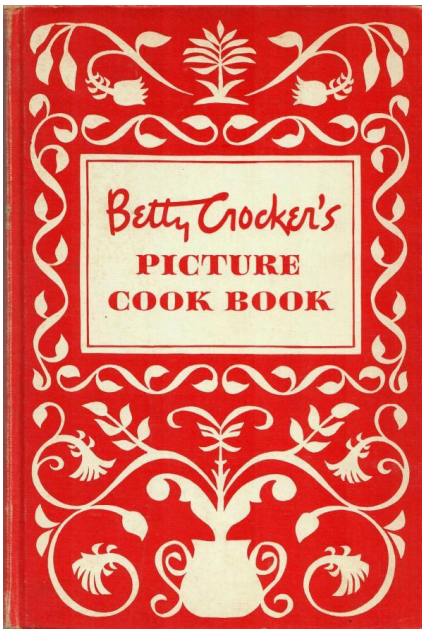




Betty Crocker

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 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!