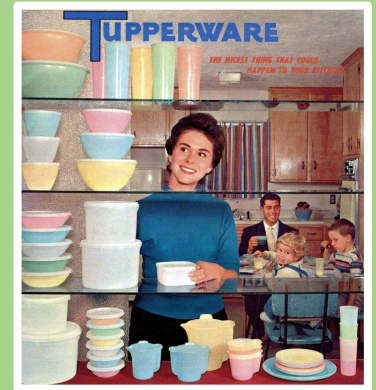


A Living History Portrayal by Leslie Goddard

Brownie Wise:

The Original Tupperware Lady



In the 1950s, saleswoman Brownie Wise propelled Tupperware to skyrocketing success through home party sales. In this living-history program, historian Leslie Goddard, Ph.D., tells the story of Wise's rise from single mother to to head of an enormous sales force of housewives who sold Earl Tupper's flexible "burping" bowls at home parties. Forced out in 1957, she disappeared, but the Tupperware Home Parties she pioneered remain the gold standard for home party selling.