



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. Betty Crocker makes an appearance in this excellent broader history of how cooking changed in the 1950s with the emergence of big-business products that overturned traditional cooking habits. Well-researched and very insightful.

Tori Avey (Feb. 15, 2013). "**Who Was Betty Crocker?**" PBS Food.
<https://www.pbs.org/food/the-history-kitchen/who-was-betty-crocker/>

General Mills (n.d.) "**The History of Betty Crocker.**" General Mills: History of Innovation.

Drew Boyd (Jan. 19, 2014). "**A Creativity Lesson from Betty Crocker.**" *Psychology Today*. <https://www.psychologytoday.com/us/blog/inside-the-box/201401/creativity-lesson-betty-crocker>

Betty Crocker Radio Show: Cooking School of the Air (order CDs or play a sample episode from August 10, 1945): <https://www.otrcat.com/p/betty-crocker>

Betty Crocker website: www.bettycrocker.com

Betty Crocker YouTube channel: www.youtube.com/user/BettyCrockerTV

Prophet Brand Relevance Index: <https://www.prophet.com/ourfirm/relevantbrands/>



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1955 portrait of Betty Crocker

Betty Crocker Timeline

1856 – The company that will evolve into Washburn-Crosby in the 1870s begins as the Minneapolis Milling Company

1880 – Washburn-Crosby flour brands win medals at a millers' exhibition in Cincinnati, causing them to launch Gold Medal flour brand

1921 – Betty Crocker invented following a contest in the *Saturday Evening Post*

1924 – Betty Crocker Cooking School of the Air debuts on a Minneapolis radio station. It will eventually be carried nationally on NBC Radio.

1928 – Washburn Crosby merges with other milling companies to form General Mills

1929 – Betty Crocker coupons introduced inserted in bags of flour; coupons could be used to reduce the cost of flatware. The coupon program will continue until 2006.

1936 – First portrait of Betty Crocker is unveiled

1945 – *Fortune* magazine names Betty Crocker the second best-known woman in America, behind only Eleanor Roosevelt. Surveys show 99% of American housewives are familiar with her

1947 – Betty Crocker cake mixes debut

1949-1964 – Adelaide Hawley Cumming portrays Betty Crocker on television

1950 – *Betty Crocker Picture Cook Book* debuts with initial print run of 950,000

1954 – General Mills brands the red spoon logo

1996 – A 75th anniversary portrait of Betty Crocker debuts, partially inspired by a "computerized composite" of 75 women of diverse backgrounds and ages

2016 – Twelfth edition of the *Betty Crocker Cookbook* is published