WE AIM TO PLEASE

“Look after the customers and the business will take care of itself.”

-McDonald’s Founder Ray Kroc

How can you not be drawn into the unique shapes, colors, and general level of creativity for these menus, brochures and other related culinary ephemera? In this third list of food and drink items, the offerings run the gamut from a turn-of-the-last-century risqué trade card for whiskey to a McDonald’s training manual that brought back many fond memories for our very own McJen.

All items listed are subject to prior sale. If you spot something of interest, we ask that you please email jen@johnsonrarebooks.com or call 626.967.1888 to secure it. As always, if you are not satisfied with your purchase, all items are returnable within 10 days of delivery. Institutions and previously known customers can expect the usual terms. We accept all manner of payment. California residents will pay 8.75% sales tax or, if items are purchased at a book fair, pay sales tax appropriate to that locale.

Enjoy!
The first 10 to place an order from this list will receive a tin Longhorn Loaf deputy sheriff badge featuring the steakhouse’s mascot - a bull by the name of “Gus”

7-UP GOES TO A PARTY! Recipes incorporating the soft drink 7-Up for barbecues, dinners, open houses, and holiday events, published in 1961 by The Seven-Up Company, St. Louis, Missouri. The 16-page stapled brochure is printed in a mix of black and white and four color, featuring photographs and illustrations. Among the tips included within: “evenly browned pie crusts are easy when you use 7-Up as the liquid in your favorite pastry recipe.” The popular lemon-lime drink first appeared in 1920. Some minor toning along the extremities; otherwise very good. $15

ALPINE unsweetened cream milk brochure die cut in the shape of a dairy cow. The undated 5 ½ x 3 ½ inch brochure contains eight pages of recipes utilizing evaporated cream milk. Founded in 1905, the San Francisco-based Alpine company operated plants in Hollister and Gonzales, California. It was purchased by Nestle in 1920. A crisp and clean example. $75

ATLAS E-Z SEAL jar advertising pamphlet die cut in the shape of an Atlas jar. This 20-page brochure (circa 1920) includes user testimonials from New York to California, along with a variety of pickling and preserving recipes and safe canning tips. The Atlas Jar Company merged with the Hazel Glass Company in 1902 and grew to become one of the largest glass manufacturing firms in the world, with 14 plants operating simultaneously, including a facility in Pomona, California. The original stapled wrappers (3 x 6 inch) are lightly edgeworn; otherwise very good. $125
BAKER’S FAVORITE CHOCOLATE RECIPES: A Handbook of Chocolate Cookery. Published in 1945 for Dorchester, Massachusetts-based Walter Baker & Company, this 112-page booklet is packed with 200 recipes. Baker is the oldest producer of chocolates in the United States. Original stitched binding in colorful heavy paper wrappers (4 x 7 inch), with just a hint of soiling. $25

BALLARD OVEN-READY BISCUITS brochure providing seven easy ways to serve them. This colorful, four-page brochure includes recipes ranging from doughnuts to dumplings. The Louisville, Kentucky-based Ballard patented the product, first selling its pre-made, refrigerated buttermilk biscuits in 1931. Not surprisingly, the biscuit maker was later purchased by Pillsbury. A very good example. $25

[California] Belle, Frances P. CALIFORNIA COOK BOOK: An Unusual Collection of Spanish Dishes and Typical California Foods. Chicago: Regan Publishing Corporation, 1925. First edition. Among the first American trade publications focusing entirely on Mexican cooking, this compilation included recipes prepared by Gebhardt Chili Powder Company, Sun-Maid Raisin Growers Association, California Fruit Growers Exchange, and California Prune and Apricot Growers Association. Octavo. Original orange cloth binding, with black stamping. Period previous owner’s name and address is partially erased from the front flyleaf. Some light foxing and a few minor stains along the edges. The dust jacket is a touch browned; otherwise very good. $100

[Carnation] GROWING UP WITH MILK: Eating and Drinking the Carnation Way. A 48-page brochure printed in 1948 by the Los Angeles-based Carnation Company, encouraging busy homemakers to give children more milk-rich foods. Among the milk-rich recipes included within are eggs poached in milk, half and half cupcakes, and cream of chicken soup. A clean and bright example in the original pictorial paper wrappers. $30
**CONSOLIDATED COFFEE** trade card from the German Yeast Company of Omaha, Nebraska, circa 1900. The 4 ½ x 6 inch piece, featuring a colorful depiction of a rose on one panel, was issued with every package of the coffee, called The German. The lower left corner of the card is chipped and there is some paper residue on the verso, most likely as a result of its removal from an album. Trade cards originated in 18th century England. The advent of color lithography in the 1870s made mass production possible, leading to a golden age at the turn of the last century, before halftone printed newspaper and magazine ads became more economical. **$15**

**COO-COO CLAMS.** A striking piece (circa 1938) advertising the Coo-Coo clams available at Bernstein’s Fish Grottos, with information on the nutritional value of Coo-Coo clams and Coo-Coo clam specialties at the restaurant. 12 pp. Die cut in the shape of a clam (4 ½ x 4 ½ inch). Mild toning; else very good. **$60**

**HARPER WHISKEY** risqué trade card that invites one to “pull off my gown and see the whiskey of greatest renown.” When the holder pulls the outside sleeve down, the ladies dress and fan disappear and she is exposed on the inner card in her corset and bloomers holding a glass of Harper Whiskey. This trade card (2 ¾ x 5 ¾ inch) bears a trademark date of June 26th, 1900 and was provided compliments of Henry Spies of Marshall, Michigan. Harper began bottling Kentucky bourbon whiskey in 1872. The outer sleeve is worn around the extremities and the inner card is creased along the top where it had been folded. The graphics are still quite clean and bright. This was a risqué ad for its time, and one that likely would not pass muster today with the Distilled Spirits Council of the United States. **$150**
HELMS BAKERIES. An unassembled advertisement die cut in the shape of a Helms Bakeries delivery truck. Founded by Paul H. Helms in 1931, Helms was a leading industrial baker in Southern California until its closure in 1969. A fine example. $100

HOLOGRAPHIC RECIPE BOOK kept by a young woman in 1907, apparently her notes from a 7th grade home economics class. The book contains 70 pages of handwritten notes in pencil in a composition notebook on ruled paper. The contents are separated from the binding but still complete and very readable, though a bit toned. Along with recipes and do’s and don’ts – “never boil meat” – the book contains a hand drawn chart of a cow’s carcass with the various cuts from shank to neck. The young woman’s name and address appear opposite the first page. A unique and charming bit of culinary history. $100

IVORY SOAP booklet (circa 1900) for the new bride, featuring sections on house cleaning and recipes for the bath utilizing Ivory brand soap. This 27-page piece relates the story of the young bride Elizabeth Harding whose poor housekeeping skills place her new marriage in peril. An aunt who comes to stay educates her in household economics, providing useful tips and recipes with Ivory soap for everything from the bath to cleaning ostrich feathers. The booklet contains color illustrations and a stitched binding with a glassine overlay that is a bit edgeworn. $25

JELL-O ICE CREAM POWDER Makes Ice Cream, Ices, Sherbets and Puddings. Vibrant color illustrations accompany recipes for a variety of Jello-O desserts from orange cream pudding to magic ice. Published by the Genesee Pure Food Company of LeRoy, New York, circa 1920. Original stapled wrappers, with a small hole punch and string at the top left corner. Light damp staining along the bottom edge of three pages; otherwise very good. $25
LOOKING AHEAD WITH BOND BREAD

[-]
delicious, oven-fresh[,] each load vitamin-enriched!
Second World War-era advertising piece for Bond Bread featuring a DUKW or Duck landing on a tropical beach and the tag: “‘Duck’ – today’s rough, tough amphibious craft! Imagine a ‘duck’ of your own on a postwar trip ... tomorrow!” The flagship product of the General Baking Co., Bond Bread was a popular product available in many major cities between New Orleans and Boston. Later, when General Baking purchased a controlling interest in Van de Kamp’s Holland Dutch Bakers, Inc. of Los Angeles in 1956, the brand saw distribution on the West Coast and in the Rocky Mountain states. Printed in color on one side of a 6 3/8” x 3 5/8” sheet of cardstock. A very good example. $25

LOMA LINDA FOODS

School Lunch Suggestions brochure, circa 1960s. This 12-page, stapled brochure includes tips on packing healthy lunches with whole fruit and vegetables and vegan and vegetarian recipes, many featuring Loma Linda Foods specialty products like Nuteena and Vegeburger. Since 1906, Loma Linda Foods has been a major American producer of soymilk and of soy-based meat analogs. The California-based company was founded after the Seventh-Day Adventist denomination officially ended its affiliation with the Battle Creek food manufacturing operations, creating a need for an alternative supplier of healthful vegetarian foods. Light wear to the original pictorial wrappers, with a few ink checkmarks and two recipes handwritten within; otherwise very good. $30

THE LOVING SPOONFUL.

A fundraising cookbook (circa 1975) published by a South Bay anti-choice organization: Long Beach Lifeline and Life Center, an affiliate of the Right to Life League of Southern California. Contains 93 pages of recipes, with an introduction, an index, and local advertisements. The original light green paper wrappers, which are bound with a black comb, are lightly faded along the extremities. Following in the fundraising tradition of this cookbook, 100 percent of the proceeds from the sale of this item will be donated to Planned Parenthood. $75

Hamburger University was founded in 1961 in the basement of a McDonald’s in Elk Grove, Illinois, by Fred Turner, the first grill man for McDonald’s and later, the CEO for 20 years. Ray Kroc, the man responsible for franchising the McDonald’s Corporation, enthusiastically supported the program, even overseeing lessons at its beginnings. The intense week-long training program was designed to instruct managers, mid-managers, and owners on the proper methods for running a successful McDonald’s restaurant. As McDonald’s archivist Mike Bullington notes, “For the quick-service restaurant industry, McDonald’s was the first to have a training program like that.” More than 275,000 have now graduated from the program, which currently has eight campuses worldwide and remains the gold standard in the industry. This particular course notebook coincides with the rapid growth of the McDonald’s Corporation. A working example, interspersed with copious holographic notes by a Hamburger University student, it is divided into twelve sections: Burgers, Fries, Filet-o-Fish, Shakes, Hot Drinks, Cold Drinks, Maintenance, Status Report, Controls, Training, Marketing, and Miscellaneous. Includes inserts from the manufactures of equipment employed in McDonald’s restaurants, complete with schematics, as well as diagrams on everything from the proper rotation of hot apple pies to parking lot layout. Also contains a four-page memo on Ronald McDonald Personal Appearances. All the contents are housed in a yellow three-ring binder, which features the McDonald’s logo on the front. Some light toning, with a bit of minor wear to the binder; otherwise very good. $200

MELLIN’S FOOD FOR INFANTS AND INVALIDS Boston: The Doliber-Goodale Co., 1888. Trade card (5 x 3 ¼); card stock frame, enclosing a lighter-weight, oval, paper insert of a chromolithographed portrait of a baby sleeping. A musical stave with notes appears below the portrait, with advertising text and a drawing of two eyes on the verso. Mild soiling, mostly to the margins; else very good. A wonderful trade card, advertising Mellin’s Food for Infants and Invalids, it read: "Hold to the Light" and "Peek-a-boo, Peek-a-boo" below the musical stave. When lifted towards a light source, the eyes of the sleeping baby "magically" open. Although exceedingly creepy, the card would, undoubtedly, attract the consumers’ attention. $30
MISSION INN. An original menu for the March 31, 1916 midday meal at the Mission Inn restaurant in Riverside, California. Located at 3649 Mission Inn Avenue, the Mission Inn was founded in 1876 and was a popular respite for travelers. The menu features hot and cold service, from Detroit steaks to pickled eggs. The entertainment for the day is also highlighted, including an evening lecture entitled “Yosemite and High Sierras.” The menu is a gatefold that when closed gives the appearance of old mission doors, which opens up reveal the menu. Printed on both sides of a 9 ½ x 7 ¾ inch sheet of lightweight cream cardstock by Britton & Rey, Fototone, S.F., one of the leading lithographic printers in San Francisco. Near fine. $50

PALACE HOTEL WINE CELLARS menu, dated August 22, 1917. This historic San Francisco hotel, still in operation today, is best known as the location where President Warren G. Harding died in 1923. The menu includes 23 printed leaves in a six-ring binder, listing available wines and other spirits along with their prices. A bottle of 1904 Moselle souvenir wine from the Cresta Blanca Wine Co. is offered for $1.50. In addition, a notice printed on several pages that bear the hotel’s crest notes “the war tax imposed by the Government compels an additional charge of Ten Cents for pints, and Twenty Cents for quarts, on all Sparkling Wines.” Original burgundy buckram binding, with pictorial labels on the front and rear. A bit of toning and edgewear; else very good. $75

PEERLESS ALL-STEEL RANGES, 1900-1901. Chicago: Peerless Steel Range Works, 1901. Illustrated 32-page trade catalog for a new line of Peerless All-Steel Ranges. The Peerless heavy-duty coal and wood-fed stoves were popular until the middle part of the 20th century when the cost and availability of both electricity and natural gas in homes hastened their demise. Laid in are price lists for 1900 and 1901, as well as third folding promotional piece that appears to be missing one panel. The top of the line Peerless double oven sold for $131.98 in 1901. Original black stiff paper wrappers, with silver stamping. A very good example. $125
TWO HUNDRED TOASTS (1917), dedicated by Mlle. Mixer, New York. This 31-page pamphlet includes toasts for everything from marriage to women ("Drink to fair woman, who, I think, is most entitled to it; for if anything can drive me to drink, she can certainly do it."). Original printed red paper wrappers (4 x 6 ½ inch), bound with staples. A few light pencil check marks; otherwise very good. $40

A mini archive of VICTORY GARDEN material, including a Victory Garden membership card (issues by the Rock Island Ordnance Center to William D. Hayes), a guide to caring for victory gardens (Victory Garden Guide: New Edition, published by the Standard Oil Company in 1944), and two guides to canning and pickling victory garden produce: Canning the Victory Garden Crop (1943), published by the Good Housekeeping Institute, and Connie Colman’s Pickle Recipes for Victory Gardeners (1943), issued by the Atlantis Sales Corporation. Some mild wear and toning; else very good. $100

[Menu] THE WICH STAND in Los Angeles, California was a popular drive-in coffee shop (1958–88) heavily influenced by America’s new car culture. The Beach Boys wrote an unreleased song called "Wich Stand," and the coffee shop inspired them to write "Root Beer (Chug-a-lug)," about "Cruisin’ the A," which was driving the five miles between the A & W on Hawthorne Boulevard and the Wich Stand location on Slauson at Overhill. Designed by Armet and Davis architects in the Googie style, the Slauson location with its trademark 35’ spire is a historic city landmark and is now a Simply Wholesome vegan and health food store. This menu includes the address of both Wich Stand locations; the other was located at Florence and Figueroa. Stapled inside are three sheets listing specials, including warm weather suggestions that include strawberry shortcake for 20 cents. A deluxe hamburger with special sauce and shoe string potatoes cost 15 cents. Printed on both sides of an 11 ¾ x 9 ½ inch sheet of lightweight tan coated cardstock by Lord Printing, Michigan. Near fine. $200