



SOME FAVORITE BETTY CROCKER RECIPES

Compiled by Leslie Goddard

BANANA LOAF

Mix thoroughly together ... 2/3 cup sugar
1/3 cup soft shortening
2 eggs
Stir in ... 3 Tbsp. sour milk or buttermilk
1 cup mashed bananas (mash with fork or pastry blender)
Sift together and stir in ... 2 cups sifted GOLD MEDAL flour
1 tsp. baking powder
1/2 tsp. baking soda
1/2 tsp. salt
Blend in ... 1/2 cup chopped nuts
Pour into well greased 9x5x3" loaf pan. Let stand 20 min. before baking. Bake until it tests done. Serve warm or cold.
Temperature: 350 degrees (moderate oven)
Time: Bake 50 to 60 min.

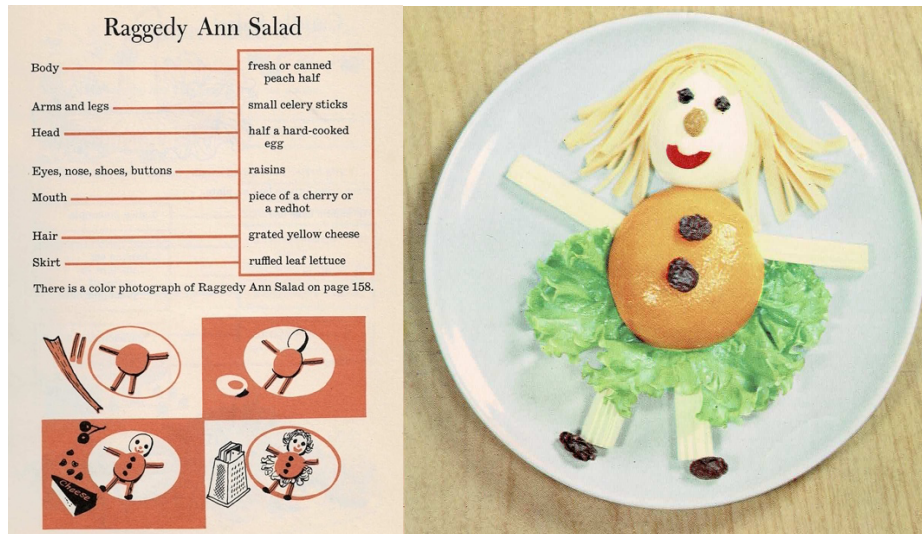
General Mills, Betty Crocker's Picture Cook Book, 1950 (first edition)

CHICKEN IN TOMATO ASPIC

Soften ... 2 envelopes unflavored gelatin (2 Tbsp.)
In ... 1/2 cup cold water
Simmer together for 15 minutes ... 2 cups tomato juice
1 tsp. salt
1 tsp. confectioners' sugar
Dash of cayenne pepper
Dash of celery salt
1 bay leaf
1 cut-up small onion
A few celery leaves

Strain tomato mixture and add softened gelatin and 1 Tbsp. lemon juice, stirring until dissolved. Cool. Add 1 cup diced chicken, then pour into individual oiled molds. Chill until firm (about 2 hr.) Unmold on salad greens and serve with mayonnaise. Serves 6 to 8. *Note: Double the recipe fills 9" ring mold. Serves 12.*

General Mills, Betty Crocker's Picture Cook Book, 1950 (first edition)



General Mills, Betty Crocker Cook Book for Boys and Girls, 1957



HAM BANANA ROLLS

6 thin slices boiled ham
Prepared mustard

6 firm bananas, peeled
Cheese sauce

Use all-yellow or slightly green-tipped bananas. Spread each slice of ham lightly with mustard. Wrap a slice of the prepared ham around each banana. Place in a buttered shallow baking pan and pour cheese sauce over bananas. Bake in a moderate oven (350 degrees F) 30 minutes or until bananas are tender ... easily pierced with a fork. Six servings. Serve hot with cheese sauce from the pan poured over each roll.

CHEESE SAUCE

1½ tablespoons butter
1½ tablespoons flour

¾ cup milk
1½ cups grated American cheese

Melt butter, add flour and stir until smooth. Stir in milk slowly. Add cheese and cook, stirring constantly until sauce is smooth and thickened. Makes about 1 cup sauce.

United Fruit Company advertisement, 1947



Betty Crocker Suggested Reading

Compiled by Leslie Goddard, Ph.D.

Susan Marks. *Finding Betty Crocker: The Secret Life of America's First Lady of Food*. 2005.

A fun and engaging look at the history of Betty Crocker and her influence on American eating habits

Laura Shapiro. *Something from the Oven: Reinventing Dinner in 1950s America*. 2005.

Shapiro devotes an entire chapter to Betty Crocker in this excellent cultural history of how the emergence of big-business cuisine overturned traditional cooking habits in the 1950s. Can be academic at times, but well-researched and very insightful

Danielle Dreilinger. *The Secret History of Home Economics*. 2021. Traces the history of home economics and its links to African-American history, feminism, and the groundbreaking science of “better living” through home economics

Betty Crocker Cookbook: Everything You Need to Know to Cook From Scratch (2016). The twelfth (and current) edition of the famous cookbook

Bettycrocker.com The official website for the Betty Crocker brand



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