

Betty Crocker's
SOFTASILK
Special Occasion Cakes

The cakes a mix won't make!



plus NEW RECIPES FOR

- Cookies • Quick Breads
- Fatproof sauces and gravies
- Souffles • Desserts
- Sure success baking methods

Betty Crockers Softasilk Special Occasion Cakes

G Thomas



Betty Crockers Softasilk Special Occasion Cakes:

Betty Crocker's Softasilk Special Occasion Cakes, 1957 Recipes using Softasilk brand cake flour Finding Betty Crocker Susan Marks, 2010-05-11 For the first time the life story of Betty Crocker America's First Lady of Food is told in a fully illustrated biography of our country's most beloved and fictional culinary icon In 1945 Fortune 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 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 during the Great Depression and World War II broadcasting money saving recipes rationing tips and messages of hope 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 was released in 1950 first year sales rivaled those of the Bible Today over two hundred products bear her name along with thousands of recipe booklets and cookbooks an interactive website and a newspaper column What is it about Betty In answering the question of why everyone was buying what she was selling author Susan Marks offers an entertaining charming and utterly unique look through words and images at an American icon situated between profound symbolism and classic kitchen kitsch *Better Homes and Gardens* Chesla Clella Sherlock, 1961 **The Ladies' Home Journal**, 1961 **McCall's**, 1956 *New Party Cakes for All Occasions*, 1933 **Betty Crocker Party Cookbook, Facsimile Edition** Betty Crocker, 2009-03-09 This faithful reproduction of Betty Crocker's Party Book will be a treat for anyone who lived through the 1960s or wished they had Packed with practical advice classic recipes color photographs and whimsical illustrations it reveals secrets of great parties back in the era of Leave It to Beaver most of which are still applicable today Readers will find detailed plans for more than 30 different parties including themed birthday celebrations such as a Space Age Adventure Party and Cinderella Party holiday get togethers for Christmas Halloween and more and wedding related events like a Bridal Shower and an Anniversary Party The accompanying recipes including Blueberry Coffee Cake Pineapple Chicken Brownie S Mores and Easter Bunny Cake are as tasty today as they were back in the sixties Complete with craft ideas such as how to make a gilded fruit centerpiece and entertaining advice What Makes a Hostess Famous this facsimile edition is a charming snapshot of life in a more innocent era and a perfect gift **Hygeia**

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