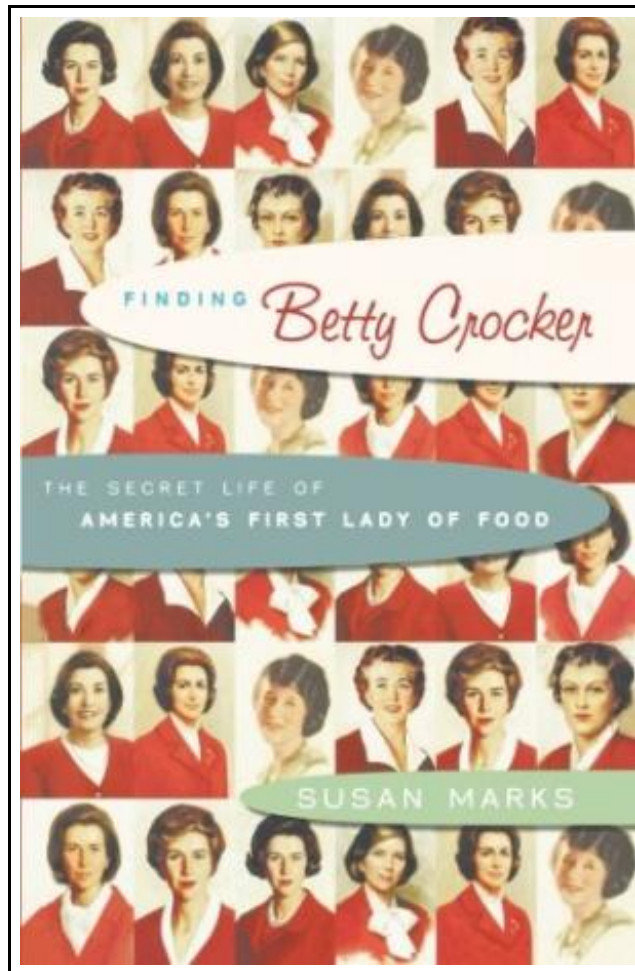


Finding Betty Crocker: The Secret Life of America s First Lady of Food (Hardback)



Filesize: 1.46 MB

Reviews

Good e-book and useful one. It typically does not expense an excessive amount of. I am just delighted to tell you that this is basically the finest book we have read during my very own existence and could be he best ebook for actually.

(Audra Hodkiewicz)

FINDING BETTY CROCKER: THE SECRET LIFE OF AMERICA S FIRST LADY OF FOOD (HARDBACK)



SIMON SCHUSTER, United States, 2005. Hardback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book. IN 1945, FORTUNE MAGAZINE named Betty Crocker the second most popular American woman, right behind Eleanor Roosevelt, and dubbed Betty America s First Lady of Food. Not bad for a gal who never actually existed. Born in 1921 in Minneapolis, Minnesota, to proud corporate parents, Betty Crocker has grown, over eight decades, into one of the most successful branding campaigns the world has ever known. Now, at long last, she has her own biography. Finding Betty Crocker draws on six years of research plus an unprecedented look into the General Mills archives to reveal how a fictitious spokesperson was enthusiastically welcomed into kitchens and shopping carts across the nation. The Washburn Crosby Company (one of the forerunners to General Mills) chose the cheery all-American Betty as a first name and paired it with Crocker, after William Crocker, a well-loved company director. Betty was to be the newest member of the Home Service Department, where she would be a friend to consumers in search of advice on baking -- and, in an unexpected twist, their personal lives. Soon Betty Crocker had her own national radio show, which, during the Great Depression and World War II, broadcast money-saving recipes, rationing tips, and messages of hope. Over 700,000 women joined Betty s wartime Home Legion program, while more than one million women -- and men - - registered for the Betty Crocker Cooking School of the Air during its twenty-seven-year run. At the height of Betty Crocker s popularity in the 1940s, she received as many as four to five thousand letters daily, care of General Mills. When her first full-scale cookbook, Betty Crocker s Picture Cook Book, or Big Red, as it is affectionately...



[Read Finding Betty Crocker: The Secret Life of America s First Lady of Food \(Hardback\) Online](#)



[Download PDF Finding Betty Crocker: The Secret Life of America s First Lady of Food \(Hardback\)](#)

Relevant eBooks



The Stories Mother Nature Told Her Children (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library s Classic Books and help...

[Read Book »](#)



Coralie (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library s Classic Books and help...

[Read Book »](#)



The Range Dwellers (Paperback)

1st World Library, United States, 2005. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Purchase one of 1st World Library s Classic Books and help...

[Read Book »](#)



Finally Free (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Its been four years since Malakais death, and Kinara couldnt...

[Read Book »](#)



The Poor Man and His Princess (Paperback)

Mark Martinez, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.The Poor Man and His Princess is a children s short story...

[Read Book »](#)



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625) (Paperback)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now

[Save Document »](#)



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and

[Save Document »](#)



No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends? Are you tired of not having any

[Save Document »](#)



My Life as a Third Grade Zombie: Plus Free Online Access (Hardback)

Gallopade International, United States, 2013. Hardback. Book Condition: New. 224 x 142 mm. Language: English . Brand New Book. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh

[Save Document »](#)



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents

[Save Document »](#)