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Give A Cookbook For Christmas

Margaret Leveson
Iowa State College

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Give A Cookbook For Christmas



by Margaret Leveson

COOKBOOKS are best sellers—and long lasting in interest, too. Not only does a good one hold your attention as no murder mystery ever could, but it also personifies the faith women have in a printed recipe. A woman accustomed to today's tested recipes will doubt almost everything in her kitchen—including her own good right arm—before she'll question her cookbook. And writers, editors and test kitchen staffs work hard to justify this faith.

From the time cavewomen learned to boil the haunch of bison until man learned to record his chatter in black type, cooking was a temporary sort of art, intact only until consumed. Cave paintings lasted; temples endured. Philosophy was recorded by hand, but apparently nobody thought Diogenes' mother's recipe for curing olives was worth a clay tablet. But soon after the printing press came cookbooks. They've been increasing in popularity ever since.

Specialized Cookbooks

Cookbooks have become specialized. You can find one to suit the best cook you know, one for someone who's never mixed a batch of muffins—even one for that man you'd so like to please.

Before you begin the fun of browsing through recipes, decide which type of cookbook you'll select—the all purpose, all inclusive type or the specialty book cherished by collectors. There are excellent books on the market in both types.

If you're buying for a newlywed or an about-to-be, you might consider the all purpose book. But chances are, the way to a cook's heart is through the specialty book that's as much fun to read and daydream about as it's fun to follow. Cookbooks make wonderful Christmas presents. Let's take a look at a few and see what's on the shelves in the bookstores now.

Best seller among the all purpose cookbooks at present is the loose-leaf style "Better Homes and

Gardens Cookbook." This is also one of the most popular books among meal planning students at Iowa State. The recipes are carefully standardized and tested, and the book is packed with clever ideas for new flavors and new ways to serve foods. You can buy this one for \$2.75.

Joy of Cooking

One general-type book which hit the best seller lists is Irma Rombauer's "Joy of Cooking." In this book, the recipes are set up in a relatively new form which rated tops with women in a survey conducted to see how homemakers want their recipes worded. It's a big book, recently enlarged, and spiced with comments by Mrs. Rombauer. There's a whole section on chocolate cakes. "I sometimes wonder, knowing the popularity of chocolate cakes in my home, why I ever make anything else" comments the author. "Joy of Cooking" retails for \$3.

You may find another you'll like better—maybe you'll choose the "American Woman's Cookbook" or the New England homemaker's standby, "Fannie Farmer's Cookbook."

Special Ideas

If you're even slightly a collector at heart, you'll have the time of your life when you get into the section of special idea books. Most of these read almost like a novel—at least like a good essay, although some make a valiant effort to keep themselves classically pure collections of recipes.

Probably one of the best choices you could make for an early Christmas gift to a woman who loves her kitchen is the "Christmas Cookie Book" by Virginia Pasley. Here you'll discover a gay colored jacket and 14 bright cookies in color on the inside book

(Continued on page 14)



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Cookbooks

(Continued from page 3)

lining, plus enchanting chapter titles like "Cookies That Keep," "Cookies That Keep a Little While," and "Cookies That Won't Keep." Chapters contain traditional recipes brought up to date with modern methods of measuring, mixing and baking. In the first part of the book, the author confesses that the secret ambition of the girls in her family was not only to make cookies as good as mother's, but also—some time—to invent a cookie recipe themselves. This book sells for \$2.75.

Good Talk

One of the choice books that is only partly recipes, mostly good talk, is Eliot Elisofon's "Food Is a Four Letter Word." Mr. Elisofon is a well-known photographer with at least eight one-man shows to his credit. But, says the foreword to the book, chances are he'd choose his casseroles in preference to his camera. The recipes are quick and easy—they take only 1 to 2 hours at most. This man likes to eat, not merely spend time in the kitchen. The book has an introduction by Gypsy Rose Lee, and is yours for \$2.50.

Do you like spaghetti and dream about finding a really good recipe for a meat sauce? Then you'll probably snap up Maria Lo Pinto's "The Art of Italian Cooking" for your own library. This book has more than 200 recipes, a section on herbs and wines, a jacket cover bright with breads and wicker-covered wine bottles and dangling sausages. And the price? \$2.75.

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For at least one of the men in your life you'll want "Mrs. Rasmussen's Book of One Arm Cookery" by Mary Lasswell—you may remember her as the author of "Suds in Your Eye." Leaf through this book for pizza or onion sandwiches (with the author's comment, "Yeah—and better skip that meetin' of the Friends of Culture.") Or read the impressive recipe for Poor Boy Sandwiches, which starts "Take 1 small loaf French bread for each person to be served." This book's only \$2.

If you know a real gourmet, flatter her—or him—with the "Bread Tray" by Louis P. De Guoy. The author is internationally famed as a master chef, and his collection is edited with artistry. Bread is almost as old as man, says Dorothy Thompson in her introduction. She speaks of the brittle-crust Italian breadsticks, the paunchy sturdy loaves of French bread, the thick earthy black breads of Russia, and the historic recipes of America, "each like an anthem—Hoe Cake, Cracklin' Bread, Johnny Cake." This beautifully composed book is worth its price of \$4.50.

"Recipes for Two," by Mary Lou Glass, ought to be a favorite cookbook of any new bride. It solves the problem of cutting down recipes for twelve to suit the appetites of two. Included are sections on menu planning, hints for shopping, lists of cooking equipment and definitions of cooking terms. Price is \$3.

Just one left on your list—the career woman who has never learned her way around a kitchen? There's a nice little book by Elinor Parker called "Cooking For One." It gives easy directions, more than 150 recipes, and some excellent ideas for dressing up simple foods. This one's \$2.50—and Merry Christmas shopping to you!

Yours for a . . .

Cookbook Christmas

We have in stock or can order for you any cookbook published.

Send your check—plus 15 cents for postage—and we will gift wrap and mail any book you choose for a Christmas gift. Enclose your gift card and address of recipient. We will do the rest.

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