



## 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





## GOLD MEDAL Cup Cakes

$\frac{1}{4}$ cup shortening 1 cup sugar 3 eggs $1\frac{3}{4}$ cups GOLD MEDAL FLOUR	2 tsp. baking powder $\frac{1}{2}$ cup milk 1 tsp. vanilla
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**METHOD**

1. Cream shortening.
2. Add sugar gradually.
3. Add well beaten eggs.
4. Sift flour once before measuring.
5. Sift the flour and baking powder together.
6. Add the dry ingredients alter-

- nately with the milk.
7. Add the flavoring and beat well.
8. Place in muffin tins and bake.

**TIME**—15 minutes.

**TEMPERATURE**—400°F. (moderately hot oven)

**AMOUNT**—18 cup cakes.

**SIZE OF PAN**—2 inch muffin tins.

*Gold Medal Home Services recipe card, circa 1927*

### EMERGENCY STEAK

(1 lb.—serves 6)

Mix . . . . . 1 lb. ground beef  
or hamburger  
 $\frac{1}{2}$  cup milk  
1 cup WHEATIES  
1 tsp. salt  
 $\frac{1}{4}$  tsp. pepper  
1 tbsp. chopped onion

Place on pan, pat into T-bone steak shape, 1 in. thick. Broil 8 to 15 min. at 500° (very hot). Turn once.

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

SALADS FOR EVERY OCCASION 8

#### TANGY TOMATO ASPIC



4-D The Betty Crocker Recipe Card Library

#### TANGY TOMATO ASPIC

$1\frac{1}{4}$ cups boiling water 1 package (3 ounces) lemon-flavored gelatin 1 can (8 ounces) tomato sauce $1\frac{1}{2}$ tablespoons vinegar $\frac{1}{2}$ teaspoon salt	$\frac{1}{2}$ teaspoon onion juice $\frac{1}{8}$ teaspoon red pepper sauce Dash cloves 2 cups diced celery Mayonnaise or salad dressing
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Pour boiling water over gelatin in bowl, stirring until gelatin is dissolved. Stir in tomato sauce, vinegar and seasonings. Chill until slightly thickened but not set.

Stir in celery. Pour into 4-cup ring mold. Chill until firm. Just before serving, fill center of unmolded aspic ring with your favorite seafood salad. Serve with mayonnaise. **6 servings.**

**Gourmet Aspic:** Omit celery and double amounts of aspic ingredients; chill until slightly thickened.

Drain 1 can (14 ounces) cut asparagus spears and 1 can (7 ounces) artichoke hearts; arrange vegetables in 6-cup ring mold. Pour thickened aspic over vegetables; chill until firm. Serve with Creamy Onion Dressing (below). **10 servings.**

Creamy Onion Dressing: Mix 1 cup mayonnaise or salad dressing,  $\frac{1}{2}$  cup dairy sour cream and 2 tablespoons finely chopped green onion. Cover; refrigerate at least 4 hours. **About  $1\frac{1}{4}$  cups.**

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*General Mills, Inc., "The Betty Crocker Recipe Card Library", 1971*