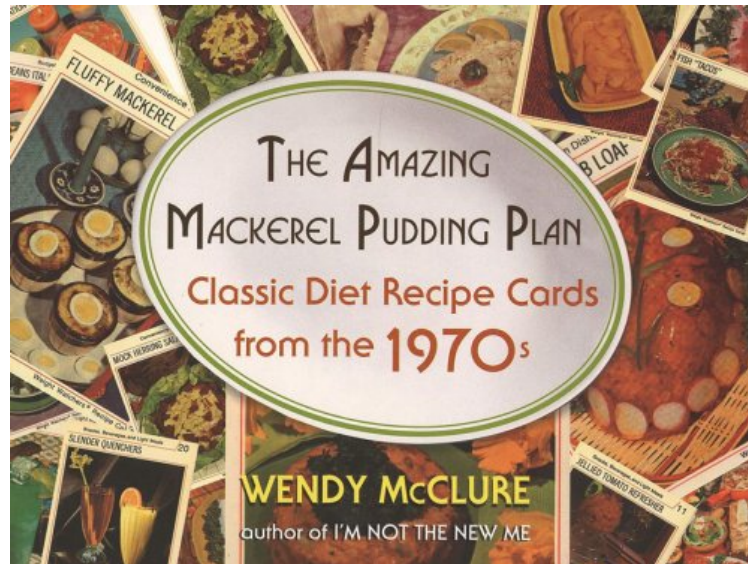


The Amazing Mackerel Pudding Plan: Classic Diet Recipe Cards from the 1970s

Wendy McClure

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#279560 in Books Riverhead Trade 2006-05-02 2006-05-02 Ingredients: Example Ingredients Original language: English PDF # 1 6.02 x .36 x 7.98l, #File Name: 159448208X128 pages | File size: 50.Mb

Wendy McClure : The Amazing Mackerel Pudding Plan: Classic Diet Recipe Cards from the 1970s before purchasing it in order to gage whether or not it would be worth my time, and all praised The Amazing Mackerel Pudding Plan: Classic Diet Recipe Cards from the 1970s:

45 of 47 people found the following review helpful. Fresh From The Kitchens At The Department Of Repulsive Foods By Robert I. Hedges Wendy McClure has produced an absolute culinary gem with this book, but not in the traditional sense. She has assembled an amazing array of revolting recipes from the 1970s that are thoughtfully arranged for the gourmet in categories like "Soups, Salads, Snacks, Sorrow," and "Main Dish Malevolence." Most (if not all) of these recipes came from glossy and colorful, yet extremely unphotogenic "Weight Watchers Recipe Cards" that were supposed to be both slenderizing and delicious. I can imagine that the success of anyone dieting using these cards was largely due to loss of appetite. Sample recipe titles selected at random include: "Sloppy Joes Manila" (which is the only Filipino soul food recipe I have ever seen,) "Crown Roast of Frankfurters" (which may well be the most ridiculous looking dish ever made,) "Piquant Salmon on Toast" (I'm not even going to tell you what this looks like,) something called "Frozen Cheese Salad" (which doesn't even conceptually make sense to me,) and "Fluffy Mackerel Pudding," to which words can't begin to do justice. Who, exactly, thought the three words "fluffy," "mackerel," and "pudding" could ever be used as the title of a remotely palatable dish no matter what order they are listed in? (It is worth mentioning that it is garnished lovingly with sliced hard-boiled egg, for extra temptation.) Truly, this is a book of gastronomic nightmares that is comparable only to "The Gallery of Regrettable Food" (which I also highly recommend.) If you are serious, and I mean really serious, about losing weight, buy this book and make these dishes religiously: if you do so you will likely be veritably skeletal in no time flat. This is an utterly brilliant, yet haunting, book. 0 of 0 people found the following review helpful. While I found the commentary on the recipe cards highly ... By jeniffer While I found the commentary on the recipe cards highly amusing, I was expecting to see the recipes as well,

not just the pictures of the recipes. 1 of 1 people found the following review helpful. LOL funnyBy BostonJenI loved the website years ago (candyboots) and couldn't help myself with this purchase. Great pictures of weight watchers recipe cards and hilarious commentary. The photos are so disgusting and strange that there are times you will burst out laughing before you even read what Wendy has said. If you're a fan of The Gallery of Regrettable Food you will love this and must purchase post-haste. :)

A collection of the notorious retro Weight Watchers recipe cards in all their foul, full-color glory. In the words of Wendy McClure, author of *I'm Not the New Me*, blog trailblazer, internet favorite, and fearless discoverer: I found them while helping my parents clean out their basement. Plenty of the dishes seemed normal enough, but as I flipped through them, some of the recipes began to alarm me. And then I found the card for Rosy Perfection Salad. I fell over. I mean I laughed so hard I started coughing and I fell back on the floor and I waved the card at my mom, who just rolled her eyes. "Can I please have these? Please?" I begged. "What do you want them for?" she asked. "To cook?" "No," I said... And here they are: the disturbing dishes made famous on the Internet and many more. From Fish Balls to Celery Logs to Caucasian Shashlik to Frankfurter Spectacular in all their scary goodness. Mmmmm, Shashlik...

.com Several years ago, while dutifully helping clean out her parents' basement, Wendy McClure struck comic gold when she discovered an intact and well-preserved collection of Weight Watchers Recipe Cards from 1974: They were neatly arranged in their own plastic file box. Plenty of the dishes seemed normal enough, but as I flipped through them, some of the recipes began to alarm me. And then I found the card for the Rosy Perfection Salad. I fell over. I laughed so hard I started coughing, and I fell back on the floor and I waved the card at my mom, who just rolled her eyes. 'Can I please have these? Please?' I begged. 'What do you want them for?' she asked. 'To cook?' 'No,' I said. She let me have them. I think they might have been my grandma's, but she never copped to actually buying them. Nobody else did, either. What McClure unearthed were astonishingly grim, unintentionally hilarious recipe cards (sample dishes: Aspic-Glazed Lamb Loaf and Snappy Mackerel Casserole) containing no nutritional information but illustrated with eerie photos clearly staged by a props department not averse to self-medicating. Compelled to share her discovery with the world, McClure posted the cards on a website, framing each with her own side-splitting and appropriately warped comments. The Amazing Mackerel Pudding Plan--a titled borrowed from one of the myriad improbably named recipes contained within--unleashes the entire god-awful collection. No review can quite capture the horrors of the recipe cards or the genius of McClure's riotous quips. Suffice to say these are milk-through-the-nose, tears-down-the-cheeks funny and a striking reminder of just how bent the 1970s were. Worth the price for the Molded Asparagus Salad and the Stuffed Apples Ganges cards alone. --Kim Hughes
About the Author Wendy McClure holds an M.F.A. in poetry from the Iowa Writers' Workshop. She is the author of *I'm Not the New Me* and the creator of the online journal *Pound*, as well as the humor site *Candyboots*. She is a columnist for *Bust* and a regular contributor to the website *Television Without Pity*, and her writing has also appeared in *Glamour*, *Chicago Sun-Times*, and *New York Times Magazine*, among other publications.