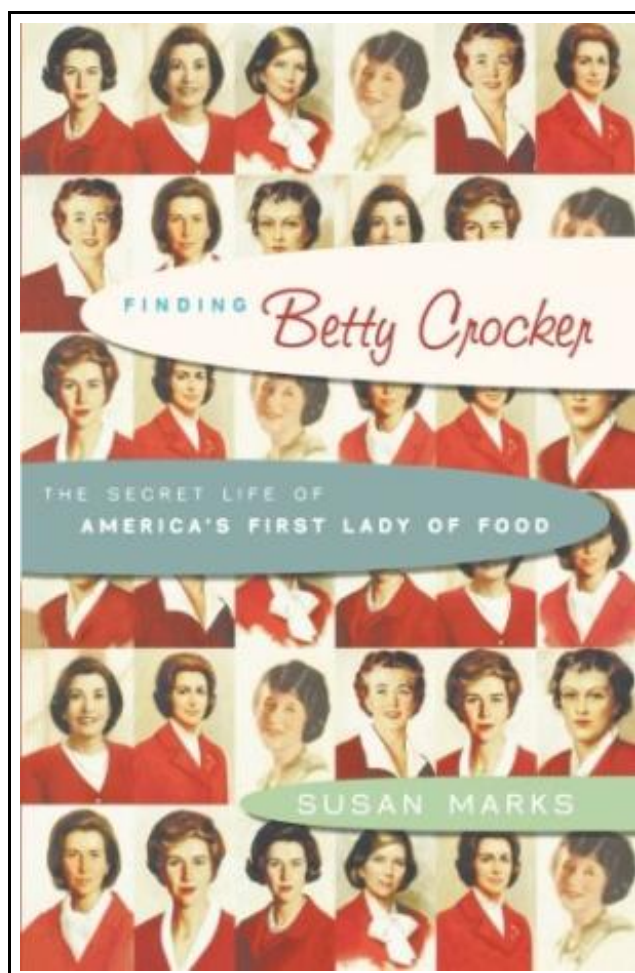


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FINDING BETTY CROCKER: THE SECRET LIFE OF AMERICA S FIRST LADY OF FOOD (HARDBACK)

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SIMON SCHUSTER, United States, 2005. Hardback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book. 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...



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