



Finding Betty Crocker: The Secret Life of America's First Lady of Food

Susan Marks

Download now

[Click here](#) if your download doesn't start automatically

Finding Betty Crocker: The Secret Life of America's First Lady of Food

Susan Marks

Finding Betty Crocker: The Secret Life of America's First Lady of Food Susan Marks

IN 1945, *FORTUNE MAGAZINE* named Betty Crocker the second most popular American woman, right behind Eleanor Roosevelt, and dubbed Betty America's First Lady of Food. Not bad for a gal who never actually existed.

"Born" in 1921 in Minneapolis, Minnesota, to proud corporate parents, Betty Crocker has grown, over eight decades, into one of the most successful branding campaigns the world has ever known. Now, at long last, she has her own biography. *Finding Betty Crocker* draws on six years of research plus an unprecedented look into the General Mills archives to reveal how a fictitious spokesperson was enthusiastically welcomed into kitchens and shopping carts across the nation.

The Washburn Crosby Company (one of the forerunners to General Mills) chose the cheery all-American "Betty" as a first name and paired it with Crocker, after William Crocker, a well-loved company director. Betty was to be the newest member of the Home Service Department, where she would be a "friend" to consumers in search of advice on baking -- and, in an unexpected twist, their personal lives.

Soon Betty Crocker had her own national radio show, which, during the Great Depression and World War II, broadcast money-saving recipes, rationing tips, and messages of hope. Over 700,000 women joined Betty's wartime Home Legion program, while more than one million women -- and men -- registered for the *Betty Crocker Cooking School of the Air* during its twenty-seven-year run.

At the height of Betty Crocker's popularity in the 1940s, she received as many as four to five thousand letters daily, care of General Mills. When her first full-scale cookbook, *Betty Crocker's Picture Cook Book*, or "Big Red," as it is affectionately known, was released in 1950, first-year sales rivaled those of the Bible. Today, over two hundred products bear her name, along with thousands of recipe booklets and cookbooks, an interactive website, and a newspaper column.

What is it about Betty? In answering the question of why everyone was buying what she was selling, author Susan Marks offers an entertaining, charming, and utterly unique look -- through words and images -- at an American icon situated between profound symbolism and classic kitchen kitsch.

 [Download Finding Betty Crocker: The Secret Life of America' ...pdf](#)

 [Read Online Finding Betty Crocker: The Secret Life of Americ ...pdf](#)

Download and Read Free Online Finding Betty Crocker: The Secret Life of America's First Lady of Food Susan Marks

From reader reviews:

Carla Arbogast:

Here thing why this kind of Finding Betty Crocker: The Secret Life of America's First Lady of Food are different and reputable to be yours. First of all studying a book is good however it depends in the content of the usb ports which is the content is as scrumptious as food or not. Finding Betty Crocker: The Secret Life of America's First Lady of Food giving you information deeper including different ways, you can find any guide out there but there is no publication that similar with Finding Betty Crocker: The Secret Life of America's First Lady of Food. It gives you thrill reading through journey, its open up your own personal eyes about the thing which happened in the world which is maybe can be happened around you. You can actually bring everywhere like in playground, café, or even in your technique home by train. If you are having difficulties in bringing the imprinted book maybe the form of Finding Betty Crocker: The Secret Life of America's First Lady of Food in e-book can be your option.

James Barclay:

Reading a reserve tends to be new life style in this era globalization. With examining you can get a lot of information that will give you benefit in your life. Using book everyone in this world can share their idea. Publications can also inspire a lot of people. A lot of author can inspire their particular reader with their story or even their experience. Not only the storyline that share in the ebooks. But also they write about the data about something that you need illustration. How to get the good score toefl, or how to teach your young ones, there are many kinds of book which exist now. The authors these days always try to improve their talent in writing, they also doing some exploration before they write to their book. One of them is this Finding Betty Crocker: The Secret Life of America's First Lady of Food.

Kent Dennis:

People live in this new moment of lifestyle always attempt to and must have the free time or they will get large amount of stress from both lifestyle and work. So , whenever we ask do people have extra time, we will say absolutely indeed. People is human not only a robot. Then we ask again, what kind of activity do you possess when the spare time coming to you of course your answer may unlimited right. Then do you try this one, reading textbooks. It can be your alternative with spending your spare time, the particular book you have read is actually Finding Betty Crocker: The Secret Life of America's First Lady of Food.

Audrey Spence:

Beside this kind of Finding Betty Crocker: The Secret Life of America's First Lady of Food in your phone, it can give you a way to get nearer to the new knowledge or data. The information and the knowledge you will got here is fresh from your oven so don't possibly be worry if you feel like an older people live in narrow commune. It is good thing to have Finding Betty Crocker: The Secret Life of America's First Lady of Food because this book offers to your account readable information. Do you often have book but you seldom get

what it's about. Oh come on, that wil happen if you have this within your hand. The Enjoyable arrangement here cannot be questionable, similar to treasuring beautiful island. Use you still want to miss the item? Find this book and read it from at this point!

Download and Read Online Finding Betty Crocker: The Secret Life of America's First Lady of Food Susan Marks #KXRG5AM9UL2

Read Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks for online ebook

Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks books to read online.

Online Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks ebook PDF download

Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks Doc

Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks Mobipocket

Finding Betty Crocker: The Secret Life of America's First Lady of Food by Susan Marks EPub