

Who Was Betty Crocker? By That History Lady



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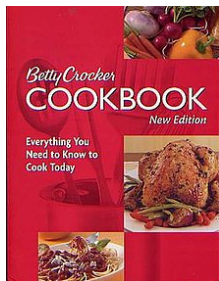
Learn the fascinating history of America's first lady of food, Betty Crocker. Who was she? And why are we still cooking from her famous 1950 cookbook?

Betty Crocker is one of the most recognized names in American history. In the 1940s, when she was receiving up to 5,000 letters a day, she was called the second-most recognized woman in the world, behind only Eleanor Roosevelt. The Betty Crocker Picture Cook Book, which debuted in 1950, has sold more than 75 million copies and is now in its 12th edition.

If your mom ever cooked from Betty's "big red cookbook" if you ever made a cake from a Betty Crocker cake mix ... or if you just love 1950s nostalgia, you don't want to miss this fun trip down memory lane which answers the question, who WAS Betty Crocker?

CLICK ON THE LINK BELOW TO ENJOY THIS 20-MINUTE VIDEO

<https://youtu.be/NpAxAsqKCdU>



From Wikipedia, the free encyclopedia

The **Betty Crocker Cookbook** is a cookbook written by staff at General Mills, the holders of the Betty Crocker trademark. The persona of Betty Crocker was invented by the Washburn-Crosby Company (which would later become General Mills) as a feminine "face" for the company's public relations. Early editions of the cookbook were ostensibly written by the character herself.

More than 75 million copies of the book have been sold since it was first published in 1950. Owing to the dominant color of the book's covers over the years, the *Betty Crocker Cookbook* is familiarly referred to as "Big Red", a term that General Mills has trademarked.

