



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Pillsbury Company Bake-Off Collection

NMAH.AC.0690

Susan B. Strange

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Pillsbury Company Bake-Off Collection
Date:	1933-1998
Identifier:	NMAH.AC.0690
Creator:	Pillsbury Company (Collector)
Extent:	2.15 Cubic feet (7 boxes)
Language:	English .
Summary:	Records consist of cookbooks produced after these contests, biographies of contestants, and videotapes of Bake-Offs.
Digital Content:	Image(s): Pillsbury Company Bake-Off Collection

Administrative Information

Acquisition Information

Collection donated by The Pillsbury Company, through Ms. Jackie Peterson (letter from Craig Orr to her, April 5, 2001).

Processing Information

Collection processed by Susan B. Strange, 2001.

Preferred Citation

Pillsbury Bake-Off Collection, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

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Historical

The Pillsbury Company donated these materials to the Archives Center in 1999 as part of the company's celebration of its fiftieth anniversary of the Pillsbury Bake-Off. The inspiration for the contest was to acquire recipes using Pillsbury's Best Enriched Flour for placement inside bags of the flour. The first contest, held in New York City's Waldorf Astoria in 1949, was so successful that Pillsbury decided to hold the contest each year. In the mid-1970s, however, the Bake-Off began to be held every other year with the result that the 50th anniversary Bake-Off in 1998

was, in fact, the 38th contest. An indicator of the status of this on-going baking event, especially in its early years, was the attendance of Eleanor Roosevelt at the first contest, the Duke and Duchess of Windsor at the second, and Mamie Eisenhower in 1962.

Scope and Contents

Material documenting Pillsbury's Bake-Off from its inception in 1949 through its 50th anniversary in 1999. Papers include primarily cookbooks issued after Bake-Offs, biographies of contestants and VHS videos of five Bake-Offs.

Arrangement

The collection is arranged into five series.

Series 1: Historical Background, 1985 Series 2: Cookbooks, 1933-1998

Series 3: Bake-Off Contestants, 1957-1998

Series 4: Videotapes of Bake-Offs, 1950, 1955, 1968, 1976, 1996

Series 5: Advertisements, 1949-1983

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Baked products
- Baking
- Contests -- United States
- Cookery, American
- Food
- Housewives -- United States

Types of Materials:

- Print advertising
- Tear sheets -- 1940-2000
- Videotapes

Container Listing

Series 1: Historical Background, 1985

Box 1, Folder 1	"A Company History", 1985
Box 1, Folder 2	50th Anniversary Promotional Packet
Box 1, Folder 3	50th Anniversary Promotional Videotape
Box 8, Folder 1	Bake-Off Cooking and Baking Contest, press kit and ephemera, 1992-02 Notes: Include name tags, newspaper clippings, business cards, coupons, an image of Gladys Fulton (25th annual winner), and recipes.
Box 8, Folder 2	Orlando Sentinel materials related to Bake-off Contest, 1991-1992 Notes: Includes information about the "Globalization of Food in a Diverse and Changing World" media seminar co-sponsored by the <i>Orlando Sentinel</i> . The packet includes information about speakers (with photographs) and newspaper clippings.
Box 8, Folder 3	Bake-Off Cooking and Baking Contest, press kit, 1992-02-22-1992-02-25
Box 8, Folder 4	Taste Today, Spring 1992 Notes: <i>Taste Today</i> is a quarterly magazine published by the Pillsbury and Green Giant brands (Grand Metropolitan Food Service USA).

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Series 2: Cookbooks, 1933-1998

Box 1, Folder 4	Bake-Off Cookbooks (1st - 3rd Bake-Off), 1949-1951
Box 1, Folder 5	Bake-Off Cookbooks (4th - 6th Bake-Off), 1952-1954
Box 1, Folder 6	Bake-Off Cookbooks (7th - 9th Bake-Off), 1955-1957
Box 1, Folder 7	Bake-Off Cookbooks (10th - 12th Bake-Off), 1958-1960
	<p>[Mrs. Verna Phelan and her first-prize winning Swift Currant Cakes : reproductions of one black-and-white photograph and one color photograph], 1958</p> <p>1 Item (9" x 12".)</p> <p>Publisher: Pillsbury Company</p> <p>Language: English.</p> <p>Notes: 00060903.tif (AC Scan)</p> <p>Ink on paper.</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Reproduced photographs from "Pillsbury's Best 10th Grand National Bake-Off Cookbook"; photographers unidentified.</p> <p>Topic: Baking Contests -- United States</p> <p>Genre/Form: Photographs -- 1950-1960 -- Reproductions Cookbooks -- 1950-1960</p>
	Bake-Off Cookbooks (13th - 15th Bake-Off), 1961-1963
Box 2, Folder 2	Bake-Off Cookbooks (16th - 18th Bake-Off), 1964, 1966-1967
Box 2, Folder 3	Bake-Off Cookbooks (19th - 21st Bake-Off), 1968-1970
Box 2, Folder 4	Bake-Off Cookbooks (22nd - 24th Bake-Off), 1971-1973
Box 2, Folder 5	Bake-Off Cookbooks (25th - 27th Bake-Off), 1974-1976
Box 2, Folder 6	Bake-Off Cookbooks (28th - 30th Bake-Off), 1978, 1980, 1982
Box 2, Folder 7	Bake-Off Cookbooks (31st - 33rd Bake-Off), 1984, 1986, 1988
Box 2, Folder 8	Bake-Off Cookbooks (34rd - 36th Bake-Off), 1990, 1992, 1994
Box 2, Folder 9	Bake-Off Cookbooks (37th - 38th Bake-Off), 1996, 1998
Box 3, Folder 1	"Best of" Cookbooks, 1959

Box 3, Folder 2	"Best of" Cookbooks, 1968
Box 3, Folder 3	"Best of" Cookbooks, 1996
Box 3, Folder 4	"Best of" Cookbooks, 1999
Box 3, Folder 5	"Best of" Cookbooks, undated
Box 4, Folder 1	Cookbooks, miscellaneous, 1933
Box 4, Folder 2	Cookbooks, miscellaneous, 1945-1946, 1948
Box 4, Folder 3	Cookbooks, miscellaneous, 1952, 1968
Box 4, Folder 4	Cookbooks, miscellaneous, 1971
Box 4, Folder 5	Cookbooks, miscellaneous, 1975
Box 4, Folder 6	Cookbooks, miscellaneous, 1976-1917, 1987-1988
Box 4, Folder 7	Cookbooks, miscellaneous, 1994
Box 4, Folder 8	Cookbooks, miscellaneous, undated
Box 5, Folder 1	Cookbooks, miscellaneous, undated

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Series 3: Bake-Off Contestants, 1957-1998

Box 5, Folder 2	Biographical Sketches, 9th Bake-Off, 1957
Box 5, Folder 3	Biographical Sketches, 14th Bake-Off, 1962
Box 5, Folder 4	Biographical Sketches, 17th Bake-Off, 1966
Box 5, Folder 5	"All About" Booklets, 20th - 22nd Bake-Off, 1969-1971
Box 5, Folder 6	"All About" Booklets, 23rd - 25th Bake-Off, 1972-1974
Box 5, Folder 7	"All About" Booklets, 26th - 29th Bake-Off, 1975-1976, 1978, 1980
Box 5, Folder 8	"All About" Booklets, 30th - 32nd Bake-Off, 1982, 1984, 1986
Box 5, Folder 9	"All About" Booklets, 33rd - 35th Bake-Off, 1988, 1990, 1992
Box 5, Folder 10	"All About" Booklets, 36th - 38th Bake-Off, 1994, 1996, 1998

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Series 4: Videotapes of Bake-Offs, 1950, 1955, 1968, 1976, 1996

Box 6, Folder RV 690.1	2nd Bake-Off, 1950
Box 6, Folder RV 690.2	7th Bake-Off, 1955
Box 6, Folder RV 690.3	19th Bake-Off, 1968
Box 6, Folder RV 690.4	27th Bake-Off, 1976
Box 6, Folder RV 690.5	37th Bake-Off, 1996

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Series 5: Advertisements, 1949-1983

Box 7, Folder 1

Advertisements produced by Leo Burnett Company

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