhundert herausgegeben wurden. Man wies auf besondere Typen dieser Publikationen hin sowie identifizierte soziale und wirtschaftliche Faktoren, die auf ihre Evolution Einfluss nahmen.

F

Forschungsmethode: Das analysierte Quellenmaterial stammt aus den Beständen der digitalen Sammlungen von Kochbüchern, die gemeinfrei zugänglich sind, darunter beispielsweise Ann Hertzler Children's Cookbook&Nutrition Literature Collection, Culinary Arts Museum Johnson&Wales University und andere. Insgesamt bezog sich die Inhaltsanalyse auf einige Dutzend Exemplare, die in den USA 1876–1998 herausgegeben wurden, sowie auf andere Artefakte, die zur Kinderkochkultur dieses geografischen Gebiets gehören.

E

Ergebnisse/Schlussfolgerungen: Die Geschichte der Kochbücher für Kinder in den USA beginnt 1876 und dauert ununterbrochen bis heute. Die Genese dieser Erscheinung geht auf verbreitete Aufklärungsideale, vor allem auf das neue Erziehungsmodell und die psychosoziale Emanzipation des Kindes und die sozialwirtschaftlichen Änderungen, die Erweiterung des Leserkreises und die Entstehung einer neuen Kundengruppe von Kindern aus der Mittelklasse zurück. Die frühesten amerikanischen Kochbücher für Kinder hatten die Form literarischer Kocherzählungen, der sog. *cook's story* oder *culinary story*. Man nutzte sie dazu, den Mädchen Kochkunst beizubringen, sie waren Mittel zur Sozialisierung, dank dem die Rolle der Hausfrau erlernt werden konnte. Seit dem Anfang des 20. Jahrhunderts beobachtet man eine dynamische Entwicklung von neuen Richtungen in diesen Publikationen, darunter die in Versform herausgegebenen Kochbücher und Broschüren, die sog. *culinary ephemera*, die für bekannte Lebensmittelmarken warben. Neu auf dem Markt waren seit der Mitte des 20. Jahrhunderts die an Jungen gerichteten Kochbücher. In den 1970er Jahren erschienen die für Jugendliche bestimmten Handbücher, die einen gesunden Lebensstil und eine solche (vegane und vegetarische) Diät verbreiteten, Bücher, die mit den Helden aus den Kinderlektüren sowie den populären Medienikonen für Kinder verbunden waren. Zurzeit bemerkt man die Vielzahl von Formaten und eine hohe editorische Attraktivität dieser Publikationen sowie ihre starke Bindung an die Spielzeug- und Medienindustrie.