



THE JOURNAL  
OF THE GILDED  
AGE AND  
PROGRESSIVE ERA

# THE JOURNAL OF THE GILDED AGE AND PROGRESSIVE ERA

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**On the cover:** Hydrogenated vegetable oil had never appeared commercially before Crisco’s 1911 launch, and early advertising highlighted its newness and modernity. The cover of this recipe booklet stressed that Crisco was an “absolutely new product.” Tested Crisco Recipes (Cincinnati, OH: Procter & Gamble Co., [ca. 1915]), The Alan and Shirley Brocker Sliker Collection, MSS 314, Special Collections, Michigan State University Libraries.

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