

Betty Crocker Sources and Suggested Reading

Compiled by Leslie Goddard, Ph.D.

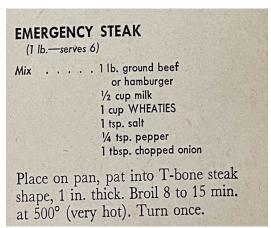
- Susan Marks. *Finding Betty Crocker: The Secret Life of America's First Lady of Food.* 2005. Fun and engaging look at Betty Crocker's history and influence on American eating habits
- Elizabeth A. Blake, "The Real Betty Crocker May Never Have Existed, but She Still Became a Symbol for American Women," Smithsonian Magazine (11 Nov 2021). https://www.smithsonianmag.com/history/betty-crocker-turns-100-180979049/ (accessed 6 Oct 2025).
- Danielle Dreilinger. *The Secret History of Home Economics*. 2021. Traces the history of home economics and its links to feminism, African-American history, and the groundbreaking science of "better living" through home economics
- Betty Crocker Cookbook: Everything You Need to Know to Cook From Scratch (2022). The thirteenth (and current) edition of the famous cookbook
- Bettycrocker.com The official website for the Betty Crocker brand
- Karal Ann Marling, *As Seen on TV: The Visual Culture of the 1950s* (1998). Fascinating exploration of how television impacted the visual culture of 1950s America.
- Laura Shapiro. *Something from the Oven: Reinventing Dinner in 1950s America.* 2005. Excellent cultural history of how the emergence of big-business cuisine overturned traditional cooking habits in the 1950s. Academic at times, but well-researched and insightful



www.lesliegoddardpresents.com • Leslie@lesliegoddardpresents.com



Gold Medal Home Services recipe card, circa 1927



General Mills, Inc., "Your Share" (wartime cooking pamphlet), 1943

