



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Pillsbury Company Bake-Off Collection

NMAH.AC.0690

Susan Strange

2001

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Scope and Contents.....	1
Arrangement.....	2
Bibliography.....	2
Names and Subjects	2
Container Listing	3
Series 1: Historical Background, 1985.....	3
Series 2: Cookbooks, 1933-1998.....	4
Series 3: Bake-Off Contestants, 1957-1998.....	6
Series 4: Videotapes of Bake-Offs, 1950, 1955, 1968, 1976, 1996.....	7
Series 5: Advertisements, 1949-1983.....	8

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Pillsbury Company Bake-Off Collection
Identifier:	NMAH.AC.0690
Date:	1933-1998
Extent:	2.15 Cubic feet (7 boxes)
Creator:	Pillsbury Company
Language:	English
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 Strange, 2001.

Preferred Citation

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

Restrictions

Collection is open for research.

Terms Governing Use and Reproduction

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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 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

Bibliography

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.

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:

- Cookbooks
- 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

[Return to Table of Contents](#)

Series 2: Cookbooks, 1933-1998

- Box 1, Folder 4 Bake-Off Cookbooks (1st - 3rd Bake-Off)
- Box 1, Folder 5 Bake-Off Cookbooks (4th - 6th Bake-Off)
- Box 1, Folder 6 Bake-Off Cookbooks (7th - 9th Bake-Off)
- Box 1, Folder 7 Bake-Off Cookbooks (10th - 12th Bake-Off)

[Mrs. Verna Phelan and her first-prize winning Swift Currant Cakes : reproductions of one black-and-white photograph and one color photograph], 1958

1 Item (9" x 12").

[Image\(s\): \[Mrs. Verna Phelan and her first-prize winning Swift Currant Cakes : reproductions of one black-and-white photograph and one color photograph\].](#)

Pillsbury Company, Publisher

Reproduced photographs from "Pillsbury's Best 10th Grand National Bake-Off Cookbook"; photographers unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.

Local Numbers

00060903.tif (AC Scan)

Topic:	Baking Contests -- United States
Genre/	Cookbooks -- 1950-1960
Form:	Photographs -- 1950-1960 -- Reproductions

- Bake-Off Cookbooks (13th - 15th Bake-Off)
- Box 2, Folder 2 Bake-Off Cookbooks (16th - 18th Bake-Off)
- Box 2, Folder 3 Bake-Off Cookbooks (19th - 21st Bake-Off)
- Box 2, Folder 4 Bake-Off Cookbooks (22nd - 24th Bake-Off)
- Box 2, Folder 5 Bake-Off Cookbooks (25th - 27th Bake-Off)
- Box 2, Folder 6 Bake-Off Cookbooks (28th - 30th Bake-Off)
- Box 2, Folder 7 Bake-Off Cookbooks (31st - 33rd Bake-Off)
- Box 2, Folder 8 Bake-Off Cookbooks (34rd - 36th Bake-Off)
- Box 2, Folder 9 Bake-Off Cookbooks (37th - 38th Bake-Off)

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

[Return to Table of Contents](#)

Series 3: Bake-Off Contestants, 1957-1998

Box 5, Folder 2	Biographical Sketches, 9th Bake-Off
Box 5, Folder 3	Biographical Sketches, 14th Bake-Off
Box 5, Folder 4	Biographical Sketches, 17th Bake-Off
Box 5, Folder 5	"All About" Booklets, 20th - 22nd Bake-Off
Box 5, Folder 6	"All About" Booklets, 23rd - 25th Bake-Off
Box 5, Folder 7	"All About" Booklets, 26th - 29th Bake-Off
Box 5, Folder 8	"All About" Booklets, 30th - 32nd Bake-Off
Box 5, Folder 9	"All About" Booklets, 33rd - 35th Bake-Off
Box 5, Folder 10	"All About" Booklets, 36th - 38th Bake-Off

[Return to Table of Contents](#)

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

Box 6, Folder RV 2nd Bake-Off, (1950)
690.1

Box 6, Folder RV 7th Bake-Off, (1955)
690.2

Box 6, Folder RV 19th Bake-Off, (1968)
690.3

Box 6, Folder RV 27th Bake-Off, (1976)
690.4

Box 6, Folder RV 37th Bake-Off, (1996)
690.5

[Return to Table of Contents](#)

Series 5: Advertisements, 1949-1983

10 Advertisements produced by Leo Burnett Company

[Return to Table of Contents](#)