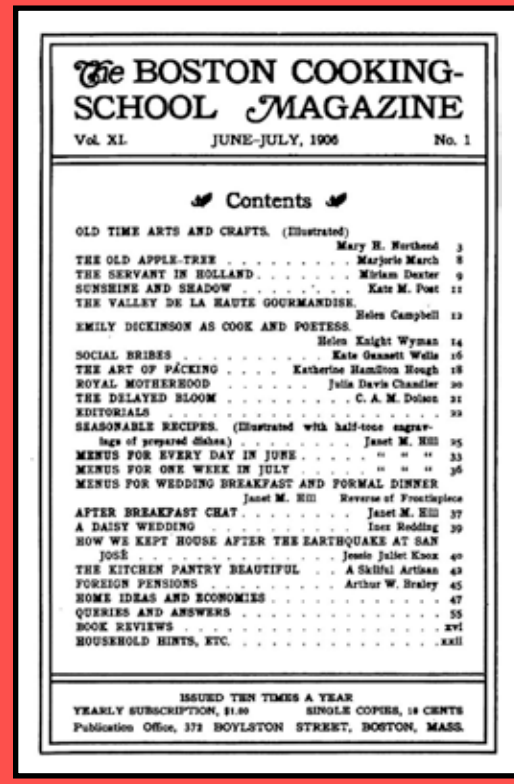




FOOD CULTURE IN AMERICA

A TIMELINE



1890s The *Boston Cooking-School Magazine of Culinary Science and Domestic Economics* becomes the first successful food publication in the United States.

1896 First edition of Fannie Farmer's *Boston Cooking-School Cookbook* is published.

1907 Pike Place Market opens in Seattle. After the price of onions increases, city councilman Thomas Revelle proposes the market as a way of cutting out the middleman. Approximately 10,000 shoppers arrive the first day the market is open and buy all the produce brought by eight farmers.

1930 Clarence Birdseye, who had developed the technology for flash freezing vegetables, begins test marketing them in grocery stores under the Birds Eye brand.

1931 The first edition of *The Joy of Cooking*, by Irma Rombauer, is published.

1941 *Gourmet* magazine debuts.

1944 Birds Eye leases insulated railroad cars, making it possible to distribute frozen food nationally.

1945 Chef and cookbook author James Beard has a short-lived cooking show on television.

1947 Betty Crocker cake mixes are first sold in grocery stores.

1948 Dione Lucas, an Englishwoman and the first woman to graduate from Le Cordon Bleu, has a televised cooking show, *To the Queen's Taste*. It runs for a year on CBS.

McDonald's, founded in 1940, reopens as a drive-in restaurant featuring hamburger for 15 cents.

1949 Julia Child attends Le Cordon Bleu in Paris.

1953 C.A. Swanson and Sons introduces the TV dinner.

1955 James Beard establishes the James Beard Cooking School in New York City.



1961 *Mastering the Art of French Cooking* by Julia Child, Simone Beck and Louisette Bertholle is published.

1963 *The French Chef* begins airing on public television; it is filmed in a studio at WGBH Boston. The show initially runs in black and white; it is filmed in color starting in 1970. It is produced until 1973, becoming the longest-running television show in the history of public television. Julia Child is 50 when the show starts.

McDonald's opens a 500th location and has served more than one billion hamburgers. The company's net income exceeds \$1 million.

1965 Julia Child wins a George Foster Peabody Award recognizing excellence in radio and television.

1966 Julia Child becomes the first PBS personality to win an Emmy Award.

1972 James Beard's *American Cookery* is published.

1973 *The Frugal Gourmet*, with host Jeff Smith, begins airing at a Tacoma Public Television station. It is widely distributed by the 1980s.

1976 At a wine tasting at the Académie du Vin in Paris, French judges vote two American wines as the best bottles in the tasting, a 1973 chardonnay from

Chateau Montelena and a 1973 cabernet sauvignon from Stag's Leap Wine Cellars, both from Napa Valley, Calif.

1978 *Julia Child & Company* airs on public television.

Yan Can Cook, with Chef Martin Yan, introduces American audiences to Chinese cuisine on public television.



1979 *Julia Child & More Company* airs on public television. Gardena Farmer's Market opens in California, one of the first in the state.

1980 *Bon Appétit*, *Cook's* and *Food & Wine* magazines are first published.

The Julia Child & More Company cookbook wins the National Book Award in the "current interest" category.

1983 *Dinner at Julia's* airs on public television.

1986 Agricola is founded in Italy to combat the growth of fast food and the loss of local cuisine. "The Slow Food Movement," as it comes to be called, soon spreads to the U.S.

1991 The American Institute of Wine & Food is founded by Julia Child and vintner Robert Mondavi with the mission "to enhance the quality of life through education about what we eat and drink."

1993 *Julia Child's Cooking with Master Chefs* airs.

The Food Network, a cable television channel devoted to cooking programs, begins airing November 23, turning Emeril Lagasse and other chefs into celebrities.



Cook's Illustrated magazine launches.

1994 *In Julia's Kitchen with Master Chefs* airs. Her Cambridge, Mass., kitchen is equipped with lights and cameras and used as the set for the show.

Saveur magazine is launched.

1996 *Baking with Julia* airs on public television.



1999 *Julia and Jacques Cooking at Home* (with friend and acclaimed French Chef Jacques Pépin) airs.

The Food Network begins airing dubbed versions of *Iron Chef*, a flashy Japanese television show featuring a cooking competition between chefs that began airing in Japan in 1993.

2000 *America's Test Kitchen* launches on public television. Julia Child is made a chevalier de la Légion d'Honneur by the French government for her contributions to haute cuisine.

2001 Julia Child, Robert Mondavi and other food-and-wine notables found Copia: The American Center for Wine, Food and the Arts in Napa Valley, Calif., a location for classes, tastings and art exhibits.

Julia Child gives her Cambridge kitchen to the Smithsonian National Museum of American History in Washington, D.C.

2005 *Iron Chef America* debuts on the Food Network.

2006 *Top Chef* begins airing on the Bravo channel.



2009 On October 6, Condé Nast announces it will stop publishing *Gourmet*.

2008 Copia: The American Center for Wine, Food and the Arts closes because of financial troubles.

2010 The Cooking Channel launches May 31 as a sister station to the Food Network, because of increasing demand for cooking programming.

JULIA CHILD’S LEGACY

The impact Julia Child had on the American kitchen can not be underestimated. In an age when professional chefs were still primarily men, she was a woman. She was an impassioned voice for taking the time to make good food from scratch, even as frozen and prepackaged foods were becoming more popular. She became a star in middle age and was known for her good humor and a down-to-earth style that put viewers at ease. Though subsequent chefs have attempted to imitate her ease, no one seems to match Julia Child for authenticity.

Her cookbooks also pioneered techniques that many other chefs would follow. She recounted culture and customs, technique and theme and variations in the recipes. She meticulously tested recipes and variations until she found the best version. She described preparation that could be done in advance. She tested ingredients to make sure recipes would work with ingredients readily available to American cooks. She was devoted to public television and prided herself on not doing endorsements.

THE QUOTABLE JULIA CHILD

“Once you have mastered a technique, you hardly need look at a recipe again.” — *Julia’s Kitchen Wisdom*

“People are so fearful of what they eat, they are no longer enjoying food the way they once did, and the dinner table is becoming a trap rather than a pleasure.”
— *New York Times*, June 19, 1990

“The home economists were never mentioning anything about taste or flavor. They considered a meal okay as long as it had the right amount of nutrients. That’s all they cared about. They’d say frozen green beans were the same as fresh, which is ridiculous. They’re not at all, not in terms of taste, anyway.”
— On mixes and canned food in the 1940s and ‘50s, *People Magazine*, June 7, 1999

“Americans don’t like to be bored. And part of that is the inevitable result of globalization. Our world is getting smaller, and we’ve become much more adventurous in our quest for good things to eat.”
— On changes in the American palate, *People Magazine*, June 7, 1999

“The pleasures of the table—that lovely old-fashioned phrase—depict food as an art form, as a delightful part of civilized life. In spite of food fads, fitness programs, and health concerns, we must never lose sight of a beautifully conceived meal.”
— From her obituary, Associated Press, August 13, 2004

ON MASTERING THE ART OF FRENCH COOKING

“No one had ever really taken French cooking and translated it for Americans in terms of showing why you did things, how to do them, what to do if you made a mistake. It was an analytical approach, a teaching approach. That was really Julia’s genius.”
— Judith Jones, Julia’s editor at Alfred A. Knopf, on the genius of the cookbook

“What is probably the most comprehensive, laudable, and monumental work on the subject was published this week. It is called *Mastering the Art of French Cooking* and it will probably remain as the definitive work for non-professionals ... It is written in the simplest terms possible and without compromise or condescension.”
— Craig Claiborne’s review in the *New York Times*, October 16, 1961

“May be the finest volume on French cooking ever published in English.”
— Craig Claiborne, in his *New York Times* review

“I was jealous. It was just the kind of book I would have liked to do.”
— Chef Jacques Pépin, a friend of Child’s since 1960 and later her collaborator on the television show *Julia and Jacques: Cooking at Home*

“I only wish that I had written it myself.”
—James Beard

ON JULIA CHILD’S INFLUENCE

“Every one of us can trace our roots back to her” — Celebrity chef Rocco DiSpirito, *New York Daily News*, August 3, 2009

“Julia Child was not only an amazing cook but taught America that it could learn to cook. That spirit continues to this day, and this is why we have great cooking shows.”
— Chef Art Smith, Associated Press, July 28, 2009

“I think the secret of her appeal was a combination of joy in what she was doing and a deep desire to teach and to teach well.”
— Geof Drummond, producer of Child’s cooking programs in the 1990s, *New York Times*, August 13, 2004

“Julia has slowly but surely altered our way of thinking about food. She has taken the fear of out of the term ‘haute cuisine.’ She has increased gastronomic awareness a thousandfold by stressing the importance of good foundation and technique, and has elevated our consciousness to the refined pleasures of dining. Through the years her shows have kept me in rapt attention, and her humor has kept me in stitches. **She is a national treasure, a culinary trendsetter, and a born educator beloved by all.**”
— Thomas Keller, chef and owner of The French Laundry restaurant, in reprinted edition of *Mastering the Art of French Cooking*

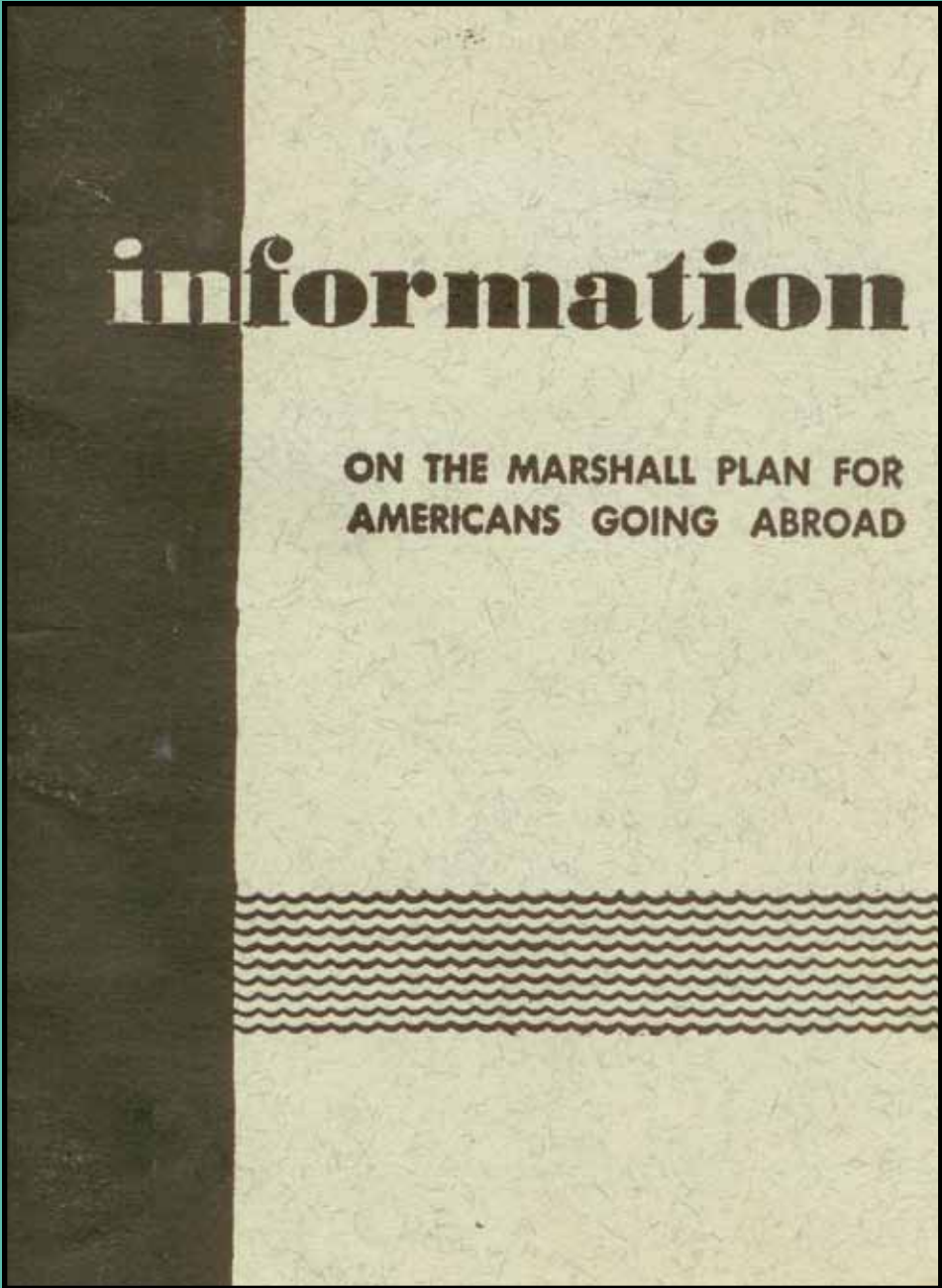
POST-WAR UNITED STATES AND FRANCE

After World War II, America and France were in strikingly different situations economically, politically and gastronomically. Relations between the United States and France always have been complicated. In 1945, President Harry S. Truman made it clear to France’s President Charles de Gaulle that the U.S. did not intend to offer financial

help unless all Communists were removed from de Gaulle’s cabinet, which de Gaulle refused to do, although his sympathies were not leftist. An ardent nationalist, De Gaulle would continue to bristle over the years at what he viewed as America’s intrusive ways of attempting to influence French policy and government.

THE MARSHALL PLAN

U.S. Secretary of State George C. Marshall called for American assistance in rebuilding Europe after World War II, during a June 5, 1947, commencement address at Harvard University. The Truman Administration passed the Economic Cooperation Act of 1948 to help restore industrial and agricultural productivity in Europe. Officially called the European Recovery Program, it was known as the Marshall Plan.



Cover of Marshall Plan information booklet given to Americans living abroad, like Julia and Paul Child.

Under the Marshall Plan, the United States cumulatively gave France approximately \$2.6 billion between 1948 and 1952; \$2.1 billion dollars would not be repayable.

In addition to bringing American dollars to an economically depressed Europe, the Marshall Plan was a public-relations tool for America’s political system at a time when Americans feared Soviet Russia was gaining influence throughout Europe.

Communists and other political parties in Europe, including France, would claim the Marshall Plan was an example of American imperialism and an attempt to control European politics.

“America was not built on fear. America was built on courage, on imagination and an unbeatable determination to do the job at hand.” — President Harry S. Truman, in a special message to congress on January 8, 1947

POST-WAR AMERICA

Americans returned home from World War II to economic prosperity. More than 100 million veterans enrolled in college under the GI Bill of Rights. The housing market boomed, with the average home costing between \$8,500 and \$14,000.

Politically, by 1950, fears of communism were escalating. Republican Sen. Joseph McCarthy of Wisconsin announced more than 200 communists had infiltrated the U.S. government. While this pronouncement ultimately was proved untrue, it contributed to the paranoia of the era, and the “Red Scare” became one of the most repressive times in American history. The widely publicized House Committee on Un-American Activities investigated allegations of communists in the government and arts.

Culturally, food companies sought ways to market preservation technologies developed during the war. Convenience products such as dehydrated and frozen foods and boxed mixes began to be staples in American kitchens. Grocery store chains spread, and Americans started buying food in one place rather than visiting the butcher or having milk delivered.

“When leaders fail, new leaders are projected upward out of the eternal spirit of France: from Charlemagne to Joan of Arc to Napoleon, Poincare and Clemenceau. Perhaps this time I am one of those thrust into leadership by the failure of others.”

— Charles De Gaulle, leader of the Free French in World War II and president of both the French Provisional Government after the war and of the Fifth Republic, in the first volume of his memoirs, *The Call to Honor*.



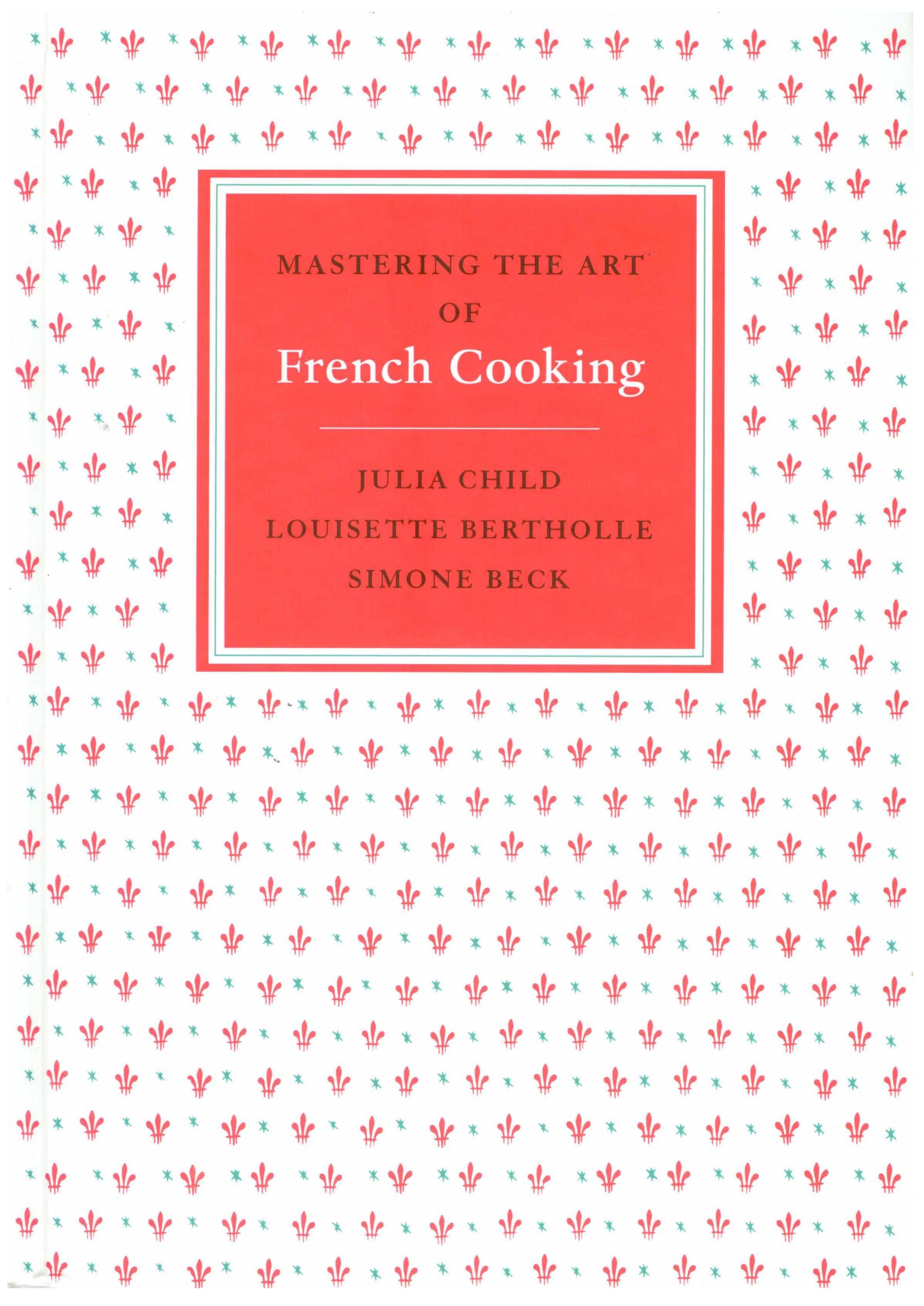
From a Marshall Plan information booklet published by the United States, an illustration showing post-war Western Europe welcoming Americans.

POST-WAR FRANCE

After World War II, France was economically and socially exhausted. Resources such as coal and agricultural stores were depleted, and there would be shortages and rationing for years after the war. Additionally, the country’s infrastructure and buildings were in disrepair or destroyed. Only one in five trucks survived the war, and most train lines were inoperable because of bombing by Allied and resistance forces. An August 2, 1945, a *New York Times* article estimated the cost of the Nazi occupation of France at \$98 billion.

The French went through a period of purging those who had collaborated with the occupying Nazis. Numerous banks, coal mines, utility companies and the carmaker Renault were taken over by the French government because their owners had collaborated. The Socialists, Communists, and the Christian Democrats were the political parties most closely associated with the resistance and won seats in the interim government. This increased American fears about the spread of communism in Europe. However, the parties squabbled, and by 1946 the Communists and Socialists no longer held a majority of the seats.





MASTERING THE ART
OF
French Cooking

JULIA CHILD
LOUISETTE BERTHOLLE
SIMONE BECK

SOUPE À L'OIGNON

[Onion Soup]

The onions for an onion soup need a long, slow cooking in butter and oil, then a long, slow simmering in stock for them to develop the deep, rich flavor which characterizes a perfect brew. You should therefore count on 2 ½ hours at least from start to finish. Though the preliminary cooking in butter requires some watching, the actual simmering can proceed unattended.

For 6 to 8 servings

- 1 ½ lbs. or about 5 cups of thinly sliced yellow onions.
- 3 Tb butter
- 1 Tb oil
- A heavy-bottomed, 4-quart covered saucepan

- 1 tsp salt
- ¼ tsp sugar (helps the onions to brown)

- 3 Tb flour

- 2 quarts boiling brown stock, canned beef bouillon, or 1 quart of boiling water and 1 quart of stock or bouillon
- ½ cup dry white wine or dry white vermouth
- Salt and pepper to taste

- 3 Tb cognac
- Rounds of hard-toasted French bread (see recipe following)
- 1 to 2 cups grated Swiss or Parmesan cheese

Cook the onions slowly with the butter and oil in the covered saucepan for 15 minutes.

Uncover, raise heat to moderate, and stir in the salt and sugar. Cook for 30 to 40 minutes stirring frequently, until the onions have turned an even, deep, golden brown.

Sprinkle in the flour and stir for 3 minutes

Off heat, blend in the boiling liquid. Add the wine, and season to taste. Simmer partially covered for 30 to 40 minutes or more, skimming occasionally. Correct seasoning. (*) set aside uncovered until ready to serve. Then reheat to the simmer.

Just before serving, stir in the cognac Pour into a soup tureen or soup cups over the rounds of bread and pass the cheese separately.

GARNISHINGS FOR ONION SOUP

Croûtes – hard-toasted French bread

- 12 to 16 slices of French bread cut ¾ to 1 inch thick

- Olive oil or beef drippings
- A cut clove of garlic

Place the bread in one layer in a roasting pan and bake in a preheated 325-degree oven for about half an hour, until it is thoroughly dried out and lightly browned.

Halfway through the baking, each side may be basted with a teaspoon of olive oil or beef drippings; and after baking, each piece may be rubbed with cut garlic.

Croûtes au Fromage – cheese *croûtes*

- Grated Swiss or Parmesan cheese
- Olive oil or beef drippings

Spread one side of each *croûte* with grated cheese and sprinkle with drops of olive oil or beef drippings. Brown under a hot broiler before serving.

VARIATIONS

Soupe à l'Oignon Gratinée

[Onion Soup *Gratinée*d with Cheese]

- The preceeding onion soup
- A fireproof tureen or casserole or individual onion soup pots
- 2 ounces Swiss cheese cut into very thin slivers
- 1 Tb grated raw onion
- 12 to 16 rounds of hard-toasted French bread
- 1 ½ cups grated Swiss, or Swiss and Parmesan cheese
- 1 Tb olive oil or melted butter

Preheat oven to 325 degrees. Bring the soup to the boil and pour into the tureen or soup pots. Stir in the slivres cheese and grated onion. Float the rounds of toast on top of the soup, and spread the grated cheese over it. Sprinkle with the oil or butter. Bake for 20 minutes in the oven, then set for a minute or two under a preheated broiler to brown the top lightly. Serve immediately.

Top Secret

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Mayonnaise

Mayonnaise Legere:

Method II, (for about 1 cup of sauce)

In a clean dry bowl over hot water, beat until light and foamy (about 5 minutes):

1 whole egg
pinch of salt

Remove from heat and immediately beat in:

1/2 tsp. prepared mustard or
wine vinegar

Immediately beat in, drop by drop and continue as for
MAYONNAISE:

2/3 cup oil

Add seasonings to taste:

salt, pepper, mustard, vinegar,
minced herbs, etc.

Top Secret

MAYONNAISE

[Mayonnaise: Egg Yolk and Oil Sauce]

Mayonnaise like hollandaise is a process of forcing egg yolks to absorb a fatty substance, oil in this case, and to hold it in thick and creamy suspension. But as the egg yolks do not have to be warmed, the sauce is that much simpler to make than hollandaise. You can make it by machine in a blender, although the processor produces a larger and better sauce. Either way it is almost automatic, and takes no skill whatsoever. Mayonnaise done by hand or with an electric beater requires familiarity with egg yolks. And again, as with hollandaise, you should be able to make it by hand as part of your general mastery of the egg yolk. It is certainly far from difficult once you understand the process, and after you have done it a few times, you could easily and confidently be able to whip together a quart of sauce in less than 10 minutes.

POINTS TO REMEMBER when making mayonnaise by hand

Temperature

Mayonnaise is easiest to make when all ingredients are at normal room temperature. Warm the mixing bowl in hot water to take the chill off the egg yolks. Heat the oil to tepid if it is cold.

Egg Yolks

Always beat the egg yolks for a minute or two before adding anything to them. As soon as they are thick and sticky, they are ready to absorb the oil.

Adding the Oil

The oil must be added very slowly at first, in droplets, until the emulsion process begins and the sauce thickens into a heavy cream. After this, the oil may be incorporated more rapidly.

Proportions

The maximum amount of oil one U.S. Large egg yolk will absorb is 6 ounces or ¾ cup. When this maximum is exceeded, the binding properties of the egg yolks break down, and the sauce thins out or curdles. If you have never made mayonnaise before, it is safest not to exceed ½ cup of oil per egg yolk. Here is a table giving proportions for varying amounts of sauce:

Number of Egg Yolks	Cups of Oil	Vinegar and/or Lemon Juice	Amount of Finished Sauce
2	1 to 1 1/2 cups	2 to 3 Tb	1 1/4 to 1 3/4 cups
3	1 1/2 to 2 1/4 cups	3 to 5 Tb	2 to 2 3/4 cups
4	2 to 3 cups	4 to 6 Tb	2 1/2 to 3 2/3 cups
6	3 to 4 1/2 cups	6 to 10 Tb	3 3/4 to 5 1/2 cups

For 2 to 2 3/4 Cups of Hand-beaten Mayonnaise

NOTE: The following directions are for a hand-beaten sauce. Exactly the same system is followed for an electric beater. Use the large bowl, and the moderately fast speed for whipping cream. Continually push the sauce into the beater blades with a rubber scraper.

A round bottomed, 2 ½- to 3-quart glazed pottery, glass, or stainless-steel mixing bowl. Set it in a heavy casserole or sauce-pan to keep it from slipping.

3 egg yolks

A large wire whip

1 Tb wine vinegar or lemon Juice
½ tsp salt
¼ tsp dry or prepared mustard

1 ½ to 2 ¼ cups of olive oil, Salad oil, or a mixture of each. If the oil is cold, heat it to tepid; and if you are a novice, use the minimum amount.

Drops of wine vinegar or lemon juice as needed.

2 Tb boiling water
Vinegar, lemon juice, salt, pepper, and mustard.

Warm the bowl in hot water. Dry it. Add the egg yolks and beat for 1 to 2 minutes until they are thick and sticky.

Add the vinegar or lemon juice, salt, and mustard. Beat for 30 seconds more.

The egg yolks are now ready to receive the oil, and while it goes in, drop by drop, you must not stop beating until the sauce has thickened. A speed of 2 strokes per second is fast enough. You can switch hands or switch directions, it makes no difference as long as you beat constantly. Add the drops of oil with a teaspoon, or rest the lip of the bottle on the edge of the bowl. Keep your eye on the oil rather than on the sauce. Stop pouring and continue beating every 10 seconds or so, to be sure the egg yolks are absorbing the oil. After 1/3 to ½ cup of oil has been incorporated, the sauce will thicken into a very heavy cream and the crisis is over. The beating arm may rest a moment. Then beat in the remaining oil by 1 to 2 tablespoon dollops, blending it thoroughly after each addition.

When the sauce becomes too thick and stiff, beat in drops of vinegar or lemon juice to thin it out. Then continue with the oil.

Beat the boiling water into the sauce. This is an anti-curdling insurance. Season to taste.

If the sauce is not used immediately, scrape it into a small bowl and cover it closely so a skin will not form on its surface.

SCRAMBLED EGGS

[Oeufs Brouillés]

Scrambled eggs in French are creamy soft curds that just hold their shape from fork to mouth. Their preparation is entirely a matter of stirring the eggs over gentle heat until they slowly thicken as a mass into a custard. Salt plus half a teaspoon of liquid per egg helps blend the yolks and white, but no more liquid or liquid-producing ingredients or the eggs will turn watery.

For 4 or 5 servings

A fork or a wire whip

8 eggs, or 7 eggs and 2 yolks

A mixing bowl

Salt and pepper

4 tsp water or milk

2 Tb softened butter

A heavy-weight saucepan or skillet 7 to 8 inches bottom diameter (no-stick suggested). Depth of eggs in pan should be 2/3 to 1 inch

A rubber spatula or wooden spoon

1 ½ to 2 Tb softened butter or whipping cream

A warm buttered platter

Parsley sprigs

Beat the eggs in the bowl with the seasonings and liquid for 20 to 30 seconds, just to blend yolks and whites

Smear the bottom and sides of the pan with the butter. Pour in the eggs and set over moderately low heat. Stir slowly and continually, reaching all over the bottom of the pan. Nothing will seem to happen for 2 to 3 minutes as the eggs gradually heat. Suddenly they will begin to thicken into a custard. Stir rapidly, moving pan on and off heat, until the eggs have almost thickened to the consistency you wish. Then remove from heat, as they will continue to thicken slightly.

Just as soon as they are of the right consistency, stir in the enrichment butter or cream, which will stop the cooking, Season to taste, turn out onto the platter, decorate with parsley, and serve. (*) The eggs may be kept for a while in their sauce-pan over tepid water, but the sooner they are served the better.

