



Hooverizing!

During World War I, future president Herbert Hoover served as the head of the US Food Administration. Among other efforts, he encouraged citizens to consume less of certain foods—like meat, butter, and wheat flour—in order to save those commodities for soldiers and people starving overseas. Food conservation measures quickly became known as “Hooverizing” and patriotic cooks across the country joined the cause. Cookbooks produced during the war were full of adjusted recipes for those who wanted, or had, to Hooverize.

Milkless, Eggless, Butterless Cake

As an active member of Missoula’s St. Francis Xavier’s Catholic Church, Hilma Kimball purchased a copy of the cookbook *War Winning Recipes* as soon as the parish’s Young Ladies Sodality Club made the book available. Her cookbook now resides in the MHS Research Center’s Collection. Not only was the book certain to make money for the club, it also provided dozens of recipes for Hooverizing. These included instructions for “War Bread,” “War Cake,” “Conservation Oatmeal Cookies,” “Liberty Soup,” “War Sandwiches,” and so much more. However, in addition to the published recipes, Mrs. Kimball recorded two additional recipes inside the book’s front cover. One of these looks particularly appealing to the Hooverizing conscience WWI homemaker. What do you think?

1 c. brown sugar
1 c. water
1/3 c. lard
2 c. seeded raisins
¼ tsp. nutmeg
1 tsp. cinnamon
½ tsp. cloves

Boil all 3 minutes. When cold add ½ tsp salt, 1 tsp soda dissolved in a little water. Add 2 c. flour sifted with ½ tsp. baking powder. Bake in slow oven. Also served hot as a pudding with sauce.

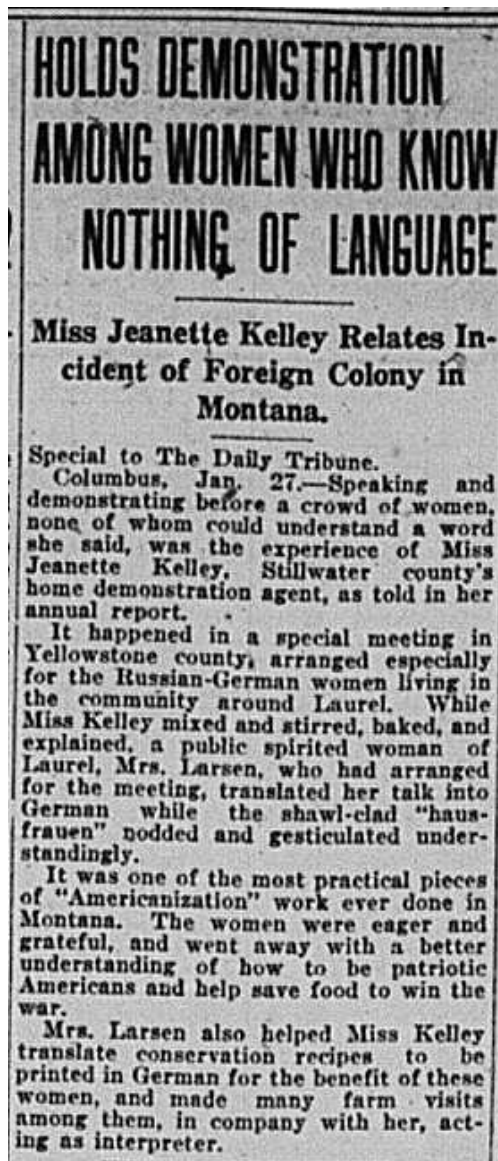
“It was one of the most practical pieces of ‘Americanization’ work ever done in Montana.”

If you doubt food’s politicization during the WWI era, look at this report from the *Great Falls Tribune*, 28 January 1919. The article describes a demonstration held in Laurel. During the meeting, County Agent Jeannette Kelly (soon to become a powerhouse behind General Mill’s fictional Betty Crocker campaign) directed Russian-German women on how to “mix, stir, and bake . . .,” as patriotic Americans.

Boys & Girls Clubs

As early as 1902, Montana’s Farmer’s Institute reported interest in creating “more abundant rural life” for Montana’s farm and ranch youth.¹ This concern, partnered with a national movement and the Federal Smith Lever Act,

resulted in the creation of Boys & Girls Clubs and today’s 4-H Clubs. Early clubs represented every agricultural interest, from bread making and Potato Clubs to gardening and pigs. Montana’s State Extension Service distributed pamphlets addressing establishment, rules, and topics. Despite a shortage of funding, by 1918, the programs were well established. The popular Boys and Girls Clubs promoted patriotism and good habits, such as Hooverizing.



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Boys' and Girls' Club Work for Montana

What It Is, Its Aims and How Conducted

BY

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¹ Burlingame, Merrill G. and Edward J. Bell, *The Montana Cooperative Extension Service, A History 1893-1974*, Montana State University: Bozeman, MT, 1984, 175.

Preparing for Winter Tables

In 1918 Food Preservation came in many forms—fermentation, evaporating (drying), dry packing, canning and preserving, pickling, smoking, curing, larding, and so much more. Hoover's Food Administration and ensuing War Garden Commission turned out copious propaganda promoting gardening and preservation. Canning and preserving may be the methods with which today's cooks are the most familiar. The three WWI era cookbooks held in the MHS Research Center Library contain dozens of delicious sounding recipes. Below is a page from Butte's First Baptist Church's *Ladies Aid Society Cook Book*. All the recipes look promising. However, even with today's modern amenities these processes are time consuming. Think of the time and energy they took in 1918 over a wood or coal cookstove!

