

A guide to

# Pillsbury Cookbooks

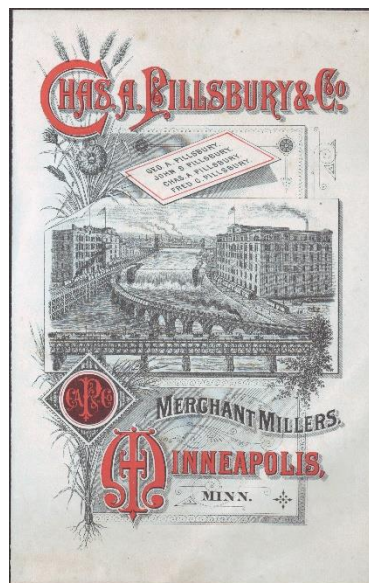
1869-1969  
Updated 07 My 22

Frazer, Murphy & Co. opened their Minneapolis Flour Mill in 1865. By 1868, it had five millstones and operated at a peak capacity of 300 barrels of flour per day. This was a mere taste of what was to come. Charles A. Pillsbury bought the Minneapolis Flour Mill in 1869, renovating it and converting it to the Pillsbury Mill. C.A. Pillsbury & Co. was organized a year later. By 1872, Pillsbury (by himself and with Crocker and Fisk) were operating three mills with a collective capacity of 825 barrels per day.

Immediately being profitable, the Pillsbury operation began to expand. Pillsbury began to make use of the latest processes for refining and purifying flour. Rebuilding the Minneapolis mill after a fire in 1871, Pillsbury's confidence in the fineness of his flour was demonstrated by his marking it (beginning in 1872) with four X's: at the time, the finest flour was described as XXX, but Pillsbury honestly believed his flour to be finer than the others. Customers made "Pillsbury's BEST" a household term.



In 1881, the "A" mill was completed, and although most operations worldwide were producing under 500 barrels per day, the Pillsbury operation set production records at over 5,000 barrels per day.



**THE "PILLSBURY A."**

C. A. Pillsbury & Co.'s New Mill on the East Side, this city.

The strides that have been made in mill building on St. Anthony Falls within a few years is something almost beyond comprehension. Only two or three years ago, although Minneapolis was even then regarded as one of the very largest milling centers in the world, a mill with a daily capacity of from 700 to 800 barrels was looked upon by the millers on the platform as a large concern. But now, after nearly half a dozen mills have been built, or changed over and enlarged so that they have capacities ranging from 1,000 to 4,000 barrels, and to a degree have interiors finished in a manner equal to many fine residences, it must be a particularly large and elegant one to attain special distinction.

It is with pleasure that we point to the Pillsbury A mill, yet uncompleted, and of which we herewith give an illustration, as embodying these points. Although its dimensions it may be slightly exceeded by a very few, there will probably be only one mill in the world with a greater capacity, and in point of elegance it will probably exceed anything yet attempted. It is situated on the east bank of the Mississippi river, at the corner of Main street and third avenue, East Division, and being seven stories high, symmetrically proportioned, and built of blue limestone, possesses a most commanding appearance. Its dimensions are 175x115 feet, and when entirely completed it will be capable of making 4,000 barrels of flour per day. In explanation it may be here remarked that there will be two entirely separate mills under the one roof, each of which can be operated independently of the other. Only one of these, the

Soon, Pillsbury purchased the Taylor Mill, also known as the Alaska Flour mill. Constructed in 1866, this became Pillsbury's "B" mill. By 1887, the Pillsbury operation was the largest in the world, and by 1925, the "A" mill's capacity had expanded to 17,500 barrels per day, with the mills as a whole producing up to 42,000 barrels.

In 1889, the operation (along with other mills) was purchased and became part of the Pillsbury-Washburn Company, Ltd., a new British company. Charles A. Pillsbury remained involved until near the time of his death in 1899.



THE NORTHWESTERN MILLER—EXPORT EDITION. 13

GEO. A. PILLSBURY.  
JOHN S. PILLSBURY. CHAS. A. PILLSBURY.  
FRED C. PILLSBURY.

# CHAS. A. PILLSBURY & COMPANY

MANUFACTURERS OF  
Finest Brands of Flour  
FROM CHOICE SELECTED  
HARD-SPRING-WHEAT

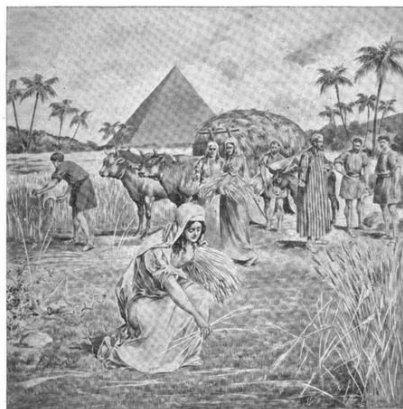
**OUR BRAND**  
PATENT  
— Pillsbury's Best —  
BAKERS'  
Kammon, Filibuster, Crowder  
Belton, Carlton.

## MERCHANT MILLERS

*Minneapolis, Minn., U. S. A.*

### EXPORT TRADE A SPECIALTY

Pillsbury introduced a new product, Vito's Wheat Food, in 1897. In spring 1900, Pillsbury held their first baking contest, with the top prize being \$125.



### The Food for Human Beings.



Wheat, not corn nor oats, is the proper food for men, women and children. The latter grains are best for animals. Pillsbury's Vitos, the ideal food for breakfast, is wheat. Grocers sell it.



PILLSBURY-WASHBURN FLOUR MILLS CO., LTD.  
MINNEAPOLIS, MINN.

THE COSMOPOLITAN.

## \$680.00

(Six Hundred and Eighty Dollars)

In Cash Prizes for the  
Best Recipes for Cooking

## Pillsbury's Vitos.

To increase the popularity of Pillsbury's Vitos, the ideal wheat food, by suggesting many ways in which to prepare it for Breakfast, Dinner and Supper, The Pillsbury-Washburn Flour Mills Co., Ltd., Minneapolis, Minn., offer twelve Cash Prizes for the best recipes for cooking Pillsbury's Vitos as follows:

First Prize, \$125.00	Seventh Prize, \$50.00	
Second " 100.00	Eighth " 40.00	
Third " 90.00	Ninth " 30.00	
Fourth " 80.00	Tenth " 20.00	
Fifth " 70.00	Eleventh " 10.00	
Sixth " 60.00	Twelfth " 5.00	

This prize contest will continue until July 15th, 1900, and recipes will be accepted up to that date, but not more than one recipe from one person. The recipes will be tested by competent judges, and the prizes will be awarded in the order of excellence of the recipes. For circular containing all information about this prize contest, address

The Pillsbury-Washburn Flour Mills Co., Ltd., Minneapolis, Minn.

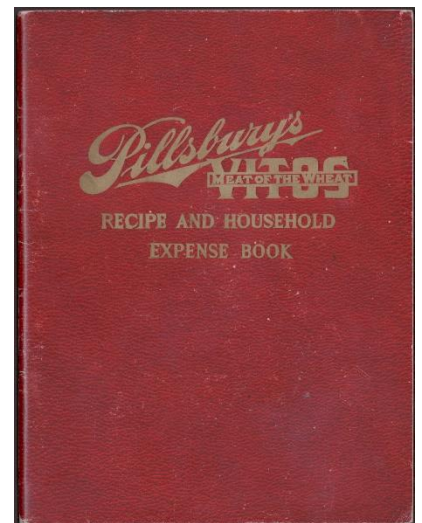
Special Notice.—Ladies who do not care to enter this contest personally, are invited to call to it the attention of such as are skilled in cooking, and to whom the prize money would be welcome. Members of benevolent and charitable organizations also, if successful contestants, can contribute the money thus earned to their Societies.

**1900:**

The cereal rapidly became so popular that other companies copied it. By 1907, Vitos became known as "Pillsbury's Wheat Cereal."

*Pillsbury's Vitos Recipe and Household Expense Book*, 36 pages. 5" by 6 3/4"

A collection of 86 recipes and a table for writing in one's "household expenses." Subtitled *The Vitos Cook Book*, this appears to have been Pillsbury's first cookbook. Advertisements from 1900 such as this one from July indicate that the booklet was available for free from grocers who marketed Vitos.



**Handy Food.**

In a tight, two-pound package, occupying but little shelf room, and useful in some dish in every meal, is

**Pillsbury's Vitos.**

the ideal wheat food. All grocers sell Pillsbury's Vitos. Ask yours for book of Pillsbury's Recipes.—Free. Pillsbury-Washburn Flour Mills Co., Ltd., Minneapolis, Minn. Makers of Pillsbury's Best Flour and Pillsbury's Oats.



Pillsbury attended the 1900 Paris Exposition, which commenced in April. There were 76,000 exhibitors during the event, which attracted over fifty million people. According to an article in the May, 1900, issue of *Overland Monthly*, although the United States was not allotted any more space than the European nations, one goal of the American exhibit was to display for the first time the raw products, manufacturing processes, and finished products side by side. Pillsbury was awarded a gold medal in 1901 for their part in the exhibition.

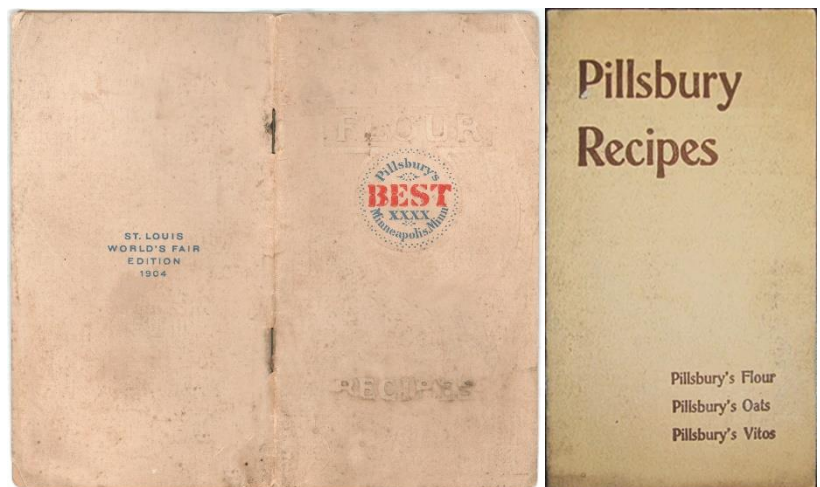
**1904:**

This triumph was followed in 1904 by representation in the Saint Louis Exposition (World's Fair), where Pillsbury was awarded three grand prizes. Pillsbury had a small pamphlet prepared, which they handed out during the exhibition in St. Louis.

*Flour Recipes*, by Fannie Farmer, Isabel Howard Neff, Myra Russell Garrett, et. al., 32 pages. Original price: free.

Compiled for the 1904 World's Fair in St. Louis. The recipes inside are made with Pillsbury's Best Flour and with Vitos. This booklet was handed out at the World's Fair, as indicated on the back cover. Copies were made available to retailers immediately after the Fair as well, as *Pillsbury Recipes*.

SI = 8 (each)

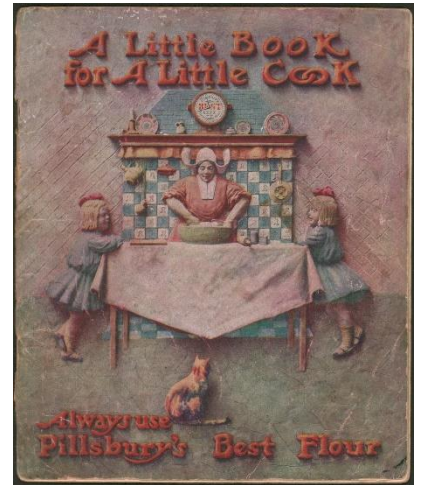


Resulting from the demand for recipes, Pillsbury determined to publish a booklet based on the recipes that were on display at the exhibition. Two books surfaced the following year.

**1905:**

*A Little Book for a Little Cook*, by L. P. Hubbard, 28 pages. This was Pillsbury's first children's cookbook, released at the same time as their general cookbook (see below). This smaller paperback advertises that when children have mastered the recipes contained in it, they should consider sending in ten cents for the complete *Book for a Cook*.

SI = 8



*A Book for a Cook*, by L. P. Hubbard, 128 pages.

Original price: 10c.

Contents compiled by Nellie Duling Gans for the 1904 World's Fair in St. Louis.

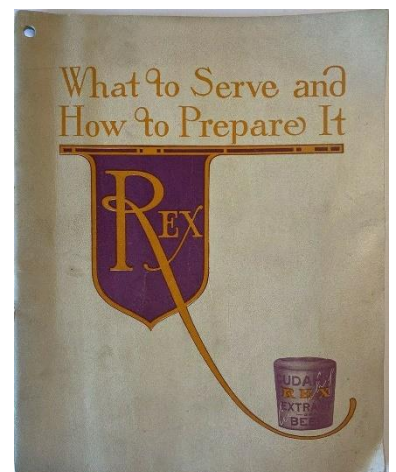
This book was available for free by sending in coupons from certain magazines.

SI =5



Nellie Duling Gans was the Director of the Chicago Cooking College from 1887 to 1915. The Northwestern Yeast Company employed her services in 1890 to compile their book, *Good Bread – How to Make It*. Gans used Pillsbury's Best flour exclusively at the 1904 World's Fair and took the Grand Prize. She adapted her prize-winning recipes for home use, resulting in *A Book for a Cook*.

Gans also published the *Rex Beef Extract* booklet for the Cudahy Packing Company (Omaha, NE) in 1905. Rex also produced bacon, ham, and other meats; one of their mottos was "The Taste Tells." In fact, their "Extract of Beef" won several awards in competition. Gans also submitted the recipes for Jell-O's second advertising booklet, *Jell-O, the Dainty Dessert*, first available that same year.



**c. 1905-1908:**

*Made in Minneapolis*, 4 pages.

This pamphlet asks rhetorically on the back cover whether there is a man in America who isn't proud when his wife can bake a good loaf of bread. Inside, it advertises *A Book for a Cook* and gives recipes for bread, biscuits, cake, and pie crust.

SI = 8



The year 1908 was not a good one. With a banking panic going on in the US, Pillsbury-Washburn was forced into receivership, showing a loss for the first 8 months of the year. The mills closed temporarily (although the "A" mill was out for less than three days). An operating company was established that became (in 1909) the Pillsbury Flour Mills Company. This operating company gained authority over the flour mills later that year and began to pull Pillsbury out of debt.

**1911:**

*The Pillsbury Cook Book*, 126 pages.

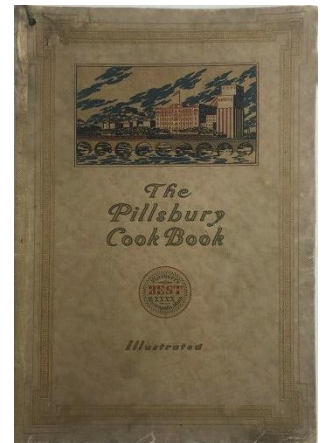
6" by 9.25"

front page pictures Pillsbury's "A" Mill

last page is a "pass" allowing a free tour of the Pillsbury flour mill.

The image on the front cover has blue shading in the sky and river, and red lines outlining the mill. Copyright registered in December 1911.

SI = 4



This year, the "A" Mill was reinforced structurally and a flour laboratory was constructed on the top floor of the Pillsbury headquarters. The "A" Mill had suffered from dry rot and general use, but the reinforcements (which took two years) kept the mill in working order for many years.

**1913:**

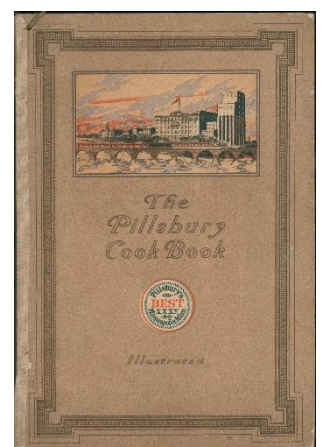
*The Pillsbury Cook Book*, 126 pages.

"A" mill photo and "pass", as 1911

The river and sky have lighter, gray shading, and red shading appears in the sky.

The right side of each mill building has been shaded dark blue – not red.

SI = 3 or 4



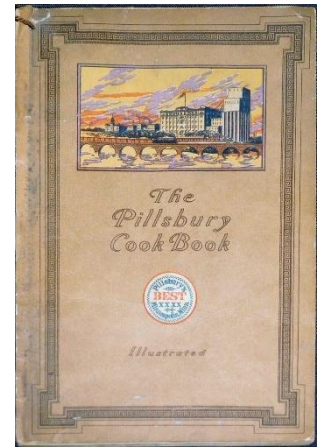
1914:

*The Pillsbury Cook Book*, 126 pages.

First cover: picture of Pillsbury's "A" Mill, as 1911 and 1913.

The sky in the background of the illustration has yellow added to it.

SI = 3



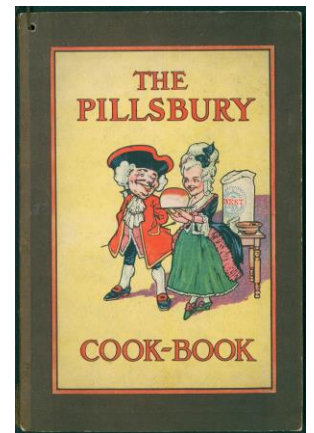
This year, the combined output for all of the mills in Minneapolis reached a record total of 18,541,650 barrels.

*The Pillsbury Cook Book*, 126 pages.

Although dated 1914, this edition came out c. 1917.

Second cover: colonial couple; "Cook-Book" is hyphenated.

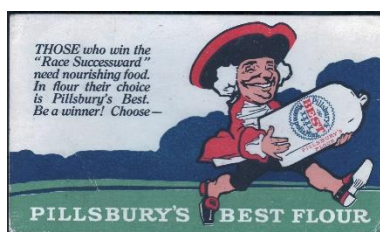
SI = 3



The colonial characters first appeared in Pillsbury advertising in April 1917. They came to be used in Pillsbury advertising at least until 1930. "Little Nick" was the name associated with the male character.

The Cook-Book came in a brown envelope with "From the Pillsbury Flour Mills Company, Minneapolis, Minn." in large letters across the front. No value has yet been established for the envelope, nor a scarcity rating.

The Pillsbury Flour Mills Co., Minneapolis, had a full-page advertisement in a leading Baltimore paper last Sunday, Dec. 23, which read, in part: "Mix Pillsbury's Best with these War-Time Alternative and Dependable flours—Pillsbury's Pure Rye Flour, Pillsbury's Pure Graham Flour, Pillsbury's Entire Wheat Flour, Pillsbury's Rolled Oats, Pillsbury's Corn Meal, Pillsbury's Barley Flour and Pillsbury's Health Bran." The company also offered a new cookbook, containing "Pillsbury's 40 War-Time Recipes," free to any address on request.

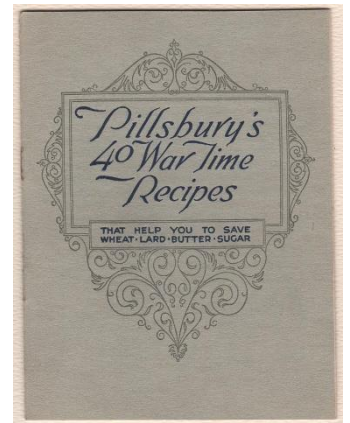


**1918:**

*Pillsbury's 40 War Time Recipes*, 24 pages

Pillsbury customers were feeling the pinch to conserve, and so the company provided this booklet. Not only do these recipes help to conserve sugar and butter but wheat and lard as well! First advertised in late December 1917.

SI = 6



*Sure: A Receipt Booklet*, 10 pages

This booklet predates the 1919 redesign that is mentioned below.



*What He Told Her*, 10 pages, fold out

One side of the brochure contains a story ad for Pillsbury's Best flour and picture ads for the flour, Pillsbury's Best Cereal, and Pillsbury's Health Bran. The other side consists of five recipes.

The drawing of Pillsbury's Best Cereal depicts the earlier style box, not the newer "swirl" design.

SI = 7



In 1919, Pillsbury redesigned their boxed products to emphasize that the company was producing a "family of foods." The new design, found on the cookbook also beginning in 1924, contained a red and white swirl.

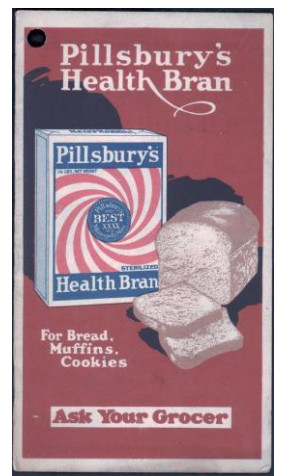
**c. 1919-1920:**

Pillsbury registered the trademark for their Health Bran in 1914. The box featured an attractive red-white-and-blue swirl design. In 1919, Pillsbury redesigned their other product packaging to match, calling the concept the Pillsbury Family of Foods.



*Pillsbury's Health Bran -- Ask Your Grocer*, 12 pages

This little booklet was also included with copies of *Pillsbury's Cook Book* in 1920. The booklet describes Health Bran as, among other things, "a mild laxative".



**1921:**

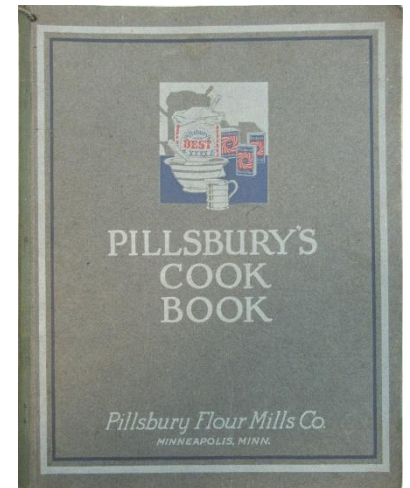
*Pillsbury's Cook Book*, 96 pages.

soft cover

Inset drawing of flour bags and mixing bowl on cover.

Contains pages for adding your own recipes.

SI = 4



**1922:**

In '22, Pillsbury added a mill in Atchison, Kansas. With the addition of another mill in Buffalo (NY) in 1923, Pillsbury's capacity for flour production increased to 42,000 barrels per day. By this time, the "A" Mill had expanded to include a South "A" Mill, a Rye Mill, and large grain elevators (capable of holding four million bushels of grain). This area came to be called the East Side Milling District.

*The Story of Flour*, 28 pages.

Includes a fold out diagram of the "A" mill operation.

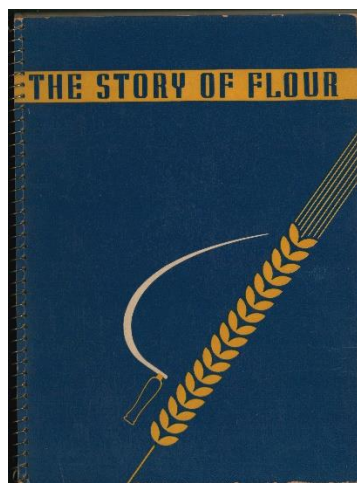
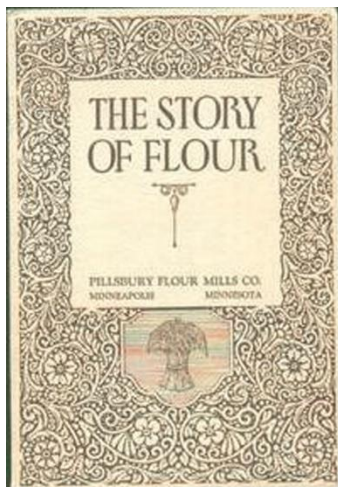
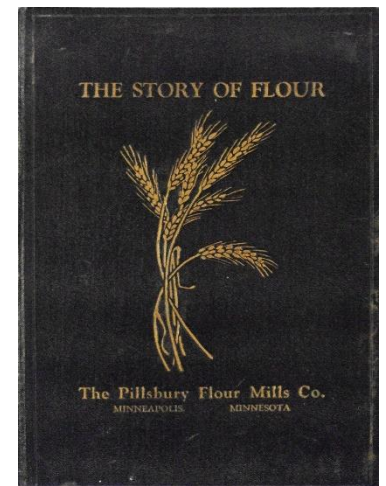
Hardback

Reissued in the same format in 1925 (with a new date).

Reissued in paperback in 1928.

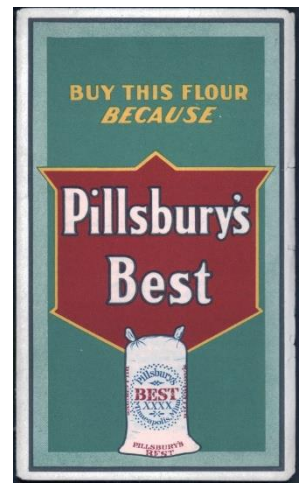
Reissued again in spiral hardback in 1935.

SI = 6

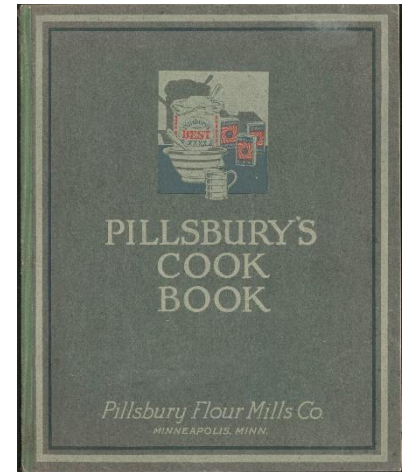




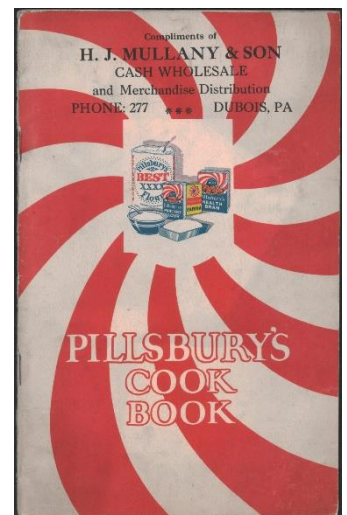
*(Buy this Flour Because) Pillsbury's Best*, 10 pages  
Dated September, 1922. Apart from cosmetic changes, this pamphlet was reprinted in 1927 and called "One of the Family." "Form 924."



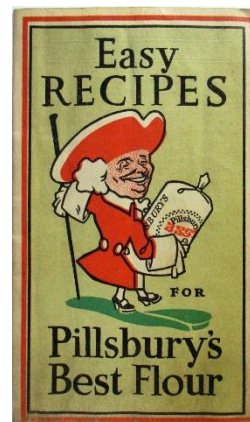
**1923:**  
*Pillsbury's Cook Book*, 78 pages.  
8" x 10"  
Inset drawing of flour bags and mixing bowl on cover.  
Historical information updated.  
Earlier issues had string hole (in upper left corner), whereas this issue does not.



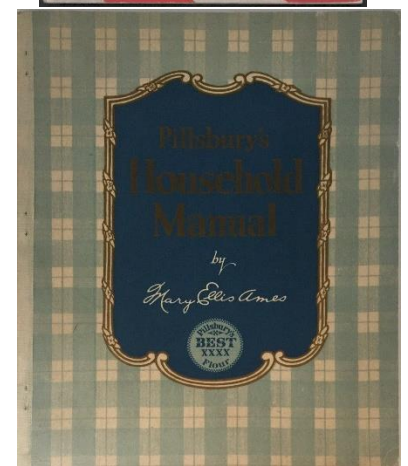
**1924:**  
*Pillsbury's Cook Book*, 48 pages  
Red and white swirl cover.  
Note: This is the same design that adorned the Pillsbury boxed products of the period, beginning in 1919.



**c. 1924:**  
*Easy Recipes for Pillsbury's Best Flour*, 8 pages  
Excerpted from and promotes *Pillsbury's Cook Book*.



**1925:**  
*Pillsbury's Household Manual*, 78 pages  
by Mary Ellis Ames  
Includes a chapter of recipes  
7.5" x 9"  
SI = 5

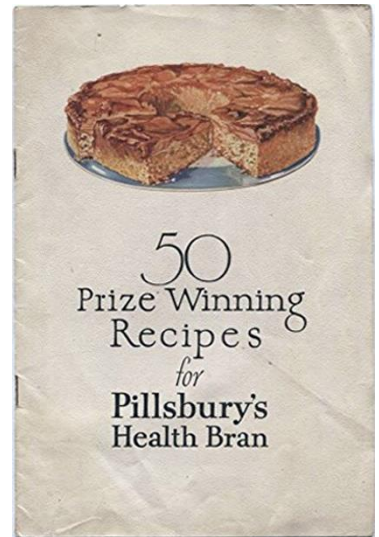


1926:

50 Prize-Winning Recipes for Pillsbury's Health Bran, 16 pages

Reissued in 1929 as ...Recipes for Pillsbury's Wheat Bran, noting the change in product name.

SI = 4

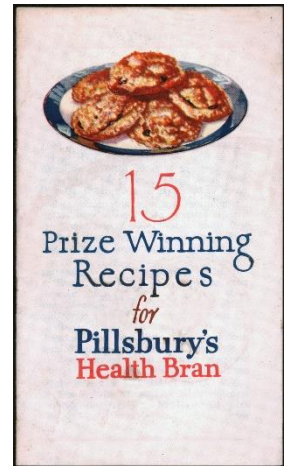


15 Prize-Winning Recipes for Pillsbury's Health Bran, 12 pages

About 3" x 6"

An abridged form of the above booklet.

"Form 766"

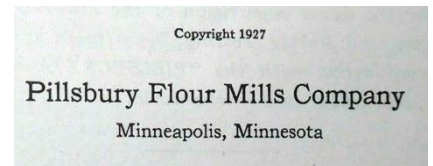


1927:

Pillsbury's Cook Book, 48 pages.

5" x 8", as 1924 issue.

SI = 3



One of the Family, fold out booklet, 8 "pages"

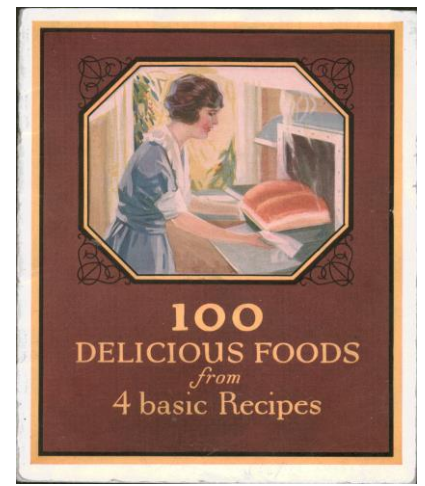
Depicts Pancake Flour, Farina, and Health Bran on the back

"Form 924." Apart from cosmetic changes, this is a reprint of the "Buy this flour" pamphlet from 1922. Reprinted at least twice more in the 30s.

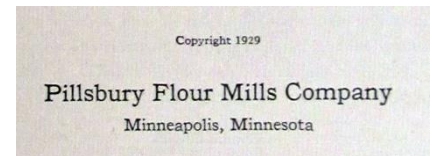
SI = 7



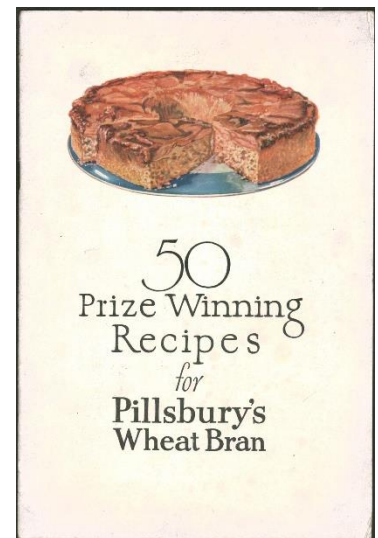
*100 Delicious Foods from 4 Basic Recipes*, 30 pages  
Brown front cover with woman baking  
About 6" by 5"  
Back cover has slogan, "One of the Family"  
SI = 7



**1929:**  
*Pillsbury's Cook Book*, 48 pages  
5" x 7.5", as 1924 issue.  
SI = 3



*50 Prize-Winning Recipes for Pillsbury's Wheat Bran*  
The product name has changed.  
SI = 4



*15 Prize-Winning Recipes for Pillsbury's Wheat Bran*  
An abridged form of the booklet first put out in 1926 (see above) and reissued in 1929.

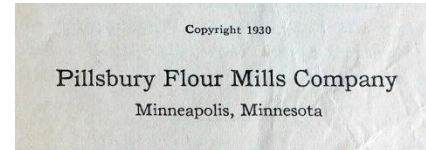
Also in 1929, Pillsbury began to sponsor radio shows. Certain programs were popular enough that booklets and premiums were published which promoted not only the shows but also Pillsbury. Finally, Pillsbury's Cake Flour was introduced this year.

**1930:**

*Pillsbury's Cook Book*, 48 pages

5" x 7.5", as 1924 issue.

SI = 3

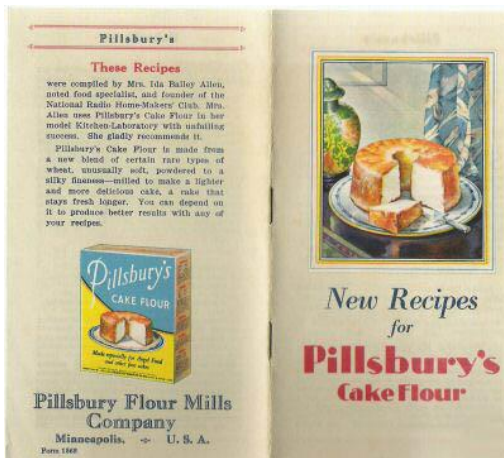
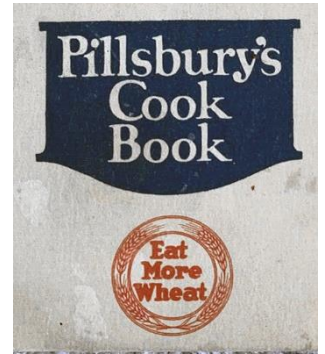


**Early 1930's:**

*Pillsbury's Cook Book*, 48 pages

5" x 7.5", as 1924 issue, but with no copyright date and additional seal on back cover: "Eat more wheat."

SI = 4



*New Recipes for Pillsbury Cake Flour*, 10 pages  
by Ida Bailey Allen, author of cooking booklets for Beech-Nut (1923), Coca Cola (1932), Karo Corn Syrup (1927), and several of her own cookbooks. She was a radio personality and was the founder of the Radio Home-Makers' Club.

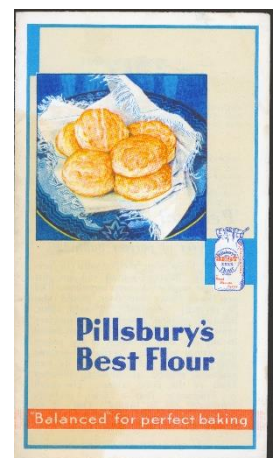
SI = 5+

*Pillsbury's Best Flour: Flavor, Economy, Sure*  
Fold-out pamphlet featuring "Little Nick"-

**1931:**

*Balanced for Perfect Baking*

SI = 5



1932:

15 Wonderful Recipes Inside -- Look!

This pamphlet featuring "Little Nick" has drawings of several Pillsbury products, including Pillsbury's Cake Flour.

Date code November 1932.

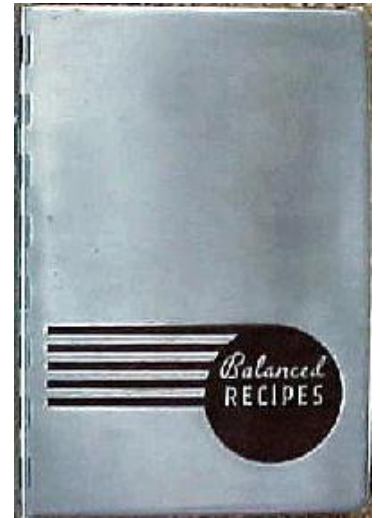


1933:

Balanced Recipes, 224 recipe cards

Aluminum spiral bound. \$1.25 original cost

SI = 2



Mary Ellis Ames, Director of the Pillsbury Cooking Service, offered her own cooking program on CBS radio. In the years that followed, "Cooking Close-Ups" was aired on both Wednesday and Friday mornings.

New Balanced Recipes, fold-out booklet

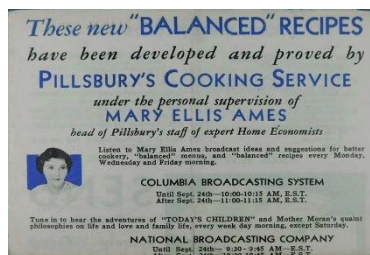
SI = 5



1933-47 (?):

Pillsbury Cooking Service Folders

Beginning in 1933, Pillsbury released fold-out pamphlets that were part of a series of package inserts. The early ones contained a coupon good for 25c off of *Balanced Recipes*.



**1934-40:**

*Good Things to Eat*, 16 pages

5.25" by 8.25"

Twelve recipes. What makes this booklet unique is the fact that alternate pages are in Hebrew. The book includes a recipe for "Sabbath Twists" and was obviously marketed to Jewish customers.



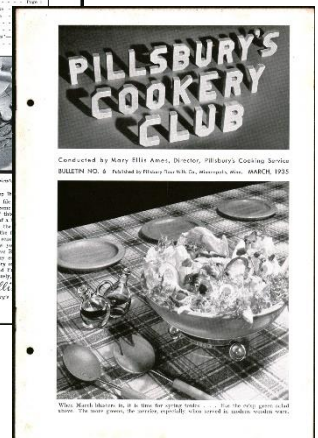
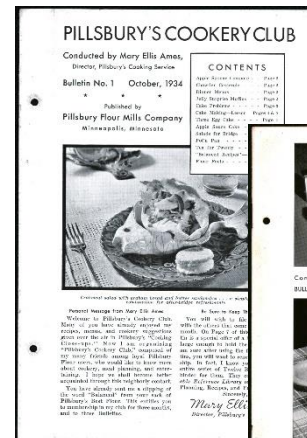
**1934-36:**

*Cookery Club Bulletins*.

Numbers 1 through 18 plus Christmas, 1934, bulletin known. For a ten-cent membership rate per three-month period, anyone could join Pillsbury's Cookery Club and receive three bulletins. These booklets were hole-punched so that they could be inserted into the *Balanced Recipes* book.

A silver (paper) cover resembling the aluminum cover to *Balanced Recipes* was made to contain them and was available from the club for ten cents.

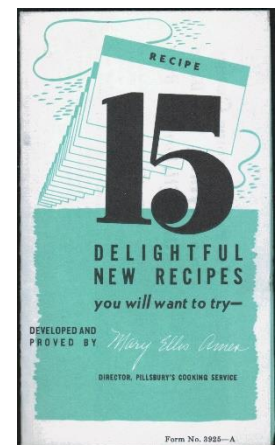
SI = 6



**c. 1936:**

*15 Delightful New Recipes You Will Want to Try*, 6 pages by Mary Ellis Ames

SI = 6



1937:

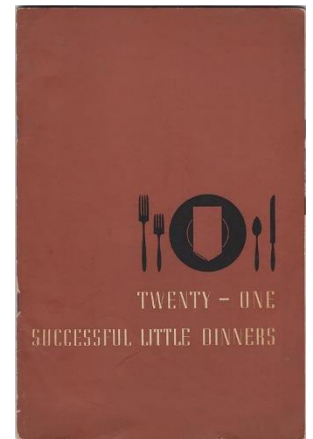
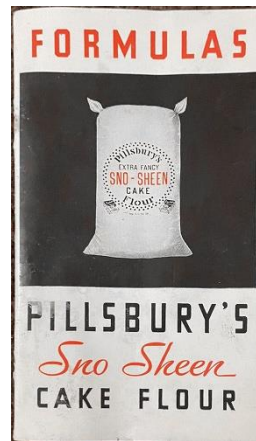
*Twenty-One Successful Little Dinners*, 48 pages  
by Mary Ellis Ames (Director)

Advertises the *Balanced Recipes* book.

Released through Pillsbury's Cooking Service.

Advertised as new in three magazines in 1937.

SI = 6



1939:

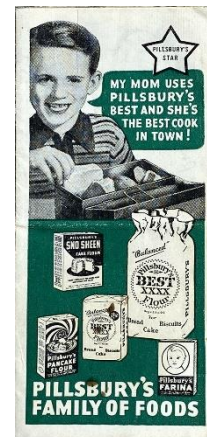
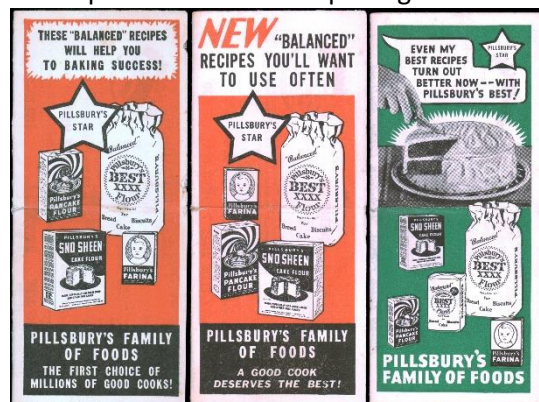
*Formulas: Pillsbury's Sno-Sheen Cake Flour*

Pillsbury introduced the flour in late 1936.

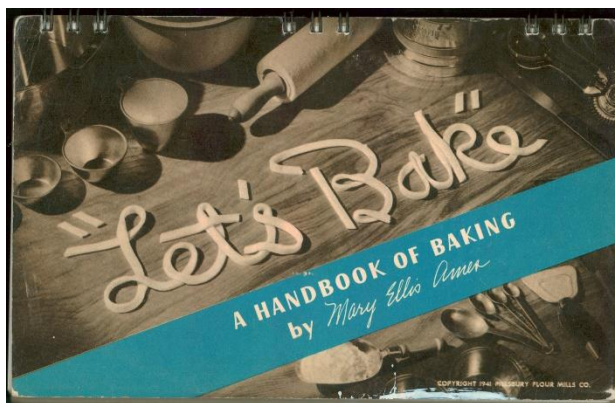
c. 1940:

*Pillsbury's Family of Foods*, fold-out pamphlets with "star" design.

These are numbered as part of the series of package inserts.



1941:



*Let's Bake!*, 96 pages.

by Mary Ellis Ames

Subtitled "A Handbook of Baking;" the inside  
title is "Your Guide to Better Baking"

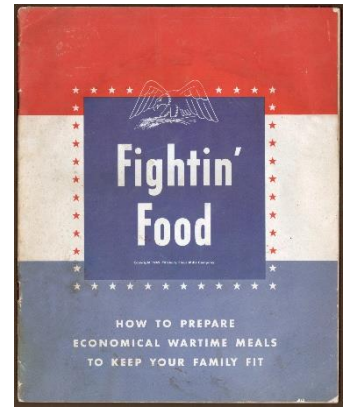
Three-spiral bound

**1942:**

*Fightin' Food*, 36 pages

Talks about cooking nutritious meals and how flour is an important tool during wartime. See also the "Student Edition" of 1943 and the anniversary edition of 1944.

SI = 6



**1943:**

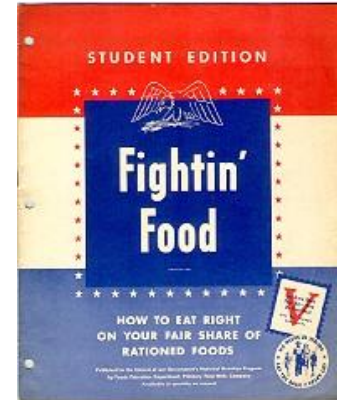
*Fightin' Food*, 13 pages

"Student Edition"

three binder holes

Talks about rationing and how flour is an important nutritive tool during wartime.

SI = 6

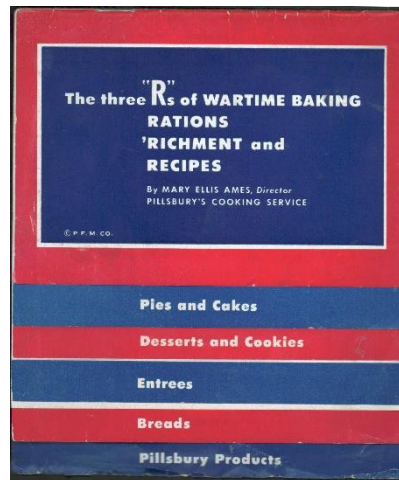


*The Three "Rs" of Wartime Baking*

Subtitled: "Ration, 'Richment, and Recipes  
6" x 5"

by Mary Ellis Ames

SI = 7



**1944:**

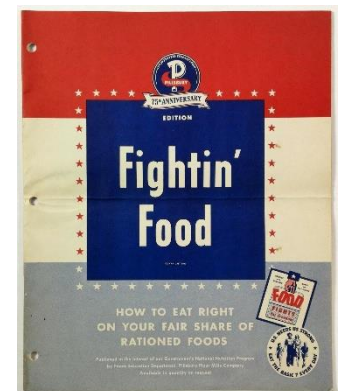
*Fightin' Food*, 12 pages

"75<sup>th</sup> Anniversary Edition"

three binder holes

Talks about rationing and how flour is an important nutritive tool during wartime.

SI = 6





*Pillsbury's Diamond Anniversary Recipes*, 32 pages  
8.5" by 11"

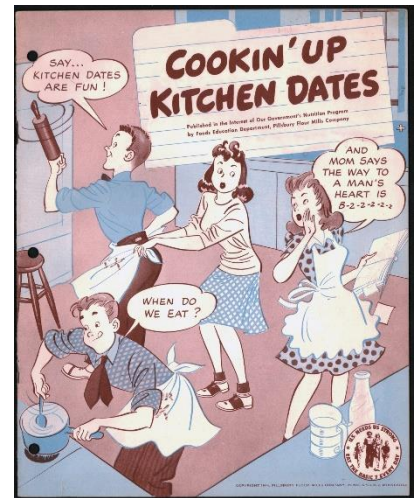
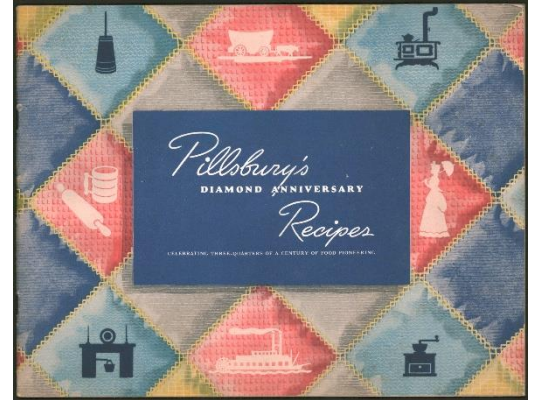
Available free through magazines

Appears to be the first appearance of "Ann Pillsbury," a fictitious character created for marketing purposes. "Ann Pillsbury" essentially represented the members of the Pillsbury Home Service Department.

SI = 4



*Cookin' Up Kitchen Dates*, 24 pages  
Booklet for teenagers  
Lists the seven basic food groups  
SI = 6



In September, the company name was changed from Pillsbury Flour Mills Company to Pillsbury Mills, Inc..

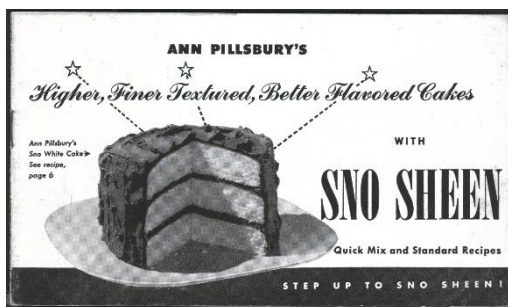
**1945:**

*Ann Pillsbury's Sugar-Shy Recipes*, 8 pages.

*Ann Pillsbury's Meat Miser Magic*, 8 pages.

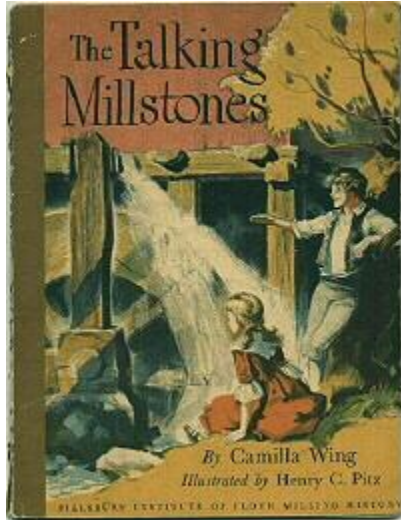
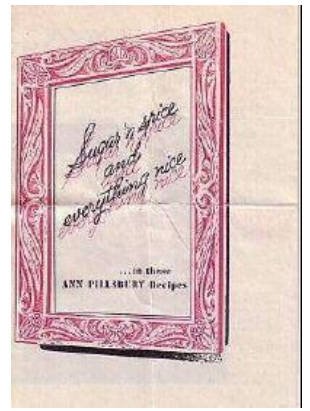
*Choice Ann Pillsbury Wheat Emergency Recipes*, 8 pages

The above three pamphlets have similar black-and-white cover designs. Each of them features wartime versions of "regular" recipes.



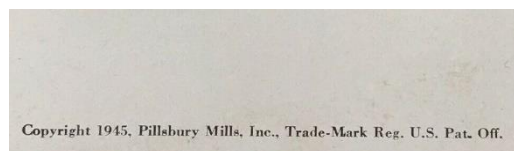
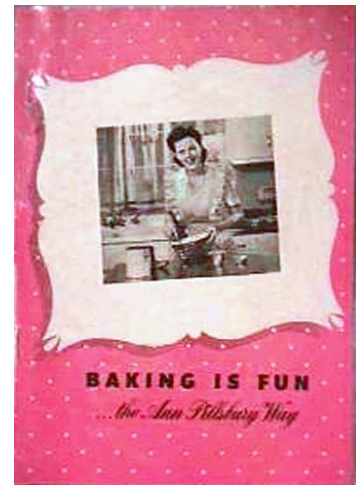
*Higher, Finer Textured, Better Flavored Cakes*, 16 pages.  
Subtitled: "with Sno-Sheen"

*Sugar 'n Spice and Everything Nice*, 8 pages.  
Folder number 41 in a series from the Pillsbury Home Service Department,  
this little booklet contains five dessert recipes.  
Form 10-299.  
SI = 8

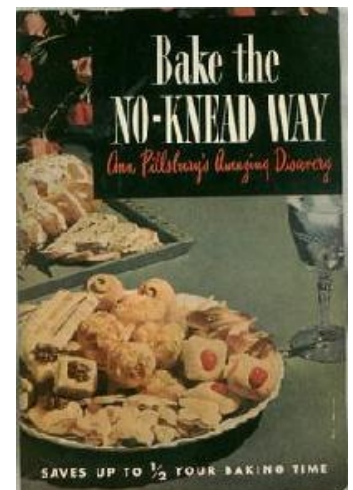


*The Talking Millstones*, by Camilla Wing, 78 pages.  
A history of the milling of flour.  
Illustrated by Henry C. Pitz  
SI = 5

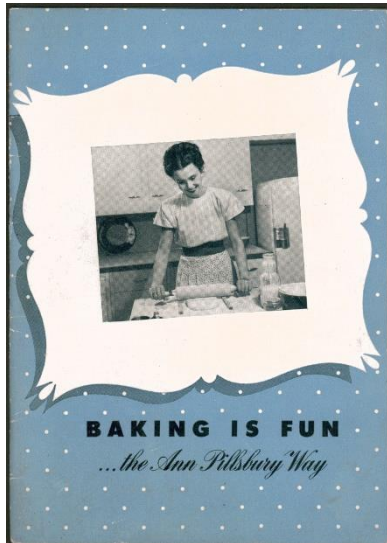
*Baking is Fun...the Ann Pillsbury Way*, 64 pages.  
The first printing from 1945 has a pink cover.  
SI = 7



*Bake the No-Knead Way: Ann Pillsbury's Amazing Discovery*, 64 pages.  
The only copyright is 1945; no price.  
Shipped in red and white envelope.  
SI = 2



1946:



*Baking is Fun...the Ann Pillsbury Way*, 64 pages.

The second printing from 1946 has a blue cover and a different central photo. That second printing features "streamlined" quick-mix and no-knead recipes and would become the basis for the reissue in 1948.

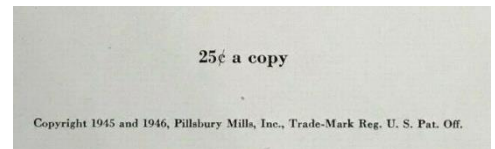
SI = 6

*Bake the No-Knead Way: Ann Pillsbury's Amazing Discovery*, 64 pages.

Second copyright is 1946; first copyright is 1945.

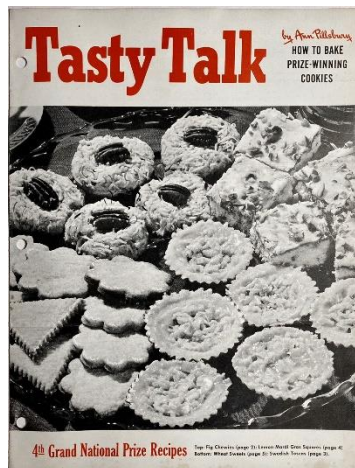
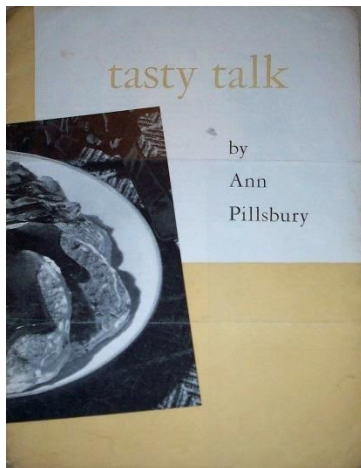
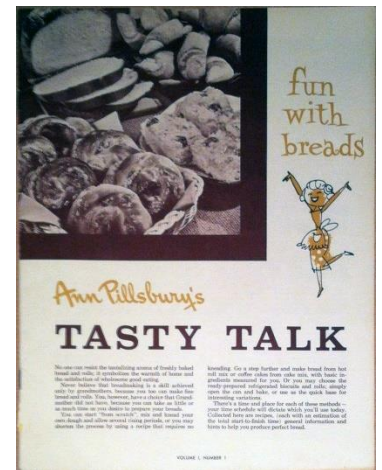
This '46 edition has a few changes, including a "PS" to Ann Pillsbury's letter – now indicating that you can send copies of this booklet to your friends for 25c each. Shipped in red and white envelope.

SI = 2



*Tasty Talk*, by Ann Pillsbury, 6 pages.

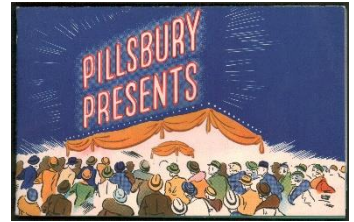
This original "Tasty Talk" booklet gave rise to a series of short pamphlets, all of them called "Ann Pillsbury's Tasty Talk." These newsletters were subtitled differently, depending upon their content. Known subtitles include "Fun With Cookies," "Fun With Breads," and "Easy Tricks for Picnic and Patio Fun." Since the introductions to the recipes themselves refer to the early Bake-Offs, the "Tasty Talk" newsletters were issued at least through 1953, and again (revived) in 1958-59.



**c. 1947:**

*Pillsbury Presents*, fold-out recipe insert with recipe cards

Pillsbury ads from 1947 contain the same recipes, drawn as though they are on cards, so this set is likely from '47.

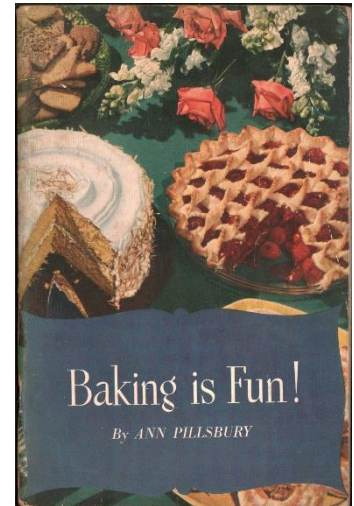


**1948:**

*Baking is Fun*, 64 pages.

This is the 1948 reissue of the earlier booklets (1945, 1946).

SI = 3

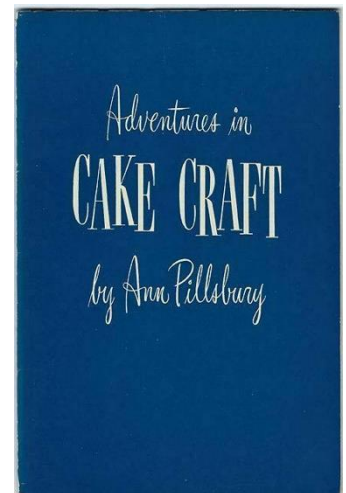
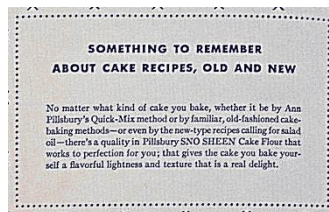
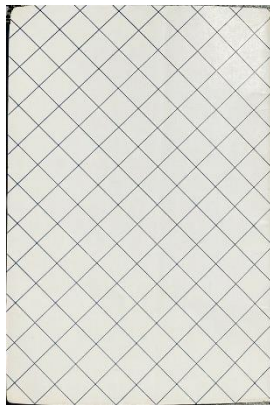


*Adventures in Cake Craft*, by Ann Pillsbury, 40 pages

SI = 3

The first printing has no words on the inside front cover.

The second printing has a word box, mentioning that one may use Sno-Sheen with either "old" or "new baking methods."



**1949:**

Pillsbury had purchased Globe Mills of California in 1940, allowing them to be an autonomously-operated subsidiary. Pillsbury operated Globe until 1968.

*Globe A1 Biscuit Book*, 20 pages

*Globe A1 Western Baking Book*, 46 pages

Pillsbury held their first national bake-off in 1949 and published the recipes in 1950. See the end of this article for bake-off related books.

1950:

*Ann Pillsbury's Baking Book*, 361 pages.

A Pocket Book paperback edition, number 789.

Reprinted in April 1956 as Cardinal C-206.

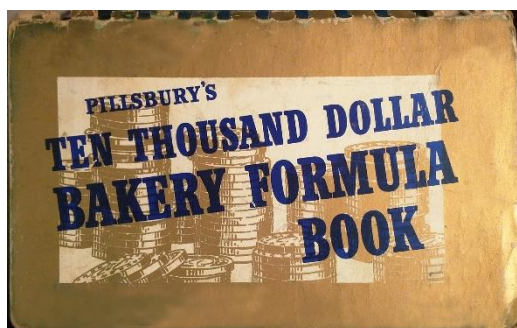
Reprinted in August 1961 as Pocket Book 7006.

Reprinted in July 1965 as Pocket Book 99025.

Also available in 1950 in hardback through A.S. Barnes & Co.; also 361 pages.

SI = 6 in hardback (dust jacket featuring the cover graphics)

SI = 3 in paperback



*Pillsbury's Ten Thousand Dollar Bakery Formula Book*

Spiral bound, gold cover

Contains 121 formulas (recipes) for commercial bakeries.

SI = 6 or 7

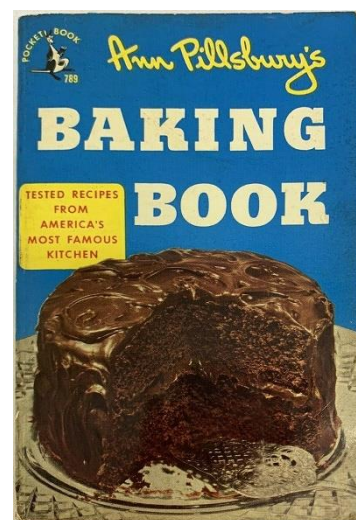
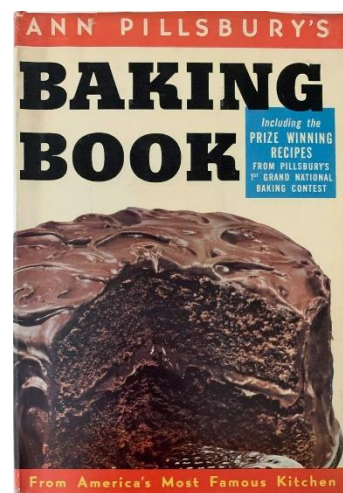
c. 1950:

*12 New Cake Recipes*

Subtitled: "Made With Pillsbury's Sno-Sheen Cake Flour"  
small pamphlet

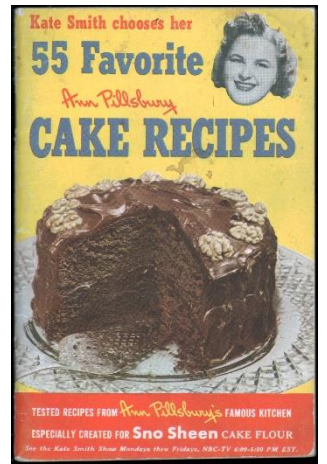
1951:

*Pillsbury Square Dance Nut Cake*, bifold with recipe...  
and dance lesson.

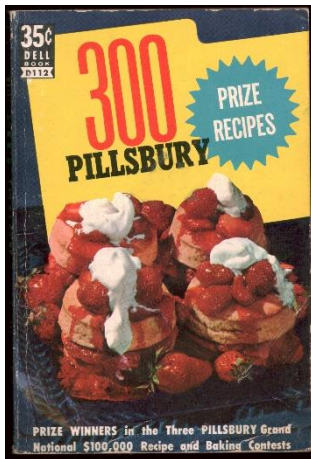
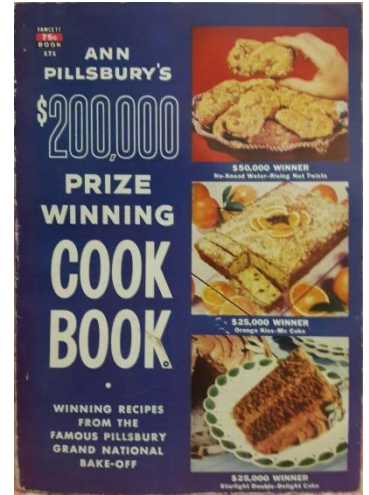


1952:

*Kate Smith Chooses her 55 Favorite Cake Recipes*, by "Ann Pillsbury," 64 pages.  
SI = 2



*Ann Pillsbury's \$200,000 Prize Winning CB*, 144 pages.  
Contains recipes from the first three Grand National Bake-Offs.  
Published by Fawcett at 75c, #171.  
SI = 2 or 3

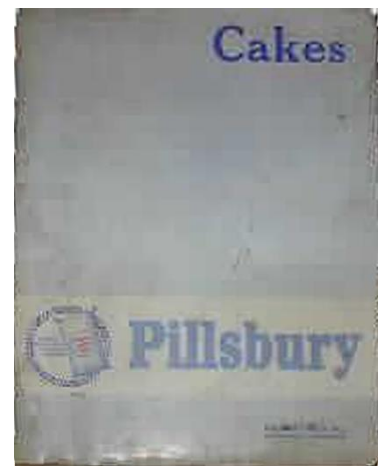


*300 Pillsbury Prize Recipes*, 383 pages.  
Contains recipes from the first three Grand National Bake-Offs.  
Published by Dell (#D112) at 35c.  
SI = 4

1954:

*Cakes*

Professional package for bakers using Pillsbury products in cooking.  
Photocopies of typed recipes in a light blue binder.  
Contains one recipe from the 5th Grand National Bake-Off.



*Ann Pillsbury's New Cook Book*, 144 pages

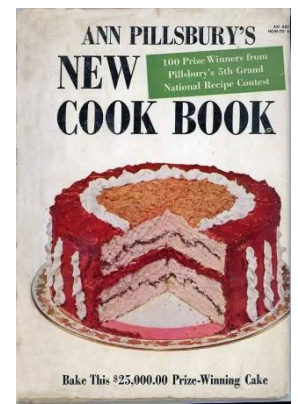
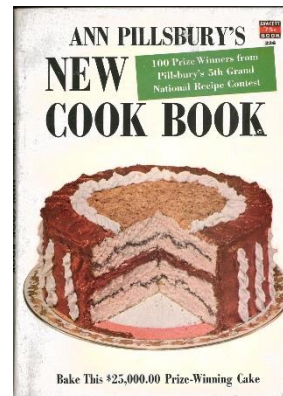
Arco Handy Books (hb)

Fawcett Publications #226 (pb)

9.5" by 6"

Pillsbury had already published their Bake-Off materials in experimental formats. This cookbook contains the "100 prize-winning recipes" from the 5th Grand National Bake-Off, but the format and publisher were similar to the *\$200,000 Prize Winning Cook Book* from 1952. 75c (paper) or \$2.00 (hardback) cover price.

Note: The cover photo is the same as featured on Bake-Off cookbook #5.



**1955:**

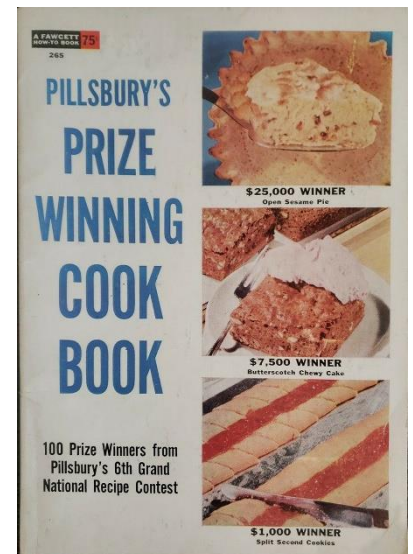
*Pillsbury's Prize Winning Cook book*, 144 pages

Fawcett Publications, "How to" series #265.

9.5" by 6"

Pillsbury had already published their Bake-Off materials in experimental formats. This cookbook contains the "100 prize-winning recipes" from the 6th Grand National Bake-Off, but the format and publisher were similar to the *\$200,000 Prize Winning Cook Book* from 1952. 75c (paperback) or \$2.00 (hardback?) cover price.

SI = 4 (paper)



*Pillsbury's Prize Winners*

*Were All Baked With French's Spices and Extracts*, pamphlet

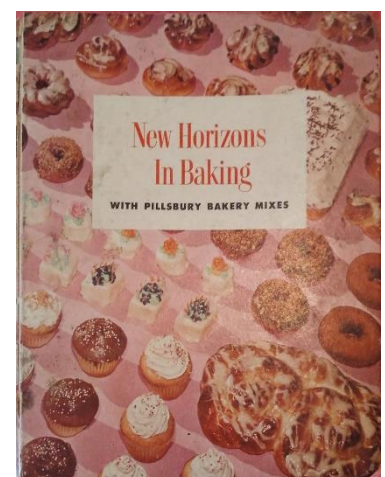
Contains those recipes from the 6th Grand National Bake-Off that were prepared with French's seasonings.



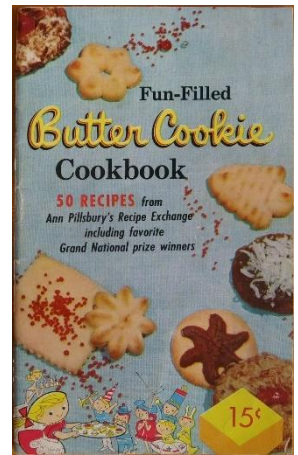
*New Horizons in Baking*, 153 pages (including 8 dividers)

Small three-ring binder

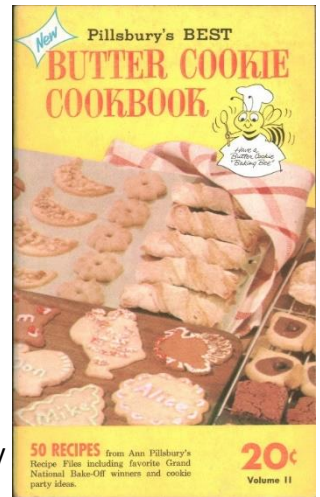
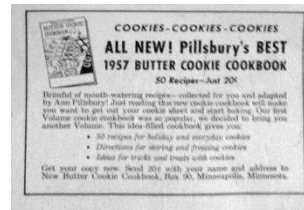
Sold to professional bakers. Contains recipes for rolls, cakes, donuts, and biscuits.



*Fun Filled Butter Cookie Cookbook*, 48 pages.  
 Book mentions the 7th Bake-Off  
 15c original price.  
 SI = 3

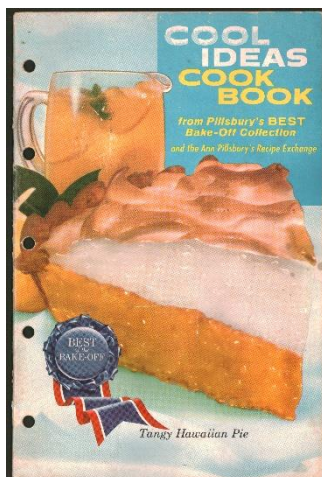


**1957:**  
*Pillsbury's Best New Butter Cookie Cookbook*, (Vol. II), 48 pages.  
 yellow cover  
 20c original price.  
 SI = 2



April 1957 saw the registration of a new trademark for the Pillsbury brand. The circular blue logo with white print would remain in use for years after this.

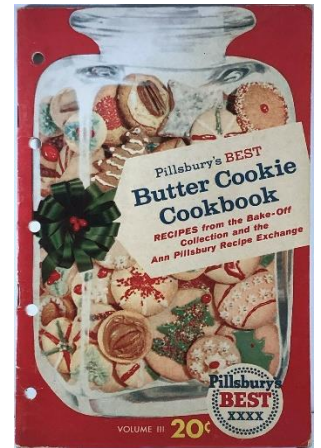
**1958:**  
*Short-Cut Breads*, 40 pages.  
 States "from Pillsbury's Best Bake-Off Collection".  
 No price on cover; binder holes.  
 SI = 3



*Cool Ideas Cook Book*, 33 pages.  
 No price on cover; binder holes.  
 SI = 4



*Butter Cookie Cookbook, Vol. III, 48 pages.* red cover with binder holes  
20c original price.  
SI = 2



**1959:**

*Best One-Dish Meals Cookbook, 54 pages.*  
Binder holes; mentions 9th Bake-Off  
No cover price; used as a premium  
SI = 2



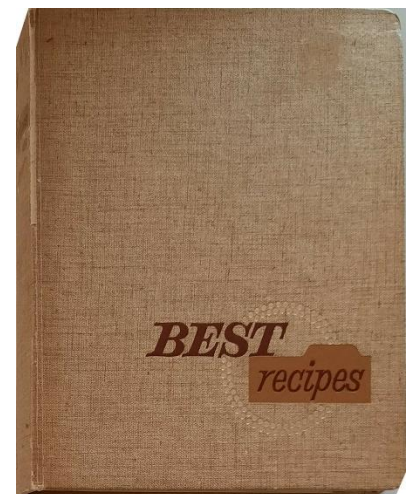
*Best Cakes, 66 pages.*  
Binder holes  
Some copies have a 20c price stamped on the cover.  
SI = 4



*Best Loved Foods of Christmas, 66 pages.*  
Binder holes; mentions 10th Bake-Off  
25c original price  
SI = 3



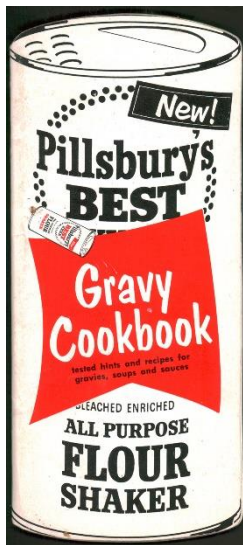
*Best Recopies.*  
Binder to contain the booklets from 1958-59.  
SI = 6





*Best of the Bake-Off Collection*, 608 pages  
 1000 recipes; a collection from the first ten Bake-Offs  
 Hardback. Published by Consolidated Book Publishers.  
 Regular edition has a slick white/multicolored cover;  
 deluxe edition has a rough stock tan cover with gold print, and dust jacket showing the graphics to the regular edition.  
 SI = 3 (regular edition) or SI = 4 (deluxe edition)  
 In some years, Pillsbury prepared presentation copies of this book for contestants in the annual Bake-Off.

**c. 1957-60:**



*Gravy Cookbook*, 8 pages  
 Shaped like Pillsbury's all-purpose flour shaker  
 hard stock.

Pillsbury began test-marketing a flour shaker in 1957.

**1960:**

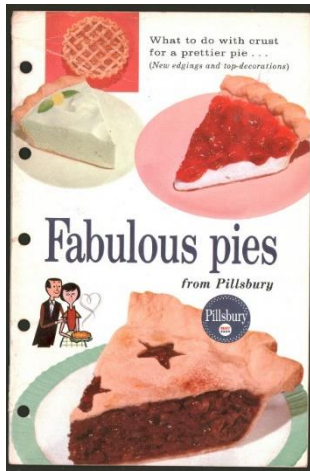
*Butter Cookie Booklet*, 20 pages  
 Advertises the booklets above, the binder, and the *Best of the Bake-Off* collection. 6" x 5"  
 SI = 5



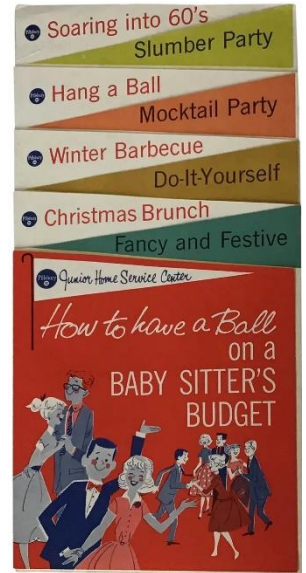
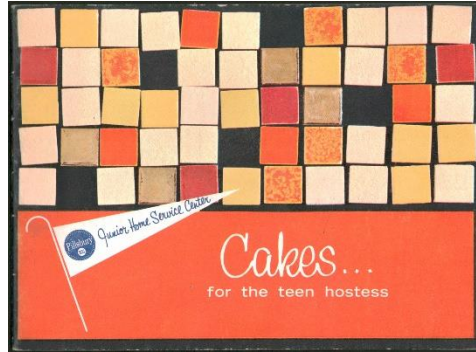
1961:

*How to Have a Ball on a Baby-Sitter's Budget*, 12 pages  
From the Junior Home Service Center.

*Cakes...for the Teen Hostess*, 12 pages  
From the Junior Home Service Center.



*Fabulous Pies*, 24 pages.  
No price on cover; binder holes.  
SI = 3

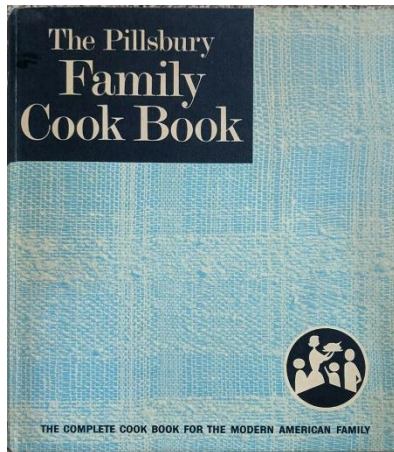


*Party Best Butter Cookies*, 32 pages  
Advertised in 1961.

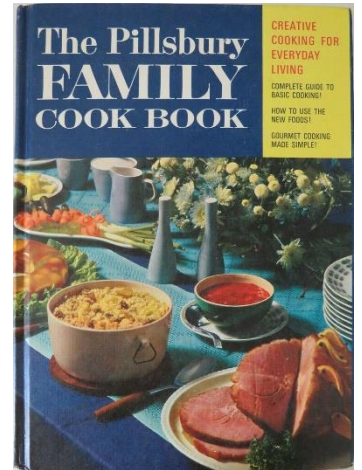


In 1961, Pillsbury purchased an artificial sweetener business and began to market "Sweet 10," which became one of the most popular sweeteners on the market. From 1964 through 1969, Pillsbury sold "Funny Face" drink mix, which was similar to Kool Aid but which used Sweet 10. Sweet 10 was withdrawn in 1969 (due to an FDA ban of its formula), and Funny Face was reformulated to use saccharine. Funny Face continued to be popular throughout the 70's, although reduced sales in the late 70's caused Pillsbury to sell the product to Brady Enterprises in 1980.

1963:



*Pillsbury Family Cookbook*, 575 pages.  
Large size, regular bound, original cost \$4.95.  
or in binder (with dj), original cost \$5.95  
SI = 1  
Reissued in 1969.  
Reissued again in 1970.  
Reissued again in 1973 as *The New...*



Early 1960's:

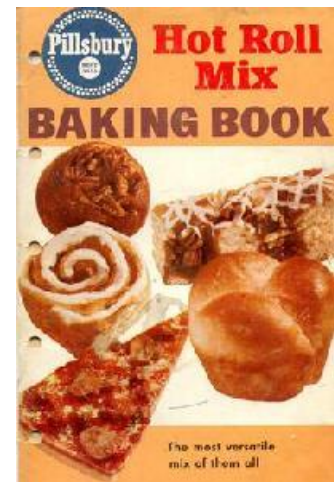
*Gift Box Butter Cookies*, 32 pages  
presents on cover



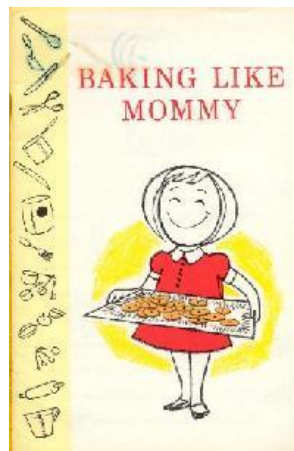
*Jewel Box Butter Cookies*, 32 pages  
presents on cover



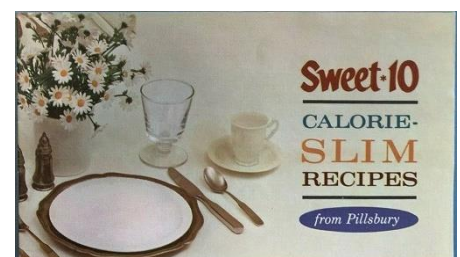
*Hot Roll Mix Baking Book*, 64 pages.  
binder holes; large blue Pillsbury logo  
SI = 4



*Baking Like Mommy*  
Pulp paper cover



*Sweet 10 Calorie-Slim Recipes (from Pillsbury)*, 64 pages  
This was reissued in 1967 as *Calorie-Slim Recipes* costing 50c.



1965:

The Pillsbury Doughboy, more formally "Poppin' Fresh," made his television debut in a commercial for Pillsbury's crescent rolls. Within a few years, he highlighted the cover of the Bake-Off cookbook series. Before long, he was everyone's favorite baking advertisement. These days, he even has his [own website](#).

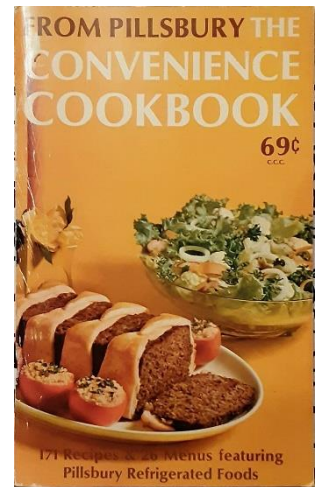
*Fancy Free Entertaining*, 16 pages  
drawing of woman and party symbols on cover



"Do-It-Together" Butter Cookies, 30 pages  
Contains cookie recipes and "decorating ideas."  
SI = 3

1966:

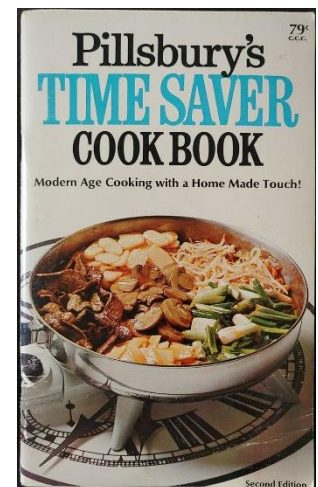
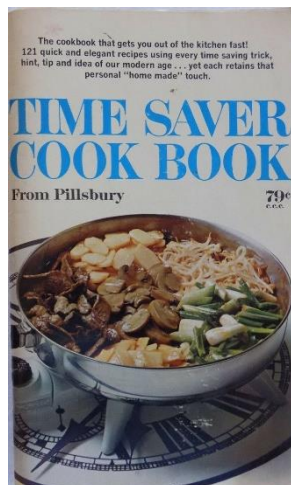
*The Convenience Cookbook*  
69c original price.  
refrigerated food recipes  
Ads for the book are from January 1967.  
SI = 3



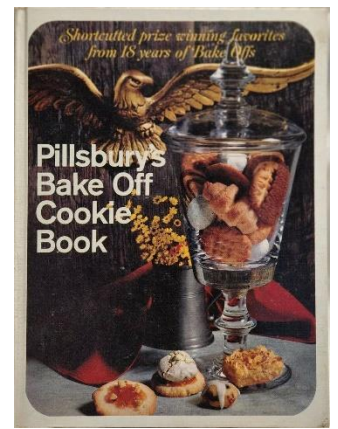
*Pillsbury Busy Lady Bake-Off Recipes*  
This is actually Bake-Off #17; see below.

1967:

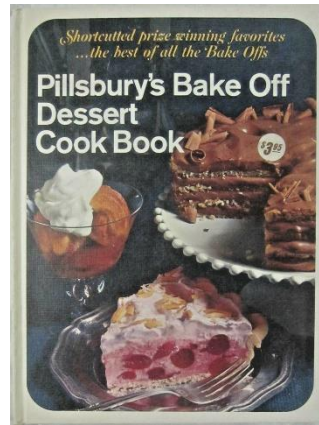
*Pillsbury's Time Saver Cook Book*, 100 pages  
79c original price; later used as a giveaway  
First Edition April 1967; Second Edition c. 1968  
SI = 1 or 2



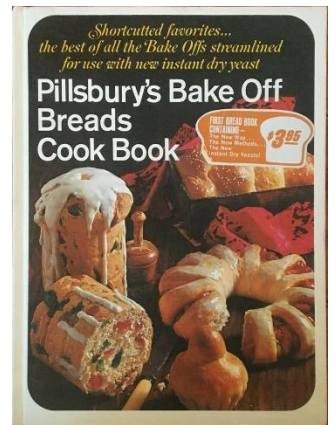
*Pillsbury's Bake-Off Cookie Book*, 143 pages.  
 \$3.95 original price; also used as a premium.  
 The first in a series of hardback recipe collections.



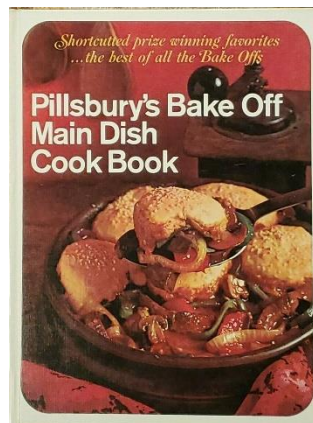
**1968:**  
*Pillsbury's Bake-Off Dessert Cook Book*, 144 pages.  
 No cover price but \$3.95 sticker; used as a premium  
 Reissued 1971.



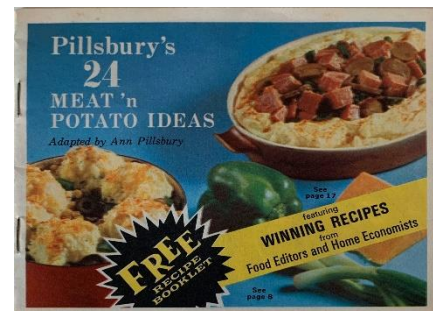
*Pillsbury's Bake-Off Breads Cook Book*, 143 pages.  
 \$3.95 original price



*Pillsbury's Bake-Off Main Dish Cook Book*, 143 pages.  
 \$3.95 original price  
 Reprinted in 1970.

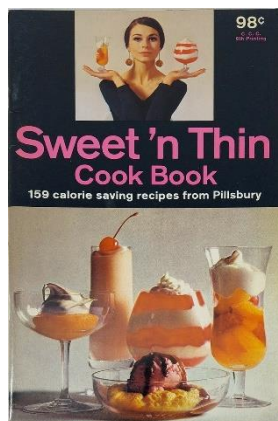


**c. 1969:**  
*Pillsbury's 24 Meat 'n Potato Ideas*, 22 pages  
 by "Ann Pillsbury."



*Any Time Quick Bread Ideas*, 14 pages

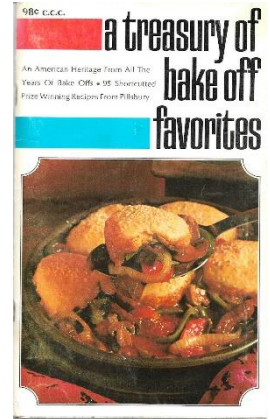
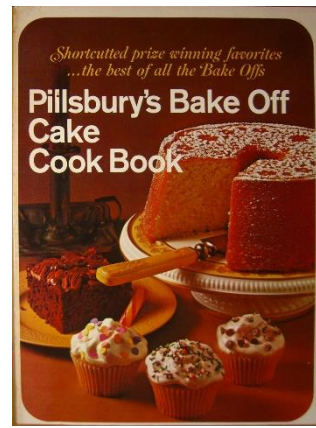
*Sweet N Thin Cookbook*, 68 pages  
 Original price: 98c



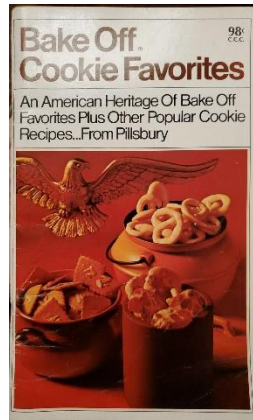
1969:

*Pillsbury's Bake-Off Cake Cook Book*, 143 pages.  
\$3.95 original price

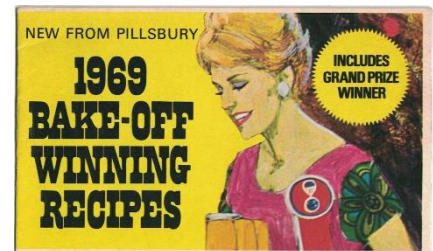
*A Treasury of Bake-Off Favorites*, 96 pages  
Original price: 98c.



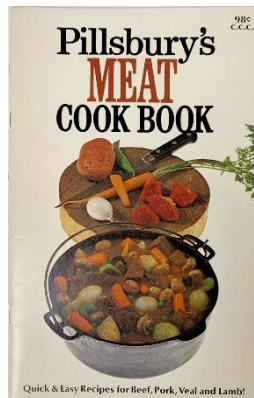
*Bake-Off Cookie Favorites*, 96 pages  
Original price: 98c.



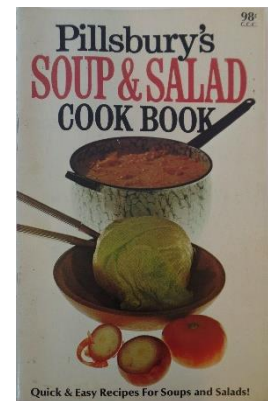
*1969 Bake-Off Winning Recipes*  
Pamphlet



*Pillsbury's Meat Cook Book*, 80 pages  
98c cover price.



*Pillsbury's Soup & Salad Cook Book*, 80 pages  
98c cover price



*Pillsbury's Vegetable CB*, 80 pages  
98c cover price – came out in 1970 as part of the above series.

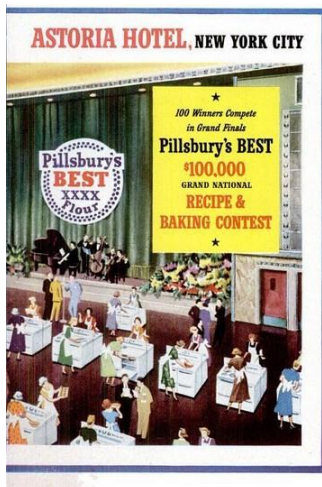
**Bake-Off Cook Books:**



**Plastic Advertising Token  
from the first national Bake-Off**

Pillsbury had hosted several bake-off contests of smaller scope before attempting to create the national event that would come to be synonymous with the Pillsbury name. According to information gathered from the Bake-Off booklets, the Grand National Bake-Off held on December 13, 1949, was intended to be a one-time-only event. Plastic tokens were issued advertising the October event in New York's famed Waldorf-Astoria Hotel, for which there was a tremendous turnout. Afterward, many people began to write to Pillsbury, asking that the recipes from the Bake-Off be published in a booklet. The event had been the first baking event of national scope, and the Bake-Off booklets wound up being Pillsbury's most popular cooking booklets.

All Bake-Off booklets have 96 interior pages unless specified.



**Follow these EASY RULES:**

- Write your recipe clearly, using one side of the paper only. Give all measurements in level (not scant or heaping) cups, tablespoons and teaspoons, or in fractions (1/2, 1/4) of these measures. Specify the exact measurements of the pan to be used and the exact oven temperature for baking. Also specify the length of baking time. Send recipe only. Do not send actual food.
- No recipe will be considered which call for intoxicating beverages or for ingredients not usually available in grocery stores, or for less than one-half cup of Pillsbury's Best Flour in a family size recipe.
- Print the name you have selected for your recipe at the top of each page. Print your name and address in the upper right-hand corner of each page on which your recipe is written. At the end of your recipe, write where and when you learned it.
- Enclose your recipe and the Pillsbury's Best Food Products and from the top of any tin sack of Pillsbury's Best Flour (also a PILLSBURY CONTEST TOKEN) if your entry is to be eligible for a double cash award) in an envelope addressed to PILLSBURY RECIPES CONTEST, P. O. Box 89, Evanston, Illinois. Entries must be postmarked before midnight, October 31, 1949.
- You may send in as many entries as you wish, but only one per envelope. No entrant will be eligible to receive more than one award in recipe contest. Anyone in the United States, Alaska, Hawaii or Puerto Rico may enter except practicing professional home economists and employees of Pillsbury Mills, Inc. and its advertising agencies or members of their families.
- Each entry will be judged on the basis of compliance with these rules, aptness of name, ease and speed of preparation, novelty or unusual character, and general appeal. All recipes and entries will become the property of Pillsbury Mills, Inc. and will not be returned. The decision of the judges shall be final. In case of tie, duplicate awards will be made.
- Each of the winning contestants in the recipe contest will be awarded \$100 in cash (EVEN if entry is accompanied by PILLSBURY CONTEST TOKEN), a trip to New York City and a two-day stay at the Waldorf-Astoria Hotel as a guest of Pillsbury Mills, Inc. In the Grand Ballroom at the Waldorf these contestants will prepare their winning recipes and enter them in a baking contest limited to the recipe contest winners. General Electric Stratospher Push-Button Stoves and all necessary equipment and ingredients for the baking contest will be supplied. All entries in the baking contest will be judged on the basis of taste, appearance, general appeal, novelty or unusual character.
- No contestant winning one of the first three prizes will be eligible for the class prize. In the event of a tie, duplicate prizes will be awarded. The decision of the judges shall be final.

You may get a handy entry blank with these rules and a PILLSBURY CONTEST TOKEN from your grocer or by writing Ann Pillsbury, c/o Pillsbury Mills, Inc., Minneapolis, Minnesota.

This contest is subject to all Federal and local laws.

**GET FREE ENTRY BLANK AT YOUR GROCER'S ... OR USE THIS HANDY ENTRY FORM**

PILLSBURY RECIPE CONTEST, P. O. Box 89, Evanston, Illinois. Attached handy entry for Pillsbury's Best Grand National Recipes and Baking Contest together with dotted circle seal from top of Pillsbury's Best Flour bag.

(PLEASE PRINT)

Name: .....

Address: .....

City: ..... State: .....

Contest Closes Midnight, October 31, 1949

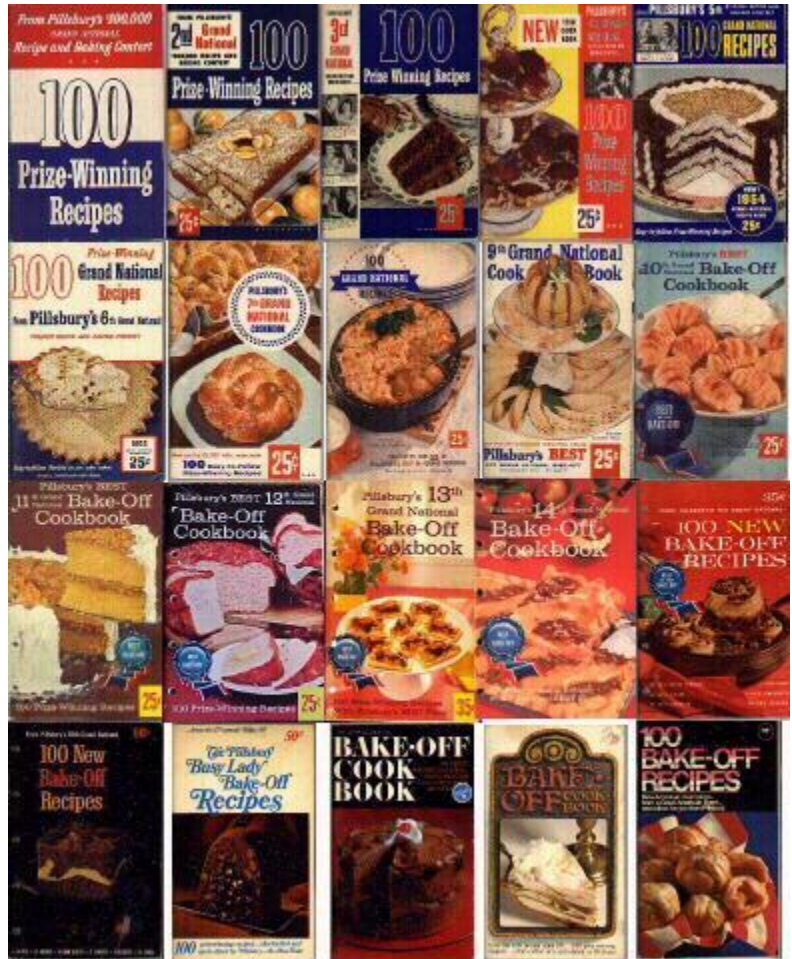
© P. M. S.

This may help you win \$50,000.

Get a free token like this from your grocer. Your prize money will be doubled if token accompanies a winning recipe.



1. 1950, no cover price, formally titled *100 Prize-Winning Recipes*
2. 1951, 100 pages; 25c price begins
3. 1952
4. 1953; smaller size begins
5. 1954, 98 pages
6. 1955, 98 pages
7. 1956
8. 1957
9. 1958
10. 1959, 106 pages; larger size with binder holes begins
11. 1960
12. 1961
13. 1962; 35c cover price begins
14. 1963
15. 1964
16. 1965; 50c cover price begins
17. 1966; no binder holes here on
18. 1967; price covered with Pillsbury sticker (79c)
19. 1968; 98c cover price begins
20. 1969
21. 1970
22. 1971; \$1.00 cover price
23. 1972; 89c cover price begins
24. 1973
25. 1974
26. 1975; 99c cover price
27. 1976; 99c cover price
28. 1978; \$1.29 cover price
29. 1980
30. 1982, Classic #14
31. 1984, Classic #38, 112 pages; \$2.25 cover price
32. 1986, Classic #62, 96 pages; \$2.25 cover price
33. 1988, Classic #86, 96 pages
34. 1990, Classic #110, 104 pages; \$2.50 cover price
35. 1992, Classic #134,
36. 1994, Classic #157, 104 pages; \$2.75 cover price
37. 1996, Classic #181, 124 pages
38. 1998, Classic #205, 120 pages
39. 2000, Classic #219, 116 pages
40. 2002, Classic #253, 96 pages



41. 2004, Classic #281, 120 pp.
42. 2006, Classic #300, 118 pp.
43. 2008, Classic #323
44. 2010, Annual 2010
45. 2012, Annual 2012
46. 2013, Annual 2013

The 19th Bake-Off was the first Pillsbury contest to allow participants to bake using refrigerated bread dough and mixes; prior to that time, all recipes were done "from scratch."

NOTE about Scarcity: All of the Bake-Off booklets are common. The 1st booklet has SI = 3. The 8th - 12th booklets have SI = 2. The others have SI = 1. The first few booklets are more desirable than the later ones and therefore have higher values, despite their being relatively common.

---

### **Bibliography**

Historical information published in *The Story of Flour*, Pillsbury, 1922, and *Pillsbury's Best*, Pillsbury, 1985, contributed to this article. Thanks also to Sue Erwin for her assistance and her faithful devotion to the cause of Pillsbury collecting.

---

## A few words about Scarcity and Condition:

### Scarcity

The Scarcity Index (SI) is an attempt to measure how common or how rare items are, relative to one another. A "1" rating indicates a very common item -- several copies of very common items can be found on eBay every week. A book rated "2" is estimated to exist in about half the quantity as a "1" book, and so on. Items rated "5" to "7" are considered "scarce." If you see a copy on eBay, another will likely not appear until a few months have passed. Items rated "8" or "9" are "rare": you may see one or two copies on eBay every year. Items rated "10" are "very rare."

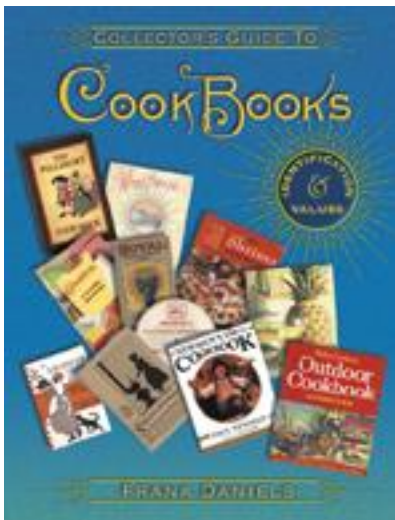
### Condition

The condition of a paper item greatly affects its value (and resale prospects). The most common conditions given for paper items are: **fine** (F or "near mint" NM); **very good plus** (VG+); **very good** (VG); **very good minus** (VG-); **good** (G); **fair** (fr); and **poor** (p).

Use the condition in connection with the Scarcity Index. Items with SI 1-5 are generally not collectible in conditions lower than VG (very good). This does not mean that people will never buy copies, but since the book is relatively common, buyers will want to obtain lower grade copies cheaply (a few bucks). On the Internet, most low grade common books sell for \$5 or less. For books of slightly higher interest, VG copies sell for 1/4 to 1/3 of the Fine condition price. VG+ copies sell for 1/2 to 3/4 of the Fine price. Items with SI 6 or 7 are normally collected in G (good) grade or higher, although some collectors will wait for better copies to surface. Good condition copies will sell (typically) for 1/10 to 1/6 what a Fine copy will bring.

Items that are rare or very rare will sell in almost any grade, although obviously higher grade copies will sell for much more. "Poor" condition normally means "not collectible no matter what," but if the book has some significance historically and is rare, even poor condition copies will sell.

All books from the late 60's on are assumed to be common in higher grades.



© 2001, 2004, 2022 Frank Daniels