



# Betty Crocker

## And Her Cookbook That Changed How America Cooks

---

Long before Martha Stewart, there was Betty Crocker. In 1950, her brand-new Picture Cook Book hit shelves, with sales that rivaled that of another big book, The Bible. To date, it has sold more than 75 million copies.

Created in 1921 by a flour company, Betty Crocker became the most famous and most trusted advisor to American cooks.

This fun illustrated lecture by historian Leslie

Goddard, Ph.D.,

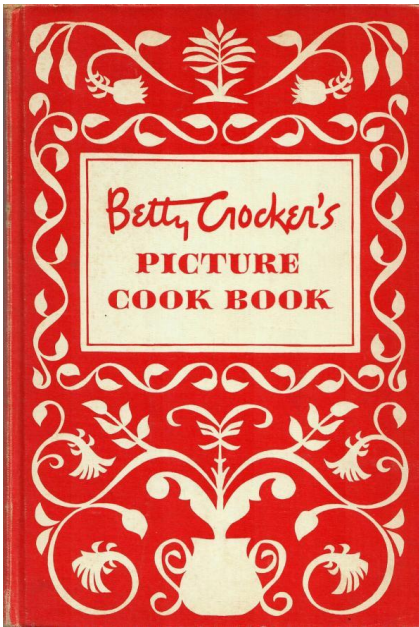
looks at how Betty

Crocker was  
invented, why her

cookbook has

endured and what  
makes her so iconic.

It's perfect if you're  
feeling like cooking  
up some nostalgia.



Leslie Goddard  
History Comes Alive!