



MHS COLLECTIONS

COOKBOOKS GALORE HINT at how intensely Minneapolis’s leading flour-milling companies focused on wooing consumers. Seeking to build brand identity and loyalty among the nation’s home bakers, St. Anthony Falls millers bombarded families with tips and recipes tested in their own kitchens. Popular publications included a 1911 Washburn-Crosby history of flour milling, a 1911 Pillsbury cookbook graced with a view of the Pillsbury A Mill, a 1912 “painting” book from Northwestern Consolidated Milling telling its fanciful *Adventures of Ceresota* flour story, a 1934 *Vitality Demands Energy* cookbook

from General Mills with a foreword by Betty Crocker, a World War II cookbook from Pillsbury “designed to help you stretch precious rationing points,” a first-edition 1950 picture cookbook from General Mills autographed by “Betty Crocker,” a 75th-anniversary Gold Medal pamphlet (1880–1955) with “favorite recipes modernized by Betty Crocker,” and a Pillsbury Bakeoff cookbook from 1954 showing a South Dakota housewife’s “My Inspiration” white cake that won the top \$25,000 prize.

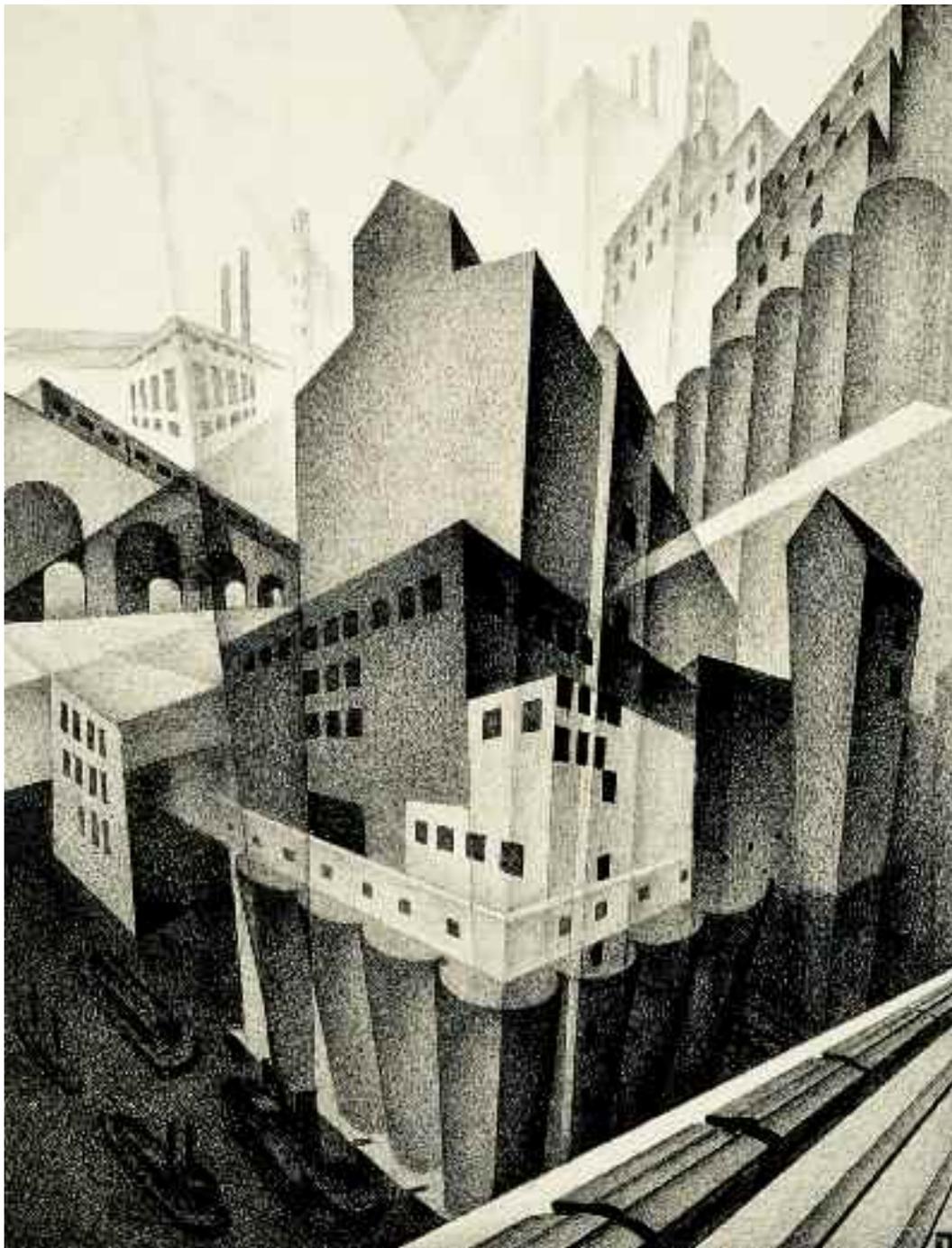
To explore more of Minnesota’s past, see *TimePieces* at <http://events.mnhs.org/TimePieces>

THE URBAN ENERGY OF MINNEAPOLIS'S mill district, where the river meets the rails in the shadow of towering buildings and grain elevators, attracted the eye of artist Louis Lozowick, born in the Ukraine in 1892. Trained at the Kiev Art School, he settled in New Jersey in 1906 and later attended Ohio State University. Traveling cross-country in 1919, Lozowick stopped to sketch in Minneapolis and other industrial cities including New York, Pittsburgh, and Chicago. Moving to Germany in the early 1920s, he produced a series of American-city lithographs and paintings that show the influence of

Cubism, Russian Constructivism, and Dada. The soaring buildings and bridges, the bustling boats and trains in his 1925 lithograph *Minneapolis* convey Lozowick's early optimism about machines and industry as well as his appreciation of the beauty and vitality of working cities. A man of diverse talents, Lozowick later worked on New Deal arts projects, traveled widely, received many prizes, and lectured until his death in 1973.

*Minneapolis* was purchased for the Minnesota Historical Society collection with funding from the Bush Foundation.

*Minneapolis*, Louis Lozowick, 1925. Lithograph on paper, 16 7/8" x 11 1/2"





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