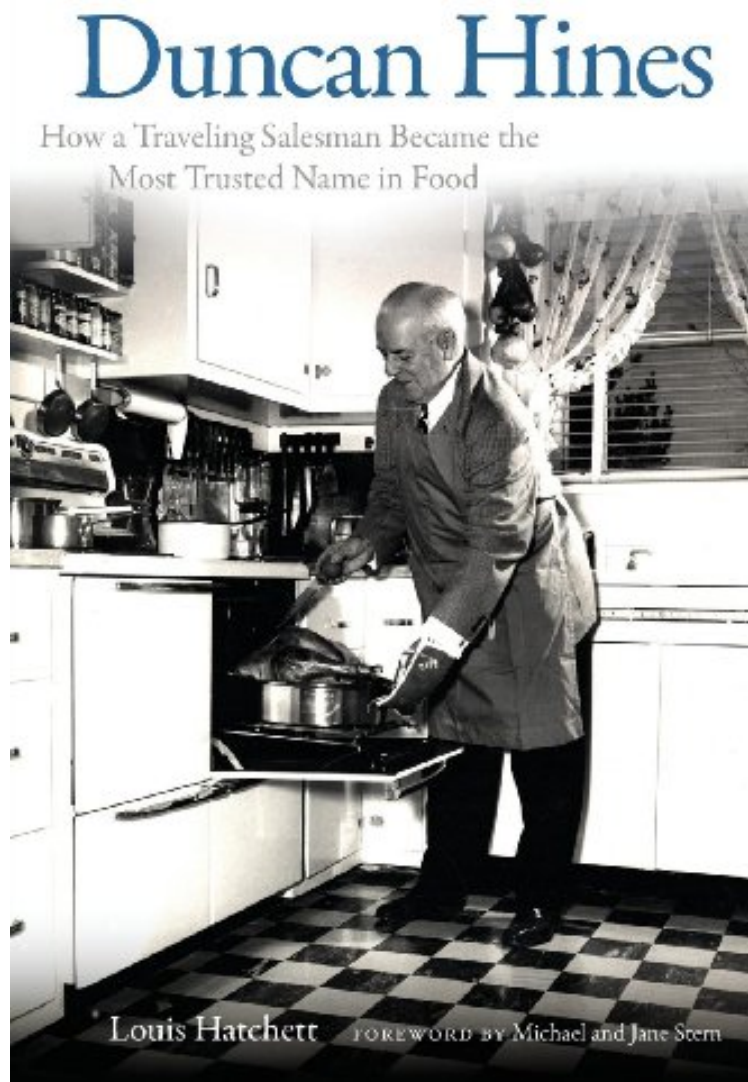


[PDF] Duncan Hines: How a Traveling Salesman Became the Most Trusted Name in Food

## Duncan Hines: How a Traveling Salesman Became the Most Trusted Name in Food

*Louis Hatchett*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#1170545 in eBooks 2014-05-08 2014-05-08 File Name: B00K6RV2RW | File size: 55.Mb

**Louis Hatchett : Duncan Hines: How a Traveling Salesman Became the Most Trusted Name in Food** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Duncan Hines: How a Traveling Salesman Became the Most Trusted Name in Food:

6 of 6 people found the following review helpful. ... for living well and not a fictitious advertising contrivance like Betty Crocker By Kentucky Quacker Author Louis Hatchett reminds us Duncan Hines (1880-1959) was a real person with a zest for living well and not a fictitious advertising contrivance like Betty Crocker, Aunt Jemima, Uncle Ben or

Captain Crunch to sell the eponymous brand-named line of dependable packaged baking mixes that continues to dominate supermarket aisles decades after their introduction. Bowling Green, KY residents have tangible reminders that he was a native son with an annual festival, the Duncan Hines Scenic Byway, an 82 mile loop past historic homes and sites through Warren and Edmonson Counties, and the Hardy and Son Funeral Home, site of the former Hines residence on Louisville Road. Although his photograph was omitted from product boxes following his death, Duncan Hines face was instantly recognizable in his day and businesses strived to achieve the distinctive accolade "Recommended by Duncan Hines", an assurance of success. Hines was a print sales representative during the 1920s and 1930s who traveled for business and pleasure thousands of miles primarily by car through small towns and rural communities in the era before interstate highways were built. There were neither chain restaurants nor established, regulated food safety standards, no guidebooks for roadside eateries, restaurant critics outside of major cities or a Food Show Network. In point of fact, dining out in Middle America could be as hazardous to one's health as consuming snacks from Third World street vendors. In his quest to find consistently reliable, clean, quality places to eat and sleep, Duncan Hines was a revolutionary pioneer who permanently transformed the food service and hospitality industries and laid the foundations for the countless food and restaurant critics, food writers, bloggers and television programs that followed. In 1935, Hines self-published his first *Adventures in Good Eating*, a tightly bound, expertly printed paperback with a bright red cover containing a list of his 475 favorite places to eat. The book was an instant success; updated and reprinted many times until 1962. It spurred him to publish a companion book, in vivid yellow, "Lodging for a Night". He retired from the printing business to focus on his guidebooks and wrote a syndicated newspaper column thrice weekly sharing advice and restaurant recipes for home cooks. This nattily dressed businessman, son of a Confederate veteran, visionary entrepreneur, bon vivant, discerning food critic and writer of self-published guidebooks for food and lodging had already made a comfortable living from his various ventures. Partnership with Roy H. Park in Hines-Park Foods led to lucrative brand name licensing agreements which continue to generate wealth. Could Louis Hatchett have imagined when he chose Duncan Hines as the subject of his Master's Thesis at Western Kentucky University more than two decades ago that he would become the foremost biographer of the "most trusted name in food", as well as becoming a key conservator of his legacy? It took the author several years to research his subject, a process which included interviewing family, friends, employees and associates of Duncan Hines. His original thesis evolved into the now out-of-print hardback biography, "Duncan Hines: The Man Behind the Cake Mix" (2001). University Press of Kentucky in adherence to the perfectionist subject's insistence on print quality excellence has recently released a trio of books written or updated and edited by Henderson resident Louis Hatchett: "Duncan Hines: How a Traveling Salesman Became the Most Trusted Name in Food, *Adventures in Good Cooking*, and *The Dessert Book*". All three have forewords written by Michael and Jane Stern, contemporary critics experts on "Roadfood", who owe a large debt of gratitude to their predecessor for blazing a trail. 2 of 2 people found the following review helpful. A delightful book about someone I never knew even existed....By Bidddy Mulligan I thoroughly enjoyed this story about someone I didn't even know was an actual person. I'm not young and my Mama laughed when I said I thought he was just a "name". I don't know how I missed this part of history. But it's a book worth reading. 2 of 2 people found the following review helpful. Interesting. =) By Laura Flanagan I just thought I knew about Duncan Hines. Duncan Hines was more than cake mixes. Definitely an interesting read. =)

Duncan Hines (1880--1959) may be best known for the cake mixes, baked goods, and bread products that bear his name, but most people forget that he was a real person and not just a fictitious figure invented for the brand. America's pioneer restaurant critic, Hines discovered his passion while working as a traveling salesman during the 1920s and 1930s -- a time when food standards were poorly enforced and safety was a constant concern. He traveled across America discovering restaurants and offering his recommendations to readers in his best-selling compilation *Adventures in Good Eating* (1935). The success of this work and of his subsequent publications led Hines to manufacture the extremely popular food products that we still enjoy today. In *Duncan Hines*, author Louis Hatchett explores the story of the man, from his humble beginnings in Bowling Green, Kentucky, to his lucrative licensing deal with Proctor Gamble. Following the successful debut of his restaurant guide, Hines published his first cookbook, *Adventures in Good Cooking* (1939), at the age of 59 and followed it with *The Dessert Book* (1955). These culinary classics included recipes from many of the establishments he visited on his travels, favorites handed down through his family for generations, and new dishes that contained unusual ingredients for the era. Many of the recipes served as inspiration for mixes that eventually became available under the Duncan Hines brand. This authoritative biography is a comprehensive account of the life and legacy of a savvy businessman, American icon, and an often-overlooked culinary pioneer whose love of good food led to his name becoming a grocery shelf favorite. Hatchett offers insightful commentary into the man behind the cake mix boxes and how he paved the way for many others like him.

"Offers conclusive proof that Hines was not only a real human being, but an American culinary hero, a contender for the greatest gourmand this country has ever produced." "Weekly Standard" Duncan Hines was not just a name

emblazoned on a pasteboard box filled with devil's food cake mix. He was America's pioneer restaurant critic, an astute observer of our nation's foodways. Louis Hatchett's book puts you in the car with Hines, plying the roadways in search of the best t-bone steak in New York, the best pecan pie in Alabama."?John T. Edge, director of the Southern Foodways Alliance"Cake mixes, brownie mixes, cans of frosting, and bottle of cake glaze all still use his name. But for most Kentuckians, and I suspect for most Americans, Duncan Hines is a Betty-Crocker-type brand-name: fictitious and made-up as just a face for the brand. Those of us who are familiar with Duncan Hines know this isn't true. As a Kentuckian he made an impact on the travel guide, lodging, restaurant and food industry."?Maggie Green, author of The Kentucky Fresh Cookbook"Duncan Hines' story is a wonderful study of how someone can turn their name and product into a brand. Hines is the original celebrity food critic."?Albert Schmid, author of The Kentucky Bourbon Cookbook"With "Duncan Hines," you can have your cake and read it, too."?Terri Schlichenmeyer, Inside Business (Hampton Roads)"[T]hanks to Louis Hatchett's highly readable and informative book, the accomplishments of this remarkable American will again be valued and understood."?Indiana Magazine of History"[. . .] Hines's influence, as well as the historical significance of Hatchett's biography, is predicated on his capacity to communicate across lines of race, gender, and class to shape Americans' understanding of their cuisine.Hines was the "most trusted name in food," as Hatchett reminds us, for some very good reasons."?HistorianAbout the AuthorLouis Hatchett is the editor of Mencken's Americana and The Continuing Crisis: As Chronicled for Four Decades by R. Emmett Tyrrell, Jr.