

Magazine Home Economists Heard On Radio

Lincoln, Me. (DG)---

When network radio began in 1926, the main focus was the evening hours. Of course, this was the time the whole family was home. While the evening was filled with entertainment, the daytime was another matter. With the exception of a handful of programs, the networks didn't worry too much with the daytime. That time was filled with programs from the local stations. As each year passed, there were more network daytime programs on the air. With the exception of an occasional musical or variety program, the dominant daytime radio programs of the early years consisted of cooking and household hints. Of these programs, we're going to look at 4 ladies of fact and fiction who hosted this type of program. They are Winifred S. Carter, Mary Ellis Ames, Frances Lee Barton, and of course, the first lady of cooking, Betty Crocker. What set them apart from the other cooking show hostesses concerned a second job they all had. These 4 ladies were also home economics advisors for different companies in magazines.

During the 1920's and 1930's, Winifred Carter was the advisor for **Procter & Gamble**. In the magazine ads, she gave advice and recommendations for products like **Chipso**, **PandG The White Naphtha Soap**, and the product she was most famous for, **Crisco**. Just for the asking, Ms. Carter sent information on how the housewife could do more with the 3 mentioned products.

During the 1930-1931 radio season, Ms. Carter hosted ***COOKING TRAVELOGUE***. Although this program was on the air briefly (I don't have the exact dates when the program began and ended), it had the rare distinction on airing on all 3 national networks that were in business at the time. It was on the air on Monday at 10:45 AM for **NBC's Blue Network**; Friday at 11:15 AM for **Columbia**; and Saturday at 10:30 AM for **NBC's Red Network**.

On the program, Ms. Carter offered cooking hints that most likely required the services of *Crisco*. (I suppose you could bake a pie with *Chipso* and *PandG*, but I wouldn't recommend it!).

When the program went off the air, Ms. Carter continued her advisor role by creating new recipes in ***Crisco*** magazine ads during the early and mid 1930's. She was also featured in a 1935 ***Crisco*** contest where she asked the readers to create a name for a "**New *Crisco* Pie**" creation. The winning entry received the grand prize of \$1000 (which was a lot of money back then).

Frances Lee Barton was the advisor for ***General Foods***. She was featured in magazine ads for ***Calumet Baking Powder*** and ***Swans Down Cake Flour*** during the 1930's. Her daytime program was on the air from 1932-1935 on **NBC's Red Network**. After the program went off the air, Ms. Barton continued her recommendations and recipes



On the radio, Ms. Ames hosted ***COOKING CLOSEUPS*** on the **Columbia Network** from 1933-1936. The program was on the air on various weekday mornings at 11:00 AM. If that wasn't enough, Ms. Ames also offered recipes on the ***Pillsbury's Best*** commercials on ***TODAY'S CHILDREN*** over **NBC's Blue Network**. To obtain the recipes, the housewives had to send their names and addresses to the ***Pillsbury Flour Mills Company***.

advantage of the helpful hints and recipes offered by Winifred Carter, Frances Lee Barton, Mary Ellis Ames, and Betty Crocker on their radio programs. The results were very satisfying to every family member's taste buds--- and the *Tums* could be saved for another day!