

A guide to

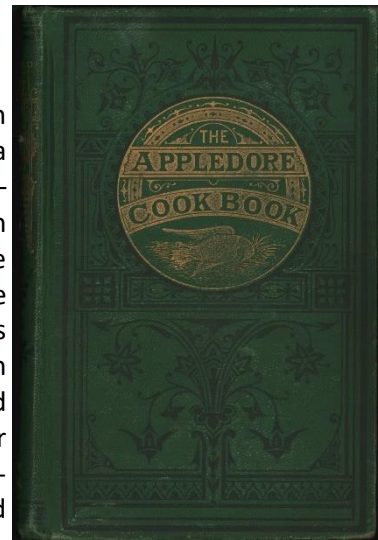
**Gold Medal/
General Mills/
Betty Crocker Cookbooks
1872-1969**

Revised 02 My 22

According to the [General Mills website](#), Cadwallader C. Washburn founded the Minneapolis Mill Company in 1856, thinking to lease power rights along the Mississippi River to millers. He bought the land owned by a failed Minneapolis mill in 1866, spending \$100,000 to construct a new, modern mill on the site. Although people called the mill "Washburn's folly" and believed that no mill so large should have been constructed so far west, Washburn believed that there would be demand for midwestern wheat.

1872:

The Appledore Cook Book, Graves and Ellis. 1st Edition, 1st Printing with green and gold cover. This was the first book from Maria Parloa. Ms. Parloa was born (probably as Maria or Mary Parlow) in September 1843 – probably being native to Ireland. However, due to prejudices against Irish immigrants during her lifetime, she gave her birthplace as New Hampshire or Massachusetts from 1870 onward. For approximately ten years, she worked as a domestic servant whose duties included cooking. She also was skilled enough to hire herself out as a pastry chef. In 1871, she enrolled in the Maine Central Institute's two-year program in education. She worked at Appledore House in Maine, and while she was there, she published her first cook book. Although this book is not associated with Washburn-Crosby, it served as the basis for one book that was to publish an excerpted edition in association with the milling company.



By 1874, Cadwallader Washburn had the capital to construct yet another, larger mill -- the Washburn "A" Mill. Following the usual practice of labeling mills according to size, the 1866 mill was relabeled the "B" Mill. In ten years' time, Washburn's flour was winning awards at the Centennial Exposition.

In September, 1877, he partnered with his brother and John Crosby, forming the Washburn-Crosby Company, but tragedy struck almost immediately. An explosion leveled the "A" Mill and five other buildings on May 2, 1878, temporarily crippling production. Bringing in safer new equipment, the mill was rebuilt, including this time the steel rollers that made their mill the world's first automated mill. The "A" Mill reached a capacity of 5,500 barrels of flour per day -- foremost among mills until the advent of Pillsbury's own "A" Mill in 1881.

Two years later (June 1880), the miller competed in the Millers' International Exposition in Cincinnati, sweeping the competition and prompting Washburn-Crosby to label their flour "best in the world." The company picked up three medals at the expo, with their highest quality Superlative flour coming away with the gold medal. About two months after the victory on June 8th, some sacks of the Washburn-Crosby flour began to go out renamed as **Gold Medal Flour** in honor of their outstanding achievement. The name took over, and the flour became one of the industry standards.

THE MILLERS' INTERNATIONAL EXPOSITION AT CINCINNATI.
[SPECIAL CORRESPONDENCE.]

Cincinnati, June 2.—The Millers' International Exposition, which opened here with the week, bids fair to be a very interesting and important one to the milling interests, not only of this country, but of the world. On the opening day there arrived a party of nearly one hundred British and Irish millers, who had made the trip to this country for the express purpose of attending the exposition, and from every direction in our own country came hundreds of millers drawn by like reasons. Reports from Europe indicate that the present arrivals are but the advance guard of more numerous bands yet to come, while from this country there is reason to believe the attendance will be large and steady during the entire month. Never before has there been presented such an opportunity to the representatives of this vast industry. The past decade has been marked by greater advances in the system of milling than ever before, by greater advances, perhaps, than those of almost any other industry. Particularly is this the case in this country. A few years ago, the spring wheats of this country were counted abroad as of comparatively slight value in the making of fine flour. Now they have suddenly come to the front as the source of the best flour that is made in any part of the world, except perhaps Hungary, where the roller system originated, and has been carried to its greatest perfection. The result has been a very natural anxiety on the part of the millers of the old world to learn the secret of this wonderful



1. The Millwright Shop. 2. One of the Elevators. 3. View of the Exhibit. 4. The Flaking Shop. 5. Wheat-drawing Machinery Shop.
OHIO.—THE MILLERS' FIRST INTERNATIONAL EXPOSITION AT CINCINNATI—EXHIBIT AND WORKS OF HIMPSON & GAULE.
From SKETCHES BY W. PALMER DOUGLASS.—See PAGE 216.

November 1880 (dated 1881 on the title page):

Miss Parloa's New Cook Book and Marketing Guide, 430 pages. Estes & Lauriat, publishers

MISS PARLOA'S NEW COOK-BOOK.

A Treasure for Young Housewives.



Millions of Dollars Saved!
TO THE WASTFUL PEOPLE IN THIS COUNTRY
BY THE USE OF
THIS SAFE GUIDE.

WHAT THE PRESS SAY OF IT:

"It seems to rank as one of the best in the kind ever published."—*Chicago Herald*.
"It is a long-expected work of the kind more complete and practical."—*New York Herald*.
"The content is so valuable it is not only a treasure to the young and inexperienced, but also to the old and experienced."—*Chicago Herald*.
"It is one of a wide and latest volume. It is useful to young and old alike, and the directions are clear and practical."—*Boston Herald*.
"It should be in the possession of every housekeeper in the land. The author is thoroughly skilled in every thing relating to cooking. The content is highly practical and reliable."—*Chicago Herald*.
"Miss Parloa ranks high among the practical authors in the art and science of the kitchen."—*Chicago Herald*.
"It would be impossible to find in the entire literature of the nation one so clear, concise, and practical."—*Boston Herald*.
"It is the most comprehensive and practical guide to marketing and cooking that has been prepared. Every young housekeeper should have it."—*Chicago Herald*.

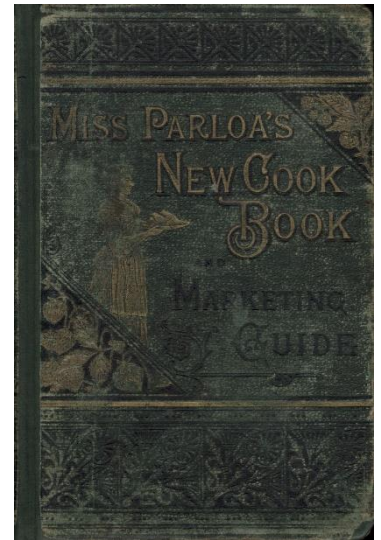
1 vol. 12mo. Cloth. 430 pages and 60 illustrations. \$1.50.

Published by ESTES & LAURIAT, Boston.

For Sale by all Booksellers. Sent, post-paid, on receipt of price.

Miss Parloa's New Cook Book.

A guide to marketing and cooking. Miss Parloa is widely known as a thoroughly practical cook, and a popular lecturer on the gastronomic art. Every receipt and suggestion in this book comes from one who can speak with authority and may be implicitly trusted, as they have all been carefully tested by the author, and are the results of her latest and best experience. With a colored frontispiece and many illustrations. 1 vol., 12mo, cloth, black and gilt, \$1.50; kitchen edition, with waterproof-cloth plain stamped, \$1.50.



Miss Parloa's New Cook-Book.*

From the N. Y. Tribune.

Miss Maria Parloa's "New Cook-Book," just published by Estes & Lauriat, of Boston, is one of the best manuals of the kind ever printed. It has one grace—which many cook-books lack—that of explicit directions. There is little left to the imagination and less to that idol beloved of the "born cook"—judgment. Miss Parloa's recipes are precise to the last degree, and include most of the dishes now to be seen on the tables of well-bred people.

The chapter on "Entrées" is particularly useful. A delicate dish of this sort, made perhaps from a remnant of yesterday's meal, adds a charm to a dinner which the French should not be the only people to understand. Miss Parloa's full and careful chapter on "Soups" is also to be commended. A great step in national well-being will have been taken when the average American housewife is made to realize that the manufacture of soup is not a frightful undertaking, and that there can't be a good dinner without it. One of the most delicious of spring soups—asparagus—is little known to the majority of cooks, who are here entreated to study Miss Parloa's excellent recipe. A valuable part of the book is the guide to marketing which presents illustrations of the different cuts of meat, and instructs the ignorant young "lady of the house" how to buy her stores.

* New Cook-Book: Guide to Marketing and Cooking. By Maria Parloa. Estes & Lauriat. 12mo, \$1.50; Kitchen edition in waterproof cloth, \$1.50.

The book was reprinted quite a few times in the coming decade, leading to an arrangement with Washburn-Crosby.

Maria Parloa taught in Florida for four years – from 1873 to 1877 – apparently continuing to work as a chef during the summer months. By 1876, she began giving public lectures and offered her first courses in Domestic Science at Lasell Seminary. The following year, she lectured in Boston, and the idea occurred to her to start a cooking school. In October 1877, the Boston Cooking School was created, under the auspices of the Woman's Educational Association. Miss Parloa was one of the two first directors of the school. After the publication of her *New Cook Book*, her name became a household word among those interested in cookery. Walter Baker & Co., manufacturers of chocolate, also engaged the services of Miss Parloa in contributing recipes to their *Choice Recipes* pamphlets.

She released her second book in 1878 – *Camp Cookery*, published by Graves, Locke, & Company – the successor to Graves and Ellis. Her third book came out the following year (October 1879). *First Principles of Household Management and Cookery* was published by Houghton, Osgood & Company. Neither of these two books came to be associated with Washburn-Crosby.

In 1882, the capacity of the Washburn-Crosby mills was 6,000 barrels per day. This was the year that the mill's founder died, after establishing one of the world's great flour-producing companies. Washburn's will left considerable money for charities.

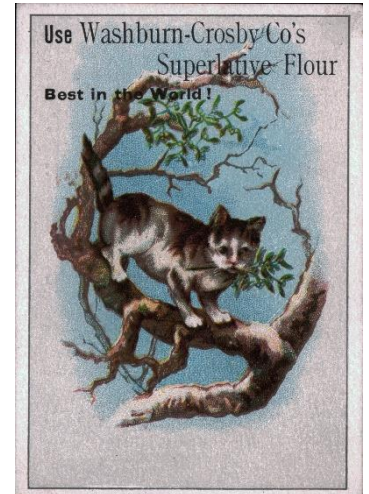
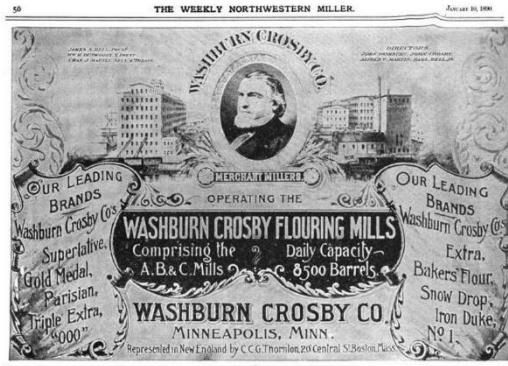
Hydroelectric power began to supply the "A" mill in 1884 and the "B" and "C" mills in '87. John Crosby suddenly died in '87, during a period of some uncertainty, and James S. Bell from Philadelphia moved in to take the company's reins. His advent in September of 1888 brought a name change to "Washburn, Martin, and Company."

1889:

1889 was a terrible year for wheat sales, but it brought the restoration of the Washburn-Crosby Co. name to the firm, a name that would remain formally until 1928. Once some matters about the control of the milling operation were settled, the company returned to its focus on milling.

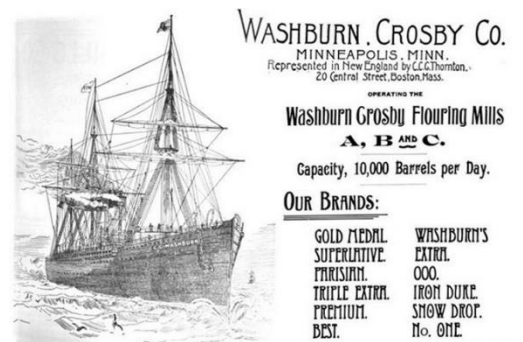
1890:

At the beginning of the year, the miller was advertising its capacity as 8,500 barrels of flour daily. This is one of several trade cards that they released that year.



1891: (pamphlet)

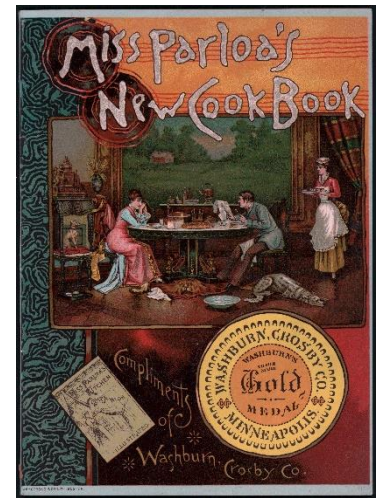
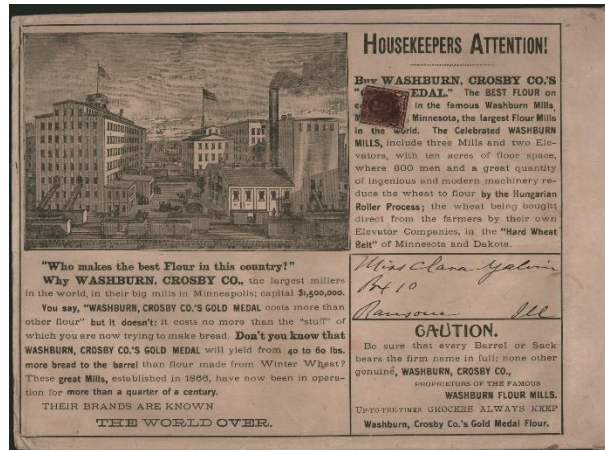
This pamphlet shows the mill's daily capacity as being 10,000 barrels. Furthermore, it has a recipe for bread on the inside. The boost in capacity became part of WC ads in August.



1891 (dated 1880):

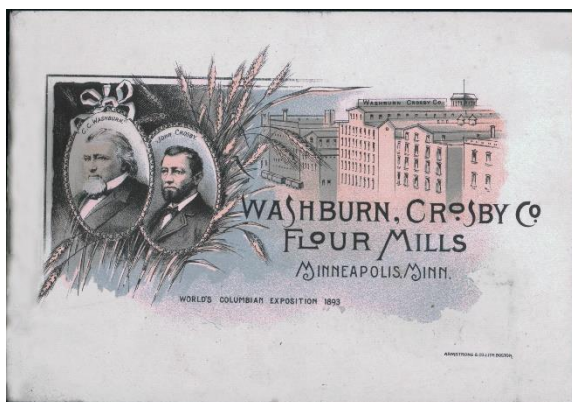
Miss Parloa's New Cook Book, 60 pages.

This was an abridged version of the hardback book, *Miss Parloa's New Cook Book and Marketing Guide*. A few original copies of the booklet promote "Washburn's Superlative Flour" in the large, circle on the front covers. Even fewer originals have stickers over the "Superlative" ad that say "Ask your grocer for this flour" and have the brand new "Gold Medal" logo. Most commonly, copies have only a Gold Medal Flour logo in the circle. The Gold Medal booklet was reprinted several times in the latter 20th Century: in 1974, 1976, and 1980 at least!



The Washburn-Crosby operation kept expanding. From an 8,500 barrel daily capacity in 1890, they steadily moved up to a 13,500 barrel capacity in 1895, after some remodeling and the leasing of a new "D" mill made the increase possible. Meanwhile in 1893, Gold Medal Flour continued to win awards, taking the top prize at the Columbian Exposition.

1893:



Washburn, Crosby Co. Flour Mills, 34 pages

This booklet was a descriptive handout from the Washburn Crosby exhibit at the Columbian World's Fair. It contains two recipes for baking bread. The back cover has a realistic portrait of a cat.



At that same world's fair, a German company had exhibited a new 1200 horsepower engine. Washburn's milling company purchased the engine, installing it in the "A" mill in Summer of 1894. They soon announced an increase in capacity to 11,500 barrels per day.

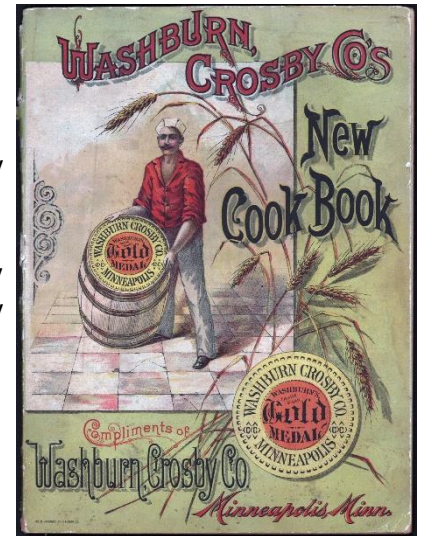
It was also during this period that the decision was made to phase out the various trade names being used by Washburn-Crosby flour, including "Superlative," "Parisian," "Extra," and "Triple Extra." After the

Columbian Expo, at which the "Gold Medal" name was emphasized, the company began eliminating the other names gradually. Although "Superlative" had been the more popular name, by 1894 more than half of the flour produced by Washburn-Crosby went out under the "Gold Medal" name. By 1900, that amount had increased to 70%.

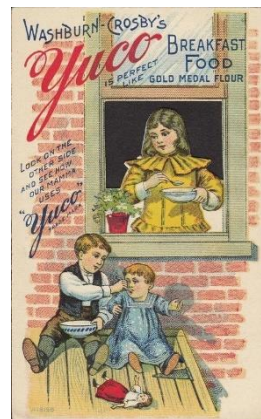
1894:

Washburn-Crosby Co.'s New Cook Book, 72 pages.

Has a Chicago Great Western Railway ad on the back cover. Reportedly reprinted in 1897.



Another mill, christened the "E" mill, was bought in 1896, immediately increasing the operation's capacity by 2000 barrels daily; immediately, they began to announce a capacity of 17,000 barrels daily.



In September 1899, Washburn-Crosby introduced a new product: Yuco. This was the company's first (wheat) breakfast cereal. Advertisements from 1900 say that there are recipes in each bag; this may refer to the uncommon die-cut Yuco trade card.

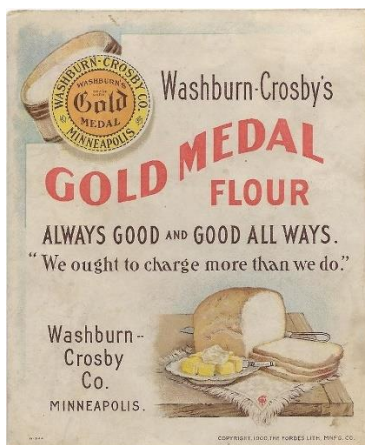
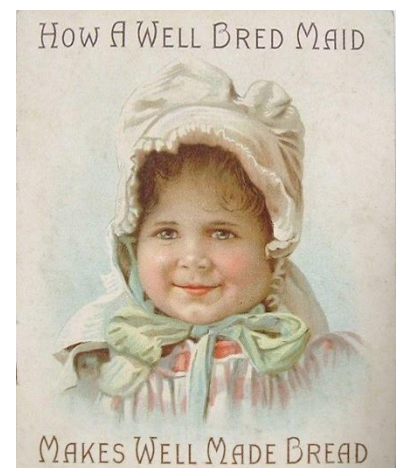
In 1900, Washburn-Crosby advertised a production capacity of 25,000 barrels of flour per day!

1900:

How a Well Bred Maid Makes Well Made Bread, 8 pages

The image of a maid on the front cover is in full color.

The cover images and the contents of pages 6 and 7 are different from those in all later printings. The back cover has a copyright date of 1900.



1901:

Gold Medal Cook Book, 75 pages.

8.5" by 11"

SI = 10

Starting in November 1900, Washburn-Crosby advertised a *new Gold Medal Cook Book* – a 1901 edition that resembled the editions of 1903 onward. I know of no copies of a 1901 edition, but the proliferation of ads makes it certain that the book exists.



1903:

Gold Medal Cook Book, 75 pages.

SI = 7

The 1903 edition of the *Gold Medal Cook Book* is scarcer than the printings that followed it. The front cover background is dark green, and the bottom line of print on the bag of flour on the front cover reads simply "FLOUR."

This book contains an article entitled "Biography of a Kernel of Wheat."

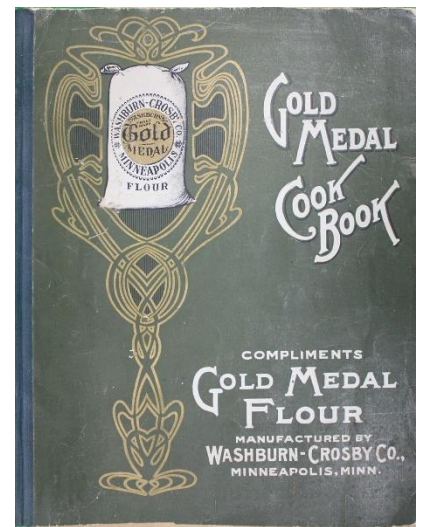
Washburn-Crosby's Gold Medal Flour

the basis of her baking. Its goodness is assured long before it comes to the user. Food experts are constantly experimenting to maintain its high quality. It's the best flour—and always the best.

Send us the circular from a package of Gold Medal Flour and we will mail you the Gold Medal Cook Book—the manual of cookery.

Have you tried YUCO, the new wheat food?

WASHBURN, CROSBY CO.,
Minneapolis, Minn.

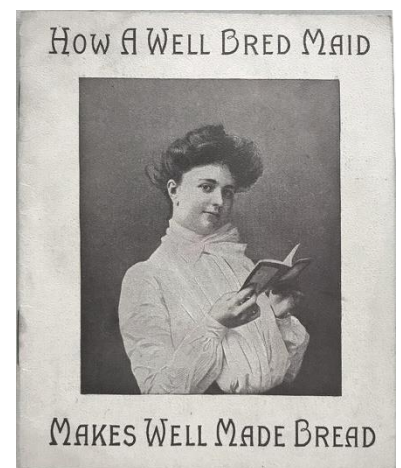


1903:

How a Well Bred Maid Makes Well Made Bread, 8 pages

The second edition overall of this pamphlet has a date code of 4-03, indicating printing in April 1903.

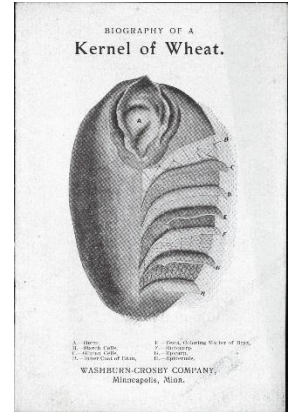
The covers and the contents of pages 6 and 7 are different from those in the printings from 1904 on.



c. 1904:

Biography of a Kernel of Wheat, by Frances C. Parker. 16 pages.
Mrs. Parker was a teacher at the Murray School in St. Paul (MN).

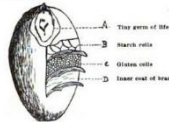
This little booklet details how wheat becomes flour. In December 1904, an author identified as "Amy M." (possibly Henrietta Amelia Mirick) summarized the pamphlet, writing in the first person as a kernel of wheat, in an article for *School Physiology Journal*. An article in the January 1907 issue of *Yale Scientific Monthly* also seems to reference the pamphlet indirectly.



THE BIOGRAPHY OF A KERNEL OF WHEAT

SIXTH YEAR

I am a little yellow kernel of wheat. On one of my sides is a dent. At one end of this dent is a little white spot. I am shaped like an oval. One day early in the spring, the kernel from which I grew and some more of my comrades were put into the ground in a large field in Minnesota. It was before Jack Frost was gone.



The soil they were put in was plowed in the fall. First a man put a great many of us in a seed box in a large machine drawn by horses. This machine was a sower. He sat on this machine while the seeds were sown evenly on the plowed and harrowed soil. After a few days the sunlight, moisture and warmth gave us a great deal of strength, and each sent a little spike of green above the ground and some roots below at the same time. They grew from April to August. During that time they endured frost, hail, wind, a great deal of heat, sometimes not enough and sometimes too much moisture. But these things did not prevent my perfect development. At many times my young body was attacked by insects, the weevil, the chinch bug, mildew, smut and other forms of fungi. In spite of all this the sun and soil of Minnesota ripened me and I belonged to a finely developed plant.

1904:

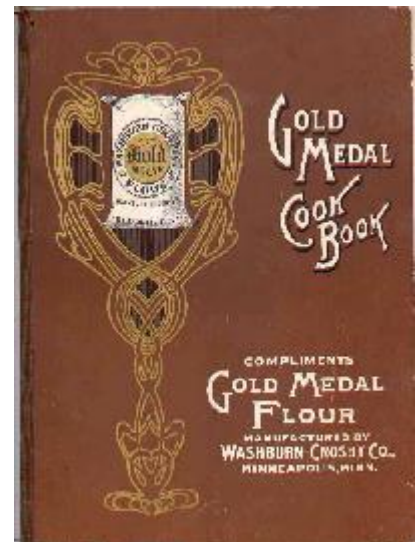
Gold Medal Cook Book, 72 pages.
SI = 5

The front cover background is brown, and the bottom line of text on the bag of flour reads "GOLD MEDAL FLOUR."

At the bottom of many pages, we read "Use Gold Medal Flour for best results."

The last interior page mentions the miller's capacity as 35,000 barrels daily.

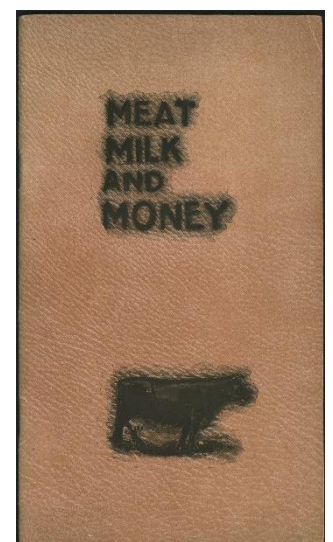
WC did not [usually] advertise that number until 1908 (with 30,000 being the preferred number in 1904).



1904:

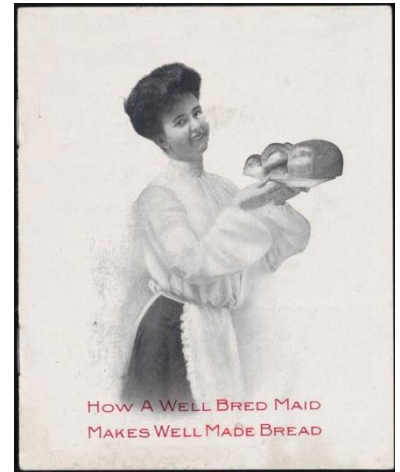
Meat Milk and Money, 52 pages
By William G. Crocker

This book summarizes farming procedures and urges people to buy Washburn-Crosby feeds.

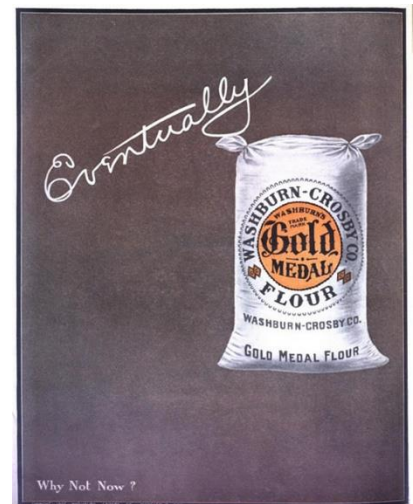


How a Well Bred Maid Makes Well Made Bread, 8 pages

This printing of this pamphlet has a date code of 5-04, indicating printing in May 1904. There is another printing with the same front cover, having pages 6 and 7 different from the other printings; it has no date code. I refer to these as editions A (with code) and B (no code). The different page 7s are shown below, with A on the left. Based on the movement of the recipe from page 7 to page 6, edition B is later.



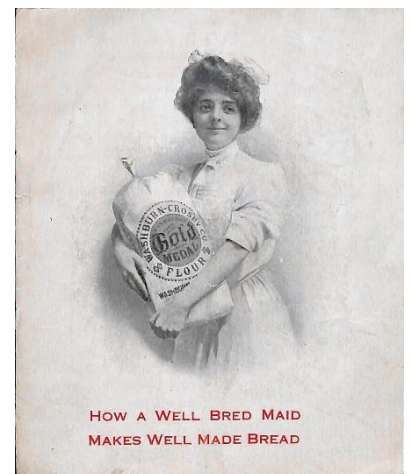
In 1907, Benjamin S. Bull (working for Washburn-Crosby) introduced the company's first true slogan: "Gold Medal Flour: Eventually – Why Not Now?" With a tremendous outlay of advertising dollars, the slogan became a well-known buzz phrase. The ad shown is from the October 5 (1907) issue of *The Saturday Evening Post*. The same ad appeared a week earlier in *The Weekly Northwestern Miller*.



1907:

How a Well Bred Maid Makes Well Made Bread, 8 pages

The second printing of this pamphlet has a date code of 7-07, indicating printing in July 1907. Pages 1, 6, and 7 have been redesigned since the earlier printings.



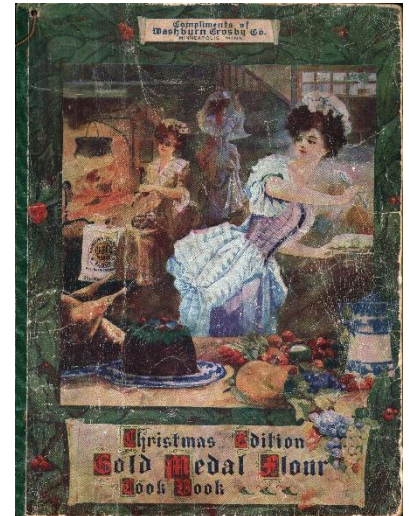
1908 (dated 1904):

Christmas Edition, Gold Medal Flour Cook Book, 76 pages

This book was reissued in 1970 and again later. The later reissues are very common, but this issue is rare.

SI = 8

Although the date on the title page remains "1904," this book came out in 1908. This is proven by the use of a new slogan at the bottom of the pages. This slogan referred to Gold Medal as a pastry flour, a biscuit flour, a cake flour, etc.. That new slogan appears at the bottom of the pages in this cook book – in the place of the earlier slogan from the 1904 edition. Also, the cover to the edition adds the word "flour" to the book's title.



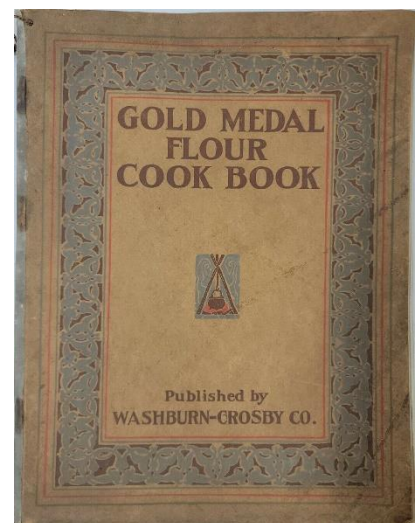
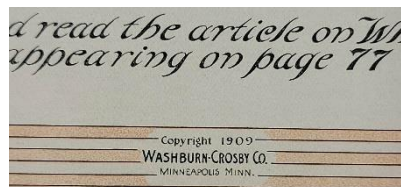
1909:

Gold Medal Flour Cook Book, 80 pages.

8" by 11"

SI = 4

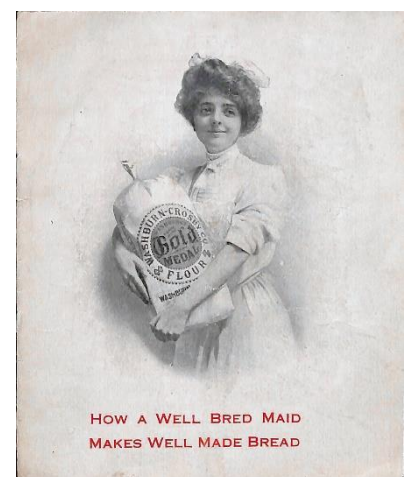
WASHBURN-CROSBY CO., Minneapolis, Minn. Gold medal flour cook book. 80 p. col. front. col. illus. 28 cm. [18426] © Aug. 6, 1909; 2 c. Aug. 9, 1909; A 245941.



How a Well Bred Maid Makes Well Made Bread, 8 pages

The third printing of this pamphlet has a date code of 10-09, indicating printing in October 1909.

Although it appears to be identical to the 1907 printing, the front cover image has been redrawn. The back-cover image of a bag of flour was also redrawn.



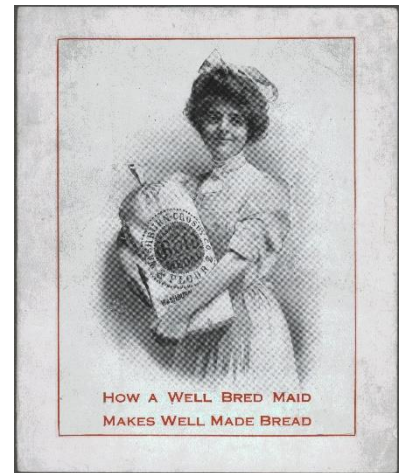
1910:

How a Well Bred Maid Makes Well Made Bread, 8 pages

The fourth printing of this pamphlet has a date code of 2-10, indicating printing in February 1910.

The cover images were redrawn again, and this time, the artist placed borders around both of them (front and back).

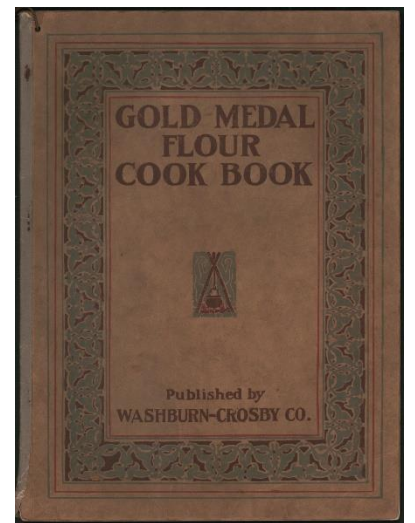
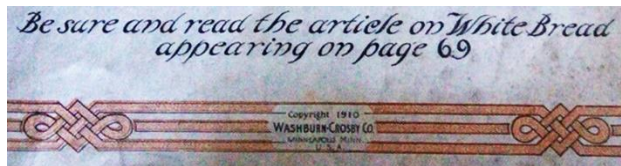
A reprint of this edition came out in September 1910.



Gold Medal Flour Cook Book, 74 pages.

The article on White Bread appears on page 69.

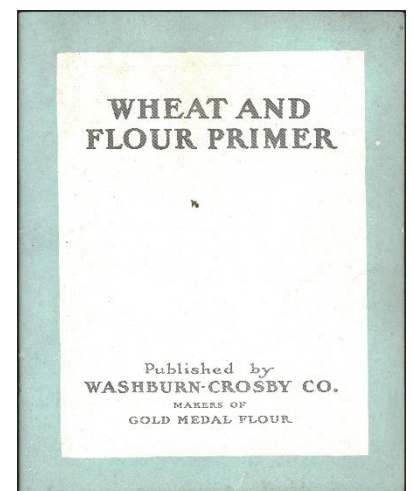
SI = 2 or 3



Wheat and Flour Primer, 24 pages

This book is listed in the *Catalog for Copyright Entries* with a copyright date in July, 1910.

In addition to a drawing of a wheat kernel, the book contains several other detailed drawings.



1911:

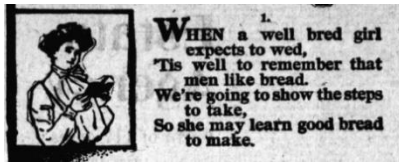
'Tis Well to Remember Men Like Bread, 8 pages

This pamphlet has a date code of 5-11, indicating printing in May 1911.

This is a reissue of the pamphlet entitled

How a Well Bred Maid Makes Well Made Bread.

The new title comes from the first two lines of the poetic recipe.



1913:

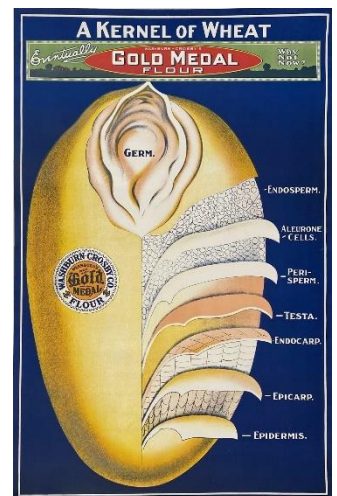
From 1913 through at least 1917, Washburn-Crosby made the Kernel of Wheat information available as a poster.

Early 1910's:

Gold Medal Flour CB, 74 pages.

8.5" by 11"

Still dated 1910. The article on white bread appears on page 49.

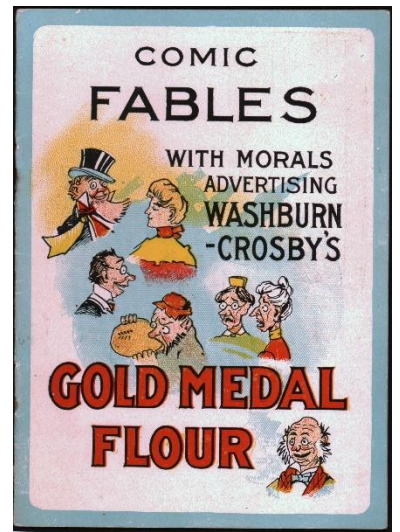


1916:

Comic Fables (With Morals Advertising WC's Gold Medal Flour)

Small 8-page pamphlet with illustrations.

Date code reads March, 1916



A Good Bread Recipe for Gold Medal Maids, fold-out
Small (4.75" by 6.25") fold-out pamphlet with woman standing.

Dated information reads October, 1916.

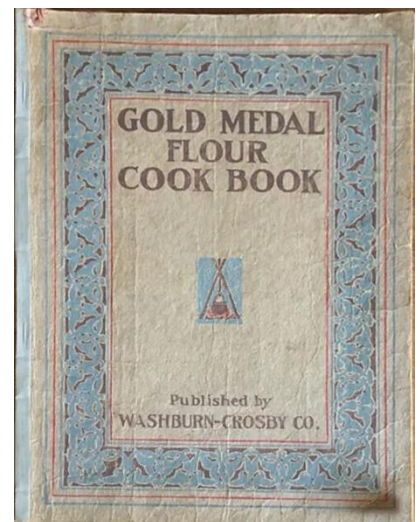
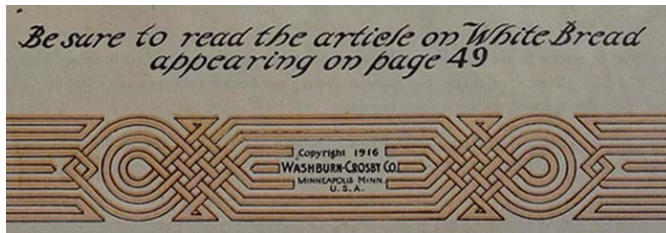
Form 200.

This fold-out reproduces an ad from 1913 magazines.

Gold Medal Flour Cook Book

8.5" by 11"

The fancy scroll work on the title page is wider than on other editions.

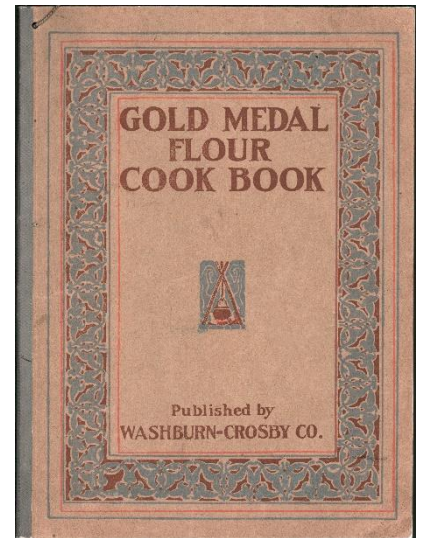
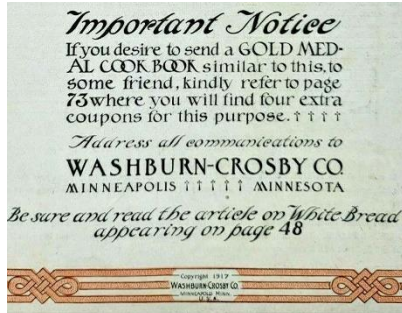


1917:

Gold Medal Flour Cook Book, 74 pages.

8.5" by 11"

SI = 3

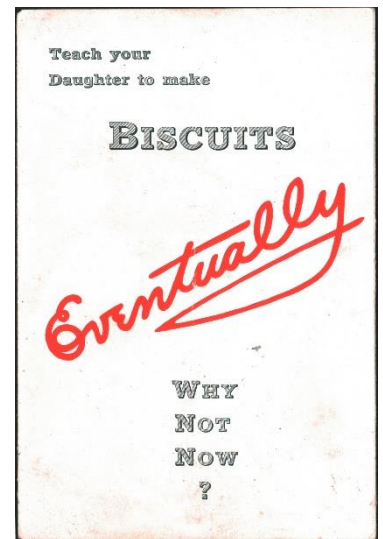


1920:

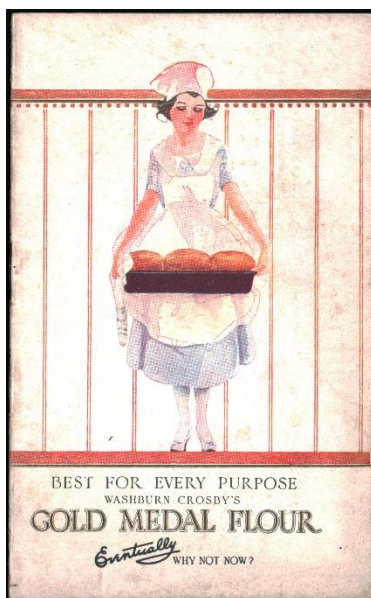
Teach Your Daughter to Make Biscuits, 6 page fold-out

Date code for April 1920.

Good flour, good work, and good fun.



1921:

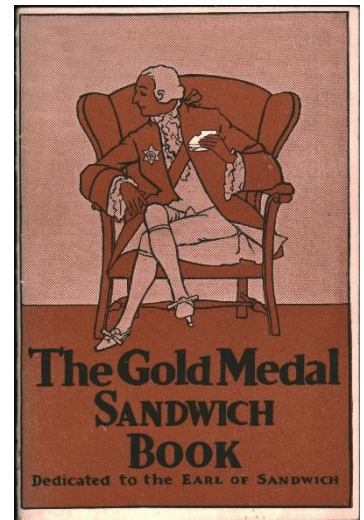


Best for Every Purpose, 16 pages
Small staple-bound pamphlet with woman serving bread.
No date, but mentions that 55 years have passed since 1866. No mention of Betty Crocker.

The Gold Medal Sandwich Book, 36 pages.

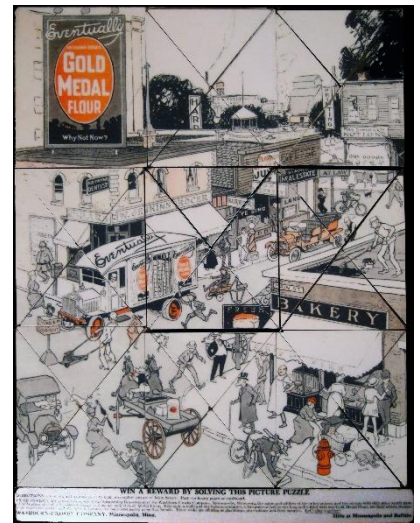
Dedicated to the Earl of Sandwich
About 3" by 5"; contains 100 recipes for sandwiches
Published by Washburn-Crosby.

Some copies are found with stampings that seem to date the book to 1921.



This year saw the introduction of "Betty Crocker," quite by accident. Washburn-Crosby held a contest, awarding pincushions to those who could assemble a jigsaw puzzle that depicted people and trucks carrying sacks of Gold Medal flour. Over 30,000 people reportedly responded, prompting the company to set up a means of responding. Since so many people had questions about recipes, a character was created that would symbolize the company in response to inquiries.

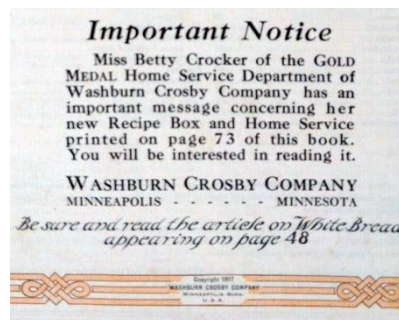
After William G. Crocker, a recent director of Washburn-Crosby, the name "Crocker" was chosen. The affable name of "Betty" was selected to be her first name. Various employees submitted signatures, one of which would represent "Betty Crocker"; the design handed in by Florence Lindeberg was determined to be both legible and distinctive and was chosen to represent the fictional character. The Betty Crocker kitchens were opened, and home economists were hired to test recipes. A cooking legend was born.



Gold Medal Flour Cook Book, 74 pages.

8.5" by 11"

Still dated 1917, but includes Betty Crocker.

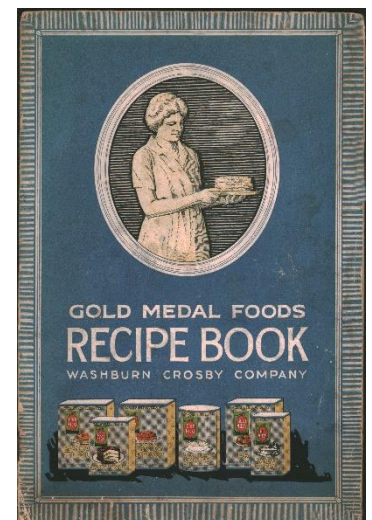


1923:

Gold Medal Foods Recipe Book, 24 pages

This booklet introduced the new "Gold Medal" products, including cake flour; pancake flour; wheat cereal; purified bran; and quick-cooking oats.

These products were trademarked in early November 1923.



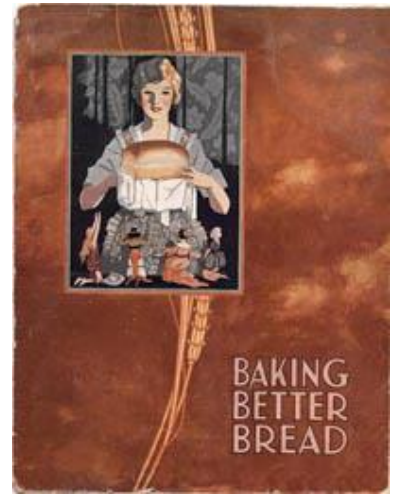
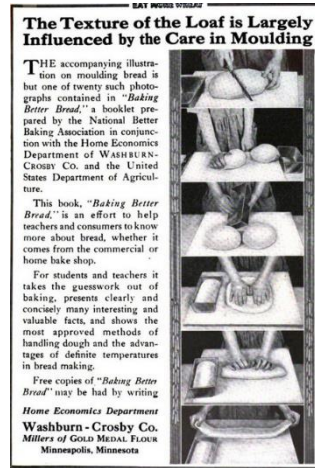
1924:

Baking Better Bread, 31 pages.

7.75" by 10"

Advertised in magazines beginning in December 1923.

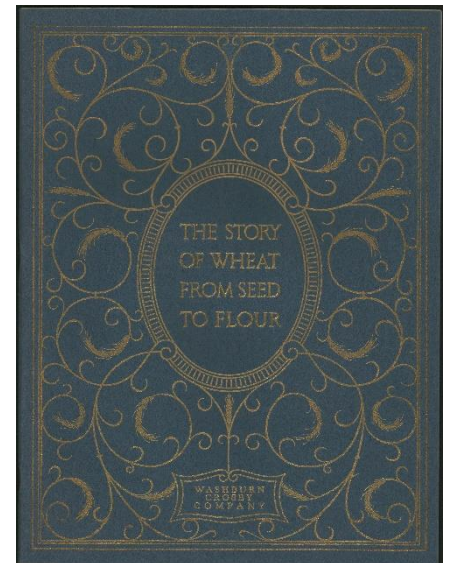
The booklet refers to bread-making techniques.



Also in 1924, after a few years of experimenting with flaked wheat cereal, General Mills introduced Washburn's Gold Medal Whole Wheat Flakes, which became known as Wheaties in November.

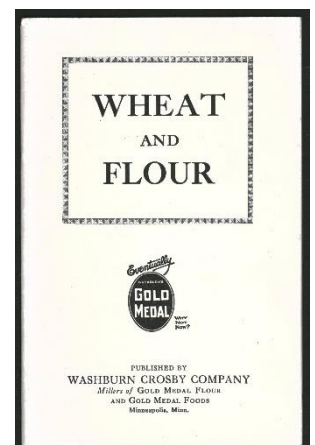
The Story of Wheat from Seed to Flour, 32 pages

A fancy oversized softback book telling exactly what its title suggests. Naturally, when flour is the focus, the methods of Washburn-Crosby take prominence. There is an ad in back for the wooden box of recipes; Betty Crocker is listed as the contact person. Referred to in other publications in February 1924.



Wheat and Flour, 20 pages

A black and white booklet in large type for children, to introduce them to Gold Medal Flour. This may have been a children's version of the book shown above. April 1924.



1924:

Gold Medal Home Service Recipe Box

These boxes were very popular and came out in several styles throughout the years:

- Wooden box; information in gold on front of lid; inside of lid shows several bags of flour and other items labeled "Gold Medal Foods" (c. 1924-28)
- Wooden box; information in gold on front of lid; inside of lid shows one bag of flour with new slogan: "Kitchen-Tested" (c. 1928)
- Wooden box; information on sticker on front of box; inside of lid shows woman in the kitchen (1929-early 30's)
- Metal box; information on sticker on front of box (1930's)

The total number of cards is not known to me right now, but the earlier cards have a logo that reads "Eventually... why not now" in the upper left. The metal box was reproduced somewhat recently.



Advertised in October 1924.

More than a Box—A Lasting Service!

IN our new GOLD MEDAL Home Service Recipe Box, we believe that we are offering our friends and patrons a distinctly useful addition to their kitchen equipment.

This for two reasons: In providing this flexible method of recipe record keeping, we follow the modern usage of both business and home economy. The box, unlike a book, need never be out of date, as it will be subject to constant revision and addition by our Department staff. In the second place, our Home Service, by which everyone who enrolls as a box owner will receive new recipes, household hints, party and menu suggestions, etc., fresh from our experimental kitchen, will be unique. We believe that it will be appreciated.

Our charge for the box, the postage prepaid, is less than actual cost to us. The follow-up service is, of course, without charge.

We want you to know both about the box and the Home Service, and we hope that you will make suggestions for its greater effectiveness to our

Betty Crocker

GOLD MEDAL HOME SERVICE DEPARTMENT
WASHBURN CROSBY COMPANY
MINNEAPOLIS, MINNESOTA

That September, Washburn-Crosby bought Minneapolis radio station WLAG, rechristening it WCCO (Washburn Crosby Co.) and then KCCO. In October, the company began offering the "Betty Crocker Cooking School of the Air." The station expanded to a 5000-watt capacity in March 1925, and the cooking show proved to be so popular that it expanded that same year to 13 local markets, featuring different women as Betty Crocker. In 1927, the program became part of the National Broadcasting Company (NBC). The station became part of the CBS network in 1932 – sometimes reaching over a million listeners in nationwide broadcasts.

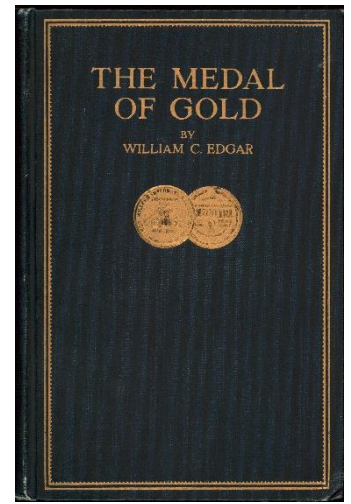
1925:

The Medal of Gold, 373 pages.

by William C. Edgar

This year, it was thought to write a history of the Washburn milling operation, from its inception to the present day. That account serves as a source for the information on this web page. Interestingly, since the increase in Betty Crocker's importance had not yet occurred, she is not mentioned in Edgar's book, although the company's changes in 1921 are briefly noted.

By 1925, the capacity of the Washburn-Crosby mills was 70,000 barrels per day.



1925:

Macaroni and Spaghetti, 24 pages.

Introduces readers to spaghetti.
3" by 5"

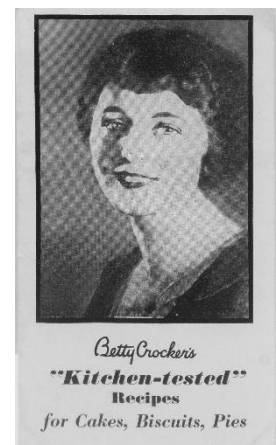


c. 1925:

Kitchen-Tested Recipes, four-plus-page fold-out

Contains a brief excerpt from the box of recipe cards.

Refers to the box of recipes as new, but features the image of Betty Crocker that Washburn-Crosby began to use in 1925.



1926:

What Every Woman Should Know About Baking, 12 pages.

Subtitled "The New Meaning of Flour."

5" by 6.25"

Features the "Betty Crocker" signature; written "by" Betty Crocker. The front cover appears to be the first attempt at depicting Betty in any cook booklet.

The same portrait had already appeared in advertising.

Some people believe that this is a depiction of Agnes White Tizard, who (by that time) was the voice of Betty Crocker on the radio.



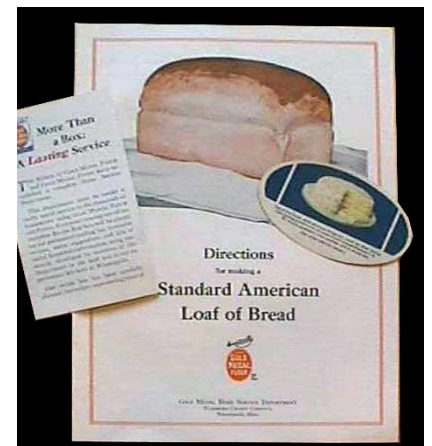
SI = 6



c. 1926:

Directions for Making a Standard American Loaf of Bread

This larger pamphlet came out at about the same time as the Recipe Boxes were first issued. The Gold Medal logo features the "Eventually" slogan prominently, and the company is listed as Washburn-Crosby (rather than General Mills).



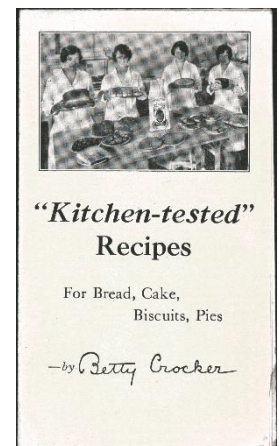
c. 1926-27:

Kitchen-Tested Recipes, four-page fold-out

Contains a brief excerpt from the box of recipe cards.

These are the same recipes that appeared in the 1925 fold-out.

The box is no longer referred to as "new."



1928:

This year, Washburn-Crosby joined several other millers in collecting together to form General Mills.

GENERAL MILLS, INC.
(Organized under the Laws of Delaware, June 20, 1928)
SIX PER CENT. CUMULATIVE PREFERRED STOCK (PAR VALUE \$100)
COMMON STOCK (WITHOUT PAR VALUE)

Original listing:
Authorized issue:

The Terrible Tempered Mr. Bang By Fontaine Fox

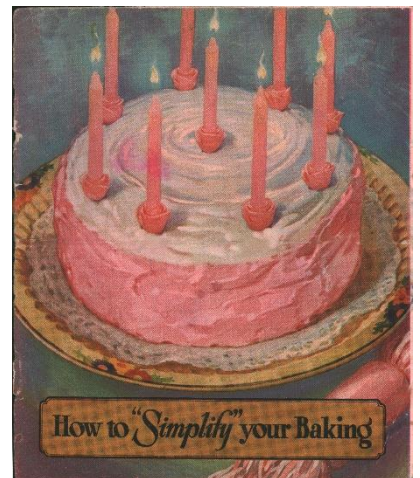


This cartoon is published in an effort to awaken the public to the danger of following the literature and advice of food faddists or fakers when they should depend on a licensed doctor or dietitian for correct diet information. To anyone interested, we shall be glad to mail, without charge, a copy of "Facts About Bread and its Rightful Place in the Diet"—a booklet containing statements by the country's most eminent nutritional authorities. Address Dept. 393, Washburn Crosby Company, millers of Gold Medal Flour, Minneapolis, Minnesota

1929:

How to "Simplify" your Baking, 16 pages

The information contained in the booklet (along with recipes) indicates that baking is "simplified" when flour is used that has been tested in kitchens as well as laboratories. "Kitchen-tested" was an expression that would become synonymous with Gold Medal Flour. The last page in the booklet contains the sketch of Betty that was used in the 1926 booklet and has a coupon which would enable someone to obtain a wooden box and recipe cards from General Mills for one dollar. The first page shows one of the early Betty Crocker signatures.



1931:

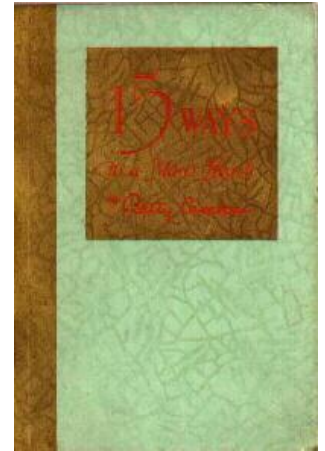
General Mills introduced the highly popular "fast cooking" Bisquick this year. A General Mills executive, Carl Smith, learned from a railroad cook that a biscuit dough could be created which could be stored and made to order quickly. The chemists at General Mills discovered how to turn the cook's idea into a pre-packaged mix, and Bisquick emerged. Bisquick was promoted from the start by various means, including collaboration with the honey industry. A tin card file was produced in 1981 at the 50th anniversary of Bisquick.

1932:

15 Ways to a Man's Heart, 24 pages.

Hardback

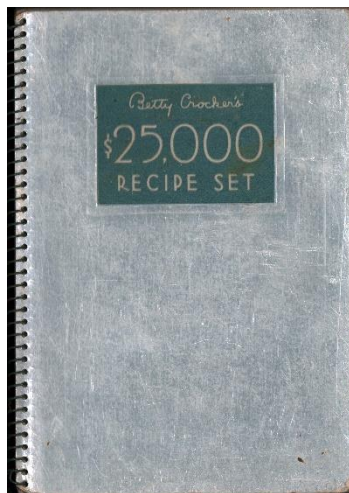
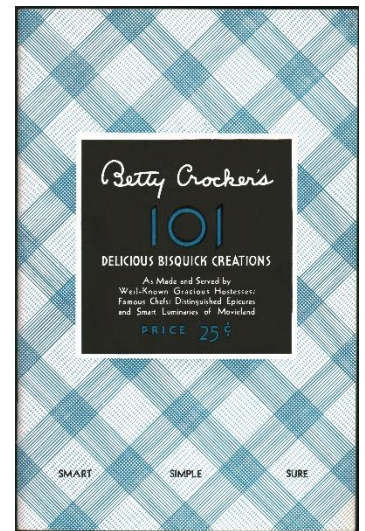
Shows two slightly different versions of the "Betty Crocker" signature. The facial portrait that appeared in 1925-26 ads is shown here with a signature across it. SI = 8



1933:

Betty Crocker's 101 Delicious Bisquick Creations, 32 pages

This first Bisquick cookbook emerged in '33, to be followed by many others. Bisquick was promoted as "Smart, Simple, Sure," and the popularity of the product indicates that most people agreed with that assessment. This booklet was also the first of at least three to feature recipes and testimonials from famous people. Among those represented here are Mary Pickford and Claudette Colbert. SI = 2



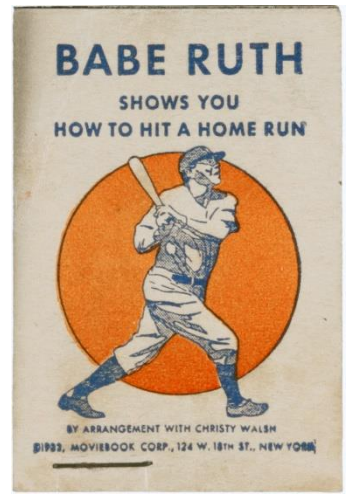
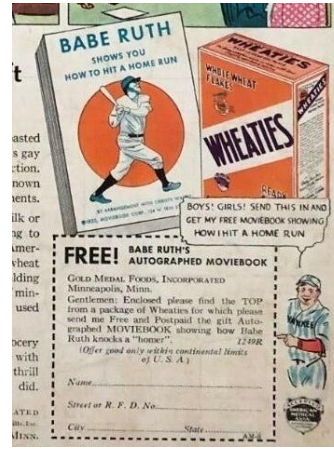
Betty Crocker's \$25,000 Recipe Set, 60 pages

A spiral-bound collection of recipes from famous chefs, kitchen-tested and adapted for American kitchens by the Gold Medal Home Service Department.

SI = 4

Also in 1933, Wheaties became known as the "Breakfast of Champions," as the product began to sponsor baseball games. The slogan first appeared on a sign at Nicollet Base Ball Park – home of the Minneapolis Millers, but the association of Wheaties with sports -- and the slogan -- has been part of advertising legend ever since.

There were no recipes in this flip book that Gold Medal Foods (Wheaties) published in 1933 along with Moviebook. When you flip the pages, it shows Babe Ruth hitting a home run.

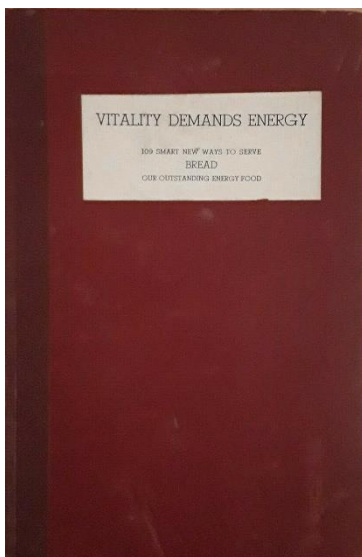
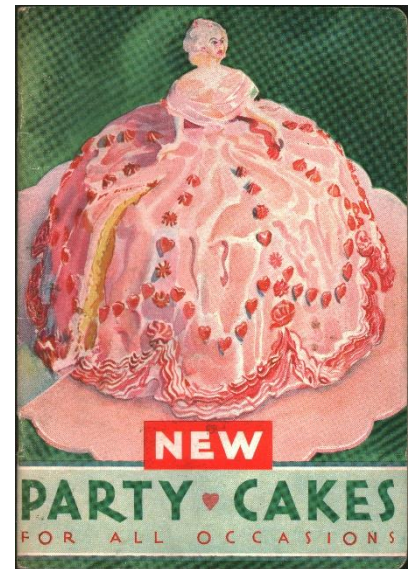


1934:

New Party Cakes for all Occasions, 24 pages.

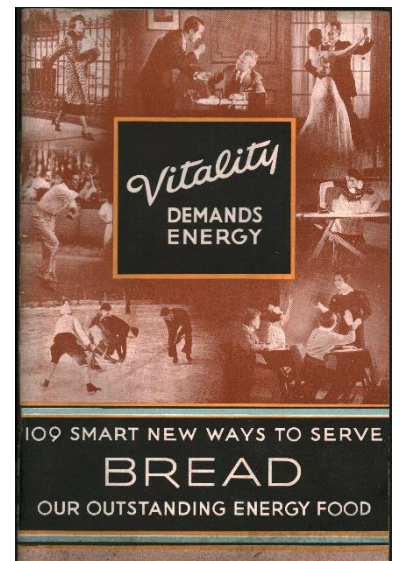
Sponsored by Softasilk Includes the "Queen of Hearts" cake, which is pictured on the front cover. Booklet number 765.

SI = 6



Vitality Demands Energy, 100 pages.
 Subtitled "109 Smart New Ways to Serve Bread"
 As with the Bisquick booklets, this bread book features testimonials from celebrities, including Emily Post. The foreword also displays the 1925 drawing of Betty Crocker. This is a hardback version of the following paperback.

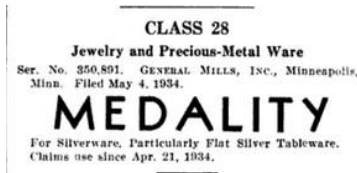
SI = 8



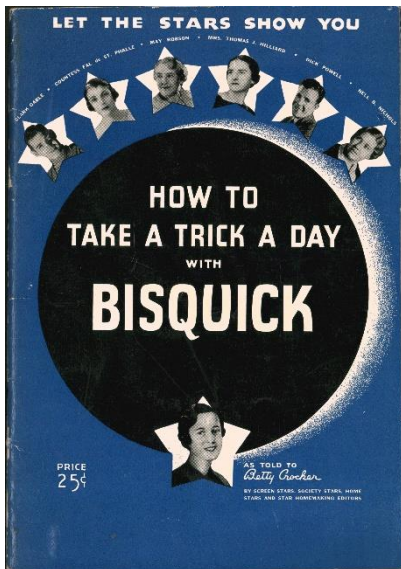
Vitality Demands Energy, 100 pages.
 Subtitled "109 Smart New Ways to Serve Bread"
 Paperback edition.

From 1934 until 1942, Bisquick and Wheaties ran an advertising promotion that involved Shirley Temple. Buy the General Mills product, and send in coupons for cobalt blue Shirley Temple tumblers and pitcher. Although not rare, these are collectible in excellent condition.

The 1932 flatware pattern "Friendship," made by Wm. Rogers & Son (Oneida), was also available beginning in May 1934 through Gold Medal Flour, Wheaties, Softasilk, and Bisquick coupons as "Medality." Coupons were available in small recipe pamphlets that retailed for 15c each. These coupons were the precursor to the later Betty Crocker points. These pamphlets included such titles as "Foods Men Rave About" and "Foods Men Hurry Home For" and feature a drawing of Betty Crocker.



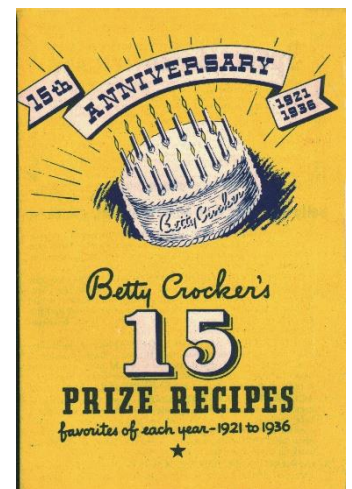
1935:



Let the Stars Show You How to Take a Trick a Day with Bisquick, 41 pages
The "stars" included several of the most famous people of the day, including Clark Gable and of course "Betty Crocker."
SI = 3

1936:

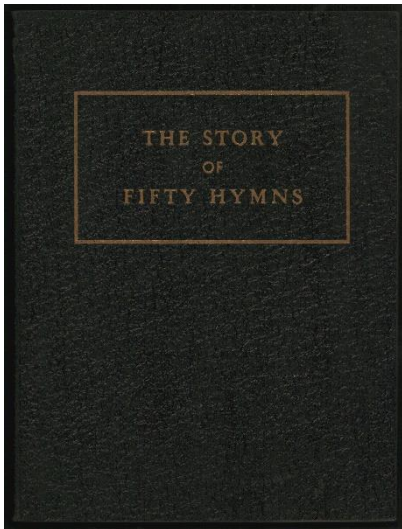
Betty Crocker's 15 Prize Recipes, pages subtitled "Favorites of Each Year -- 1921 to 1936" Celebrating the 15th anniversary of "Betty Crocker."
SI = 5



1936 was also the year when General Mills commissioned the first “official portrait” of Betty Crocker. Instead of using an image based on one of the actresses who portrayed Betty on the radio, they commissioned Marjorie Frances (“Neysa”) McMein to paint Betty, basing parts of her features on the women who worked for General Mills. McMein had been a well-known portrait artist for the past twenty years, being renowned at the time for creating covers for *McCall’s* magazine.



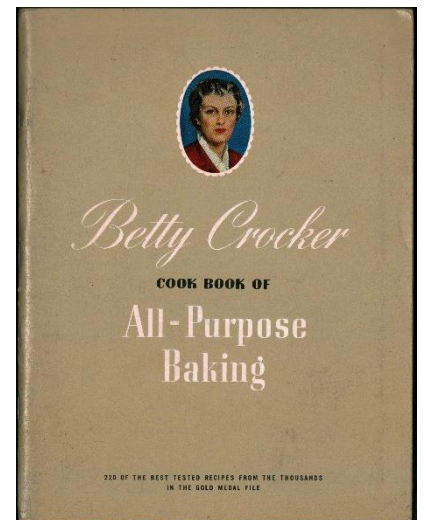
1939:



The Story of Fifty Hymns, 121 pages
 Black and gold cover. Contains the lyrics and stories behind fifty of the hymns that were sung on the "Hymns of All Churches" radio program, which was sponsored by General Mills since its inception in 1934. The booklet contains one new recipe by Betty Crocker, the favorite cake recipe of the radio program's director, Joe Emerson.

1942:

Cook Book of All-Purpose Baking, 100 pages.
 Gold cover; 25c price.
 SI = 2

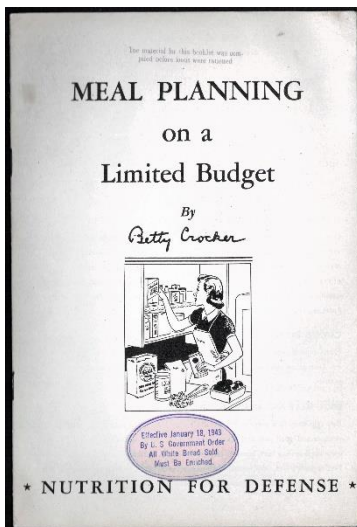


Meal Planning on a Limited Budget, 16 pages.

Subtitled "Nutrition for Defense"

A black and white booklet with tips on saving food money. Features the (early) Betty Crocker signature on the front cover.

Prepared prior to food rationing but issued afterward. Contains a (rubber) stamping indicating new bread standards for the coming year of 1943.



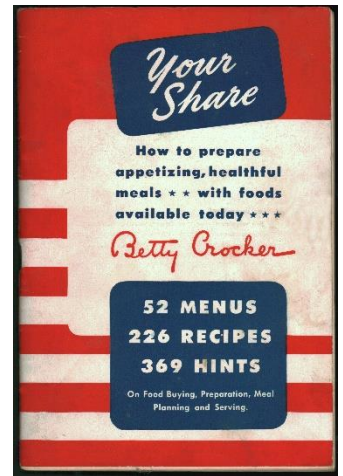
1943:

Your Share, 48 pages.

5.25" by 8"

Talks about how to save dairy products, fat, and reduce the consumption of rationed foods.

SI = 1



1945:

Betty Crocker "New Method" Gold Medal Cakes, 8 pages.

No date, but ads from June 1945 date the book. Contains recipes that answer requests made of "Betty" during the course of her radio show.

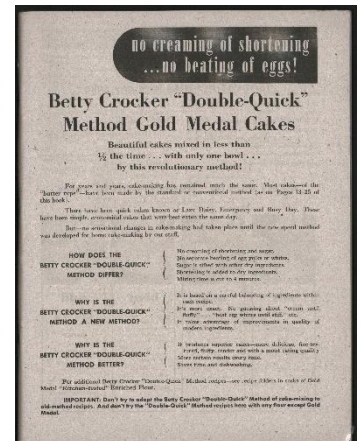


1946:

Betty Crocker "Double-Quick" Method Gold Medal Cakes, 100 pages

No date, but is part of the series inaugurated by the "New Method" cakes booklet, above. Contains a color center spread. Mentions what to do in case sugar is in low supply.

SI = 5



1946:

Oneida began offering their Queen Bess pattern of flatware in conjunction with General Mills' new promotion, which consisted of including "points" along with Betty Crocker products, which could be redeemed for premiums. The "points" idea became so popular that it is still used today.



A new portrait of a more mature Betty Crocker was commissioned. Haddom H. Sundblom painted the official rendering in oil on canvas. Also that year, a new signature came into use. The company continued to use the 1936 portrait in advertising. In the second signature, the shape of the "B" is quite different, with a straight left side. (See the cookbooks below for details).



New Betty Crocker Method Recipes, 32 pages.

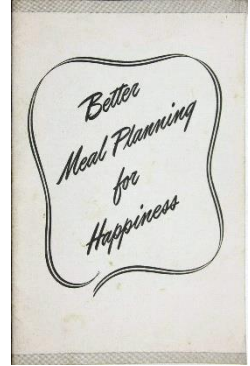
Subtitled "New Magic in Cake Making"

Two printings are known. One printing has the subtitle against a red background, and the other (shown) has the subtitle written on a black background.



Better Meal Planning for Happiness, 29 pages.

Two printings are known.

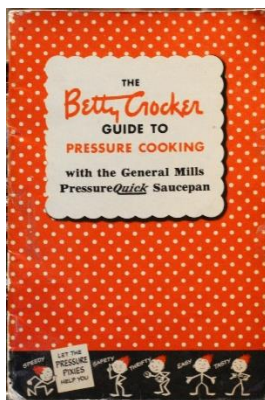


The Betty Crocker Ironing Primer also came out in 1946, having nothing to do with cooking.

1947:

The Betty Crocker Guide to Pressure Cooking

This was the "how to" manual that accompanied the General Mills PressureQuick saucepan.

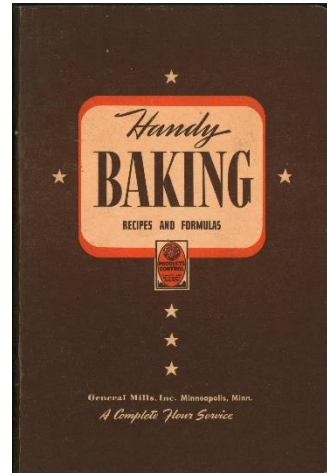
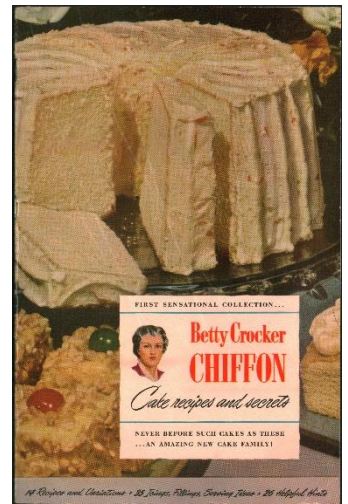


1948:

Chiffon Cake Recipes, 20 pages.

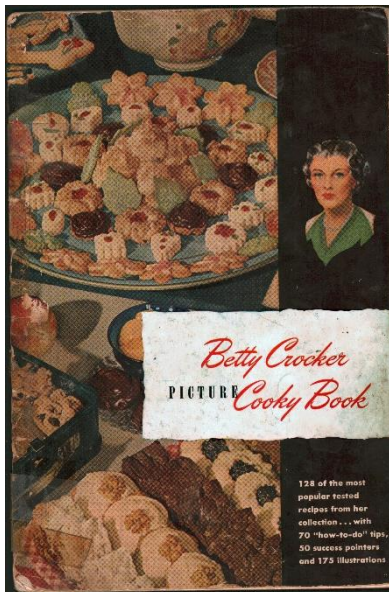
about 5.5" by 9"

According to one report, the chiffon cake was a specialty item until Betty Crocker released this cookbook in 1948.



Handy Baking: Recipes and Formulas, 72 pages.

This is the revised edition of a book first published in 1941.

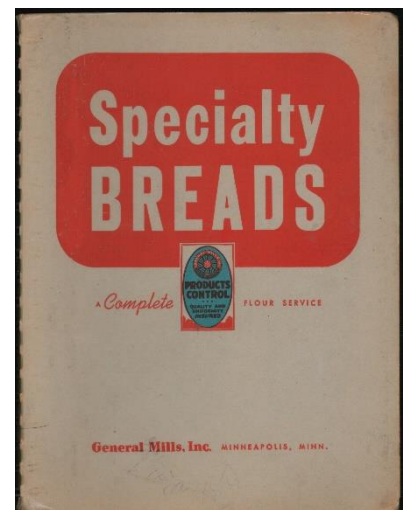


Betty Crocker Picture Cooky Book, 48 pages

The portrait of Betty on this cook book has a green dress instead of red.
SI = 4

Specialty Breads, 144 pages

A publication for businesses.
SI = 6

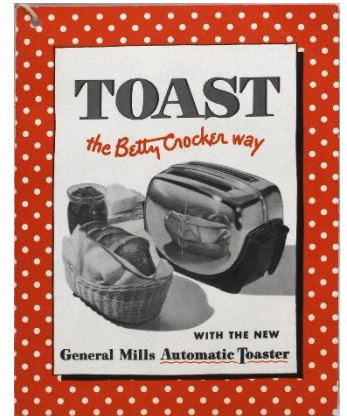


1949:

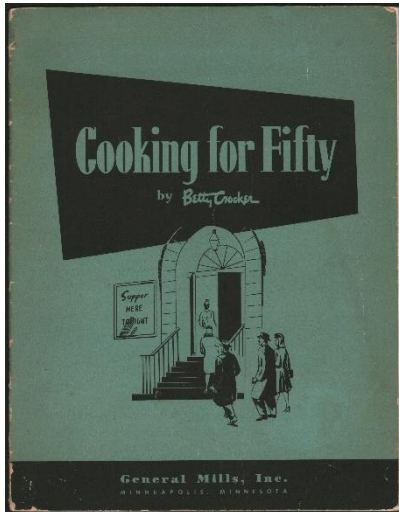
Toast

Subtitled: "the Betty Crocker Way"

This little booklet was the instruction manual that accompanied the General Mills Automatic Toaster.



Cooking for Fifty, 34 pages.
Features recipes for large groups: camps; socials; school lunches; etc.



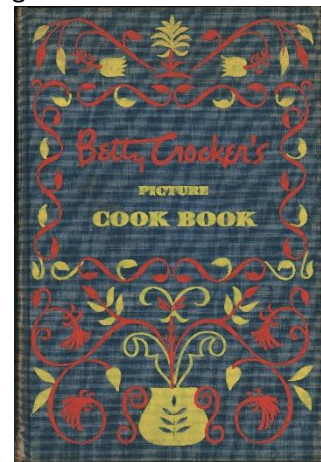
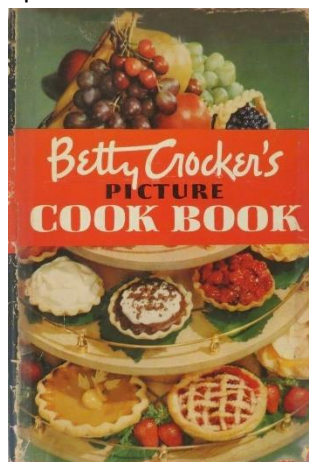
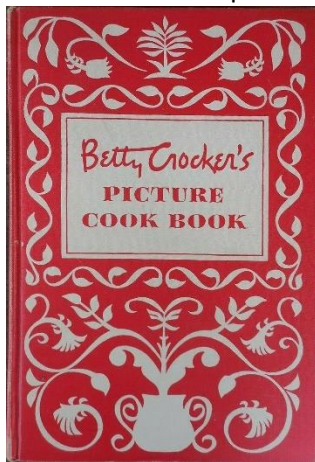
1950:

Betty Crocker's Picture Cook Book, 448 pages (later printings 462 pages).

red cover; first printing does not mention printing info – merely reading "First Edition."

Betty Crocker's first comprehensive cookbook was available in both hardback and ring bound editions.

The binder format proved to be more popular. Available in at least nine printings from 1950 to 1956.



Betty Crocker's Picture Cook Book, Limited Special Edition, 448 pages.

multicolored blue cover; first printing so indicates

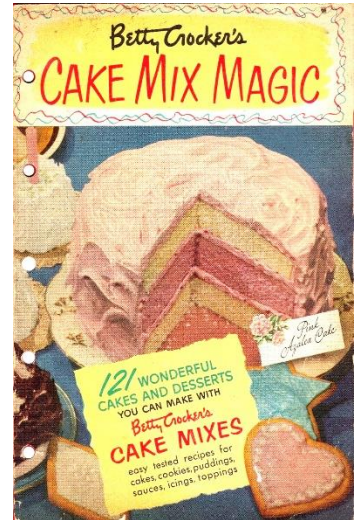
This is a deluxe format version of the popular *Picture CB*. Each of these copies was given away and inscribed to someone. The inscription page was signed in pen with a "Betty Crocker" signature. Issued in an outer slipcase.



A Gift You Bake is From the Heart, 8 pages
121 recipes.

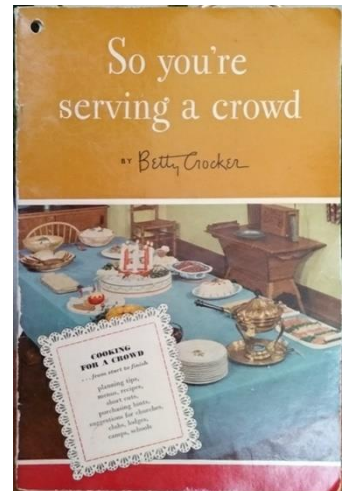
1951:

Betty Crocker's Cake Mix Magic, 28 pages
Five binder holes
8 recipes and gift-wrapping suggestions.



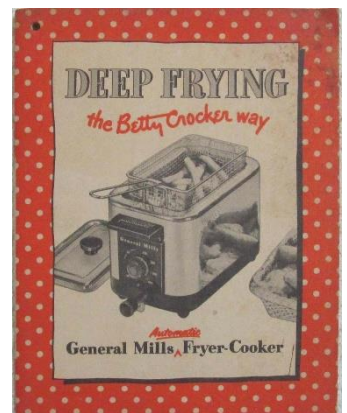
1952:

So You're Serving a Crowd, 50 pages.
A booklet of recipes adapted for larger groups.



1953:

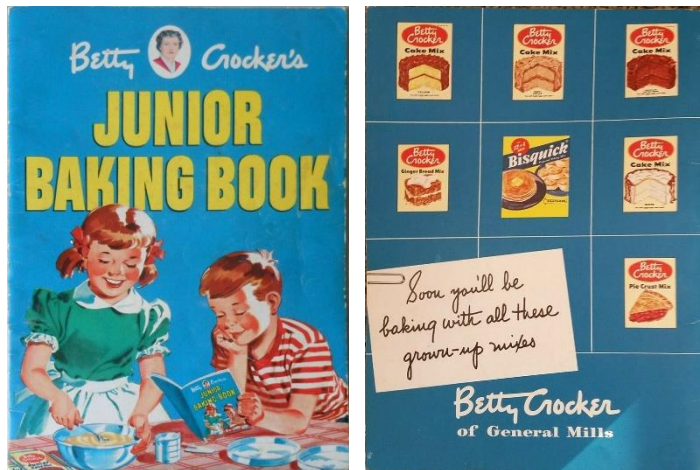
Deep Frying the Betty Crocker Way
Instructions for the use of the General Mills Automatic Fryer-Cooker.
Contains recipes.



In 1946, General Mills began using the new Betty Crocker signature as a company logo – which they trademarked. They used the logo on cake mixes beginning with their first cake mix, for Ginger Cake, at the end of 1947. By 1951, General Mills had decided to place a rectangular box around the signature as part of the Betty Crocker logo. Spring 1953 brought a dramatic change, as the company placed the signature in white on a red oval background.



In conjunction with Ideal Toys, General Mills released the Junior Baking Kit. The kit, which began to sell thousands of copies each week, included the following cookbook:



Betty Crocker's Junior Baking Book, 16 pages
6" by 9"

An introduction to baking for children. The first printing of the cookbook featured the 1936 portrait of Betty, flipped around to face right. The back cover shows product boxes, using the 1953 oval logo.

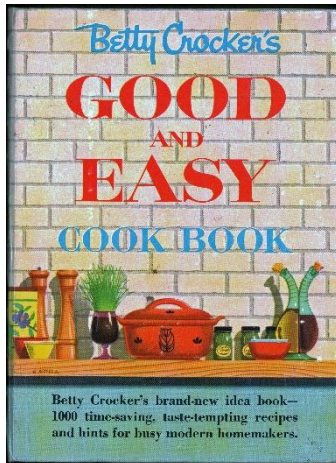
Notes from the Betty Crocker Kitchen, 4 to 12 pages each. No date, but since the early 1950s signature (straight-sided "B") appears on the cover, the booklets must have been issued between 1950 and 1954. These were designed for the home chef to insert them in to the binder edition of *Betty Crocker's Picture Cook Book*.



1954:

In conjunction with the introduction of two Betty Crocker cake mixes, Mirro Aluminum released two cake pans, engraved with slogans introducing the mixes.

General Mills redesigned the Betty Crocker signature this year, with a "B" that sported an extension on the left side at the top. Notice that the crossbar of the two "t's" extends over the "y" in "Betty" but does not continue to the "C" of "Crocker," as the earlier logo had done. In conjunction with the new signature, designers Lippincott & Margulies extended the red oval logo into a red spoon. Modifications of the spoon have served as the Betty Crocker logo ever since.



Betty Crocker's Good and Easy Cook Book, 256 pages
small size, about 6" by 8"

Spiral Hardback; white cover with block background. Published by Simon and Schuster.

\$1.00 original price, September 1954.

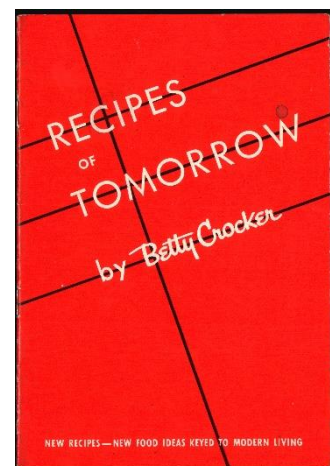
Issued in at least 10 printings, then reissued in 1962 in a larger size as the *New Good and Easy Cook Book*, with a pentagram trivet and different food on the cover and 196 pages.

SI = 1

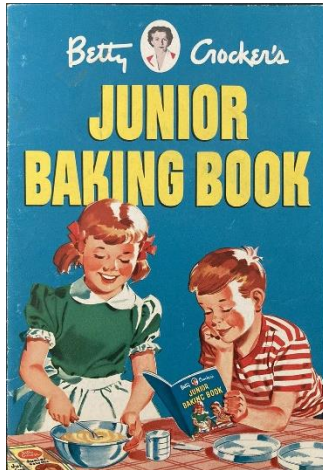
The spiral hardback series was extremely popular. General Mills (Betty Crocker) released several books in the coming years in the "small" format, then revamped the entire series beginning in 1962 in a newer "large" format. The series continued to add members, finally being incorporated into other series in 1970.

Recipes of Tomorrow, 24 pages

Published by the Home Appliance department



Late 1954:



Betty Crocker's Junior Baking Book, 16 pages
6" by 9"

An introduction to baking for children.
The second printing of the cookbook shows
Betty facing forward. The back cover shows
product boxes, using the new "spoon" logo.

1955:

Gold Medal Jubilee Select Recipes, 49 pages.

About 6" by 10"

SI = 3

This year also saw the creation of a new portrait of Betty. For this portrait, Hilda Taylor was the artist whose painting was selected. The concept was to make Betty look less like a young working woman and more like a mother. The new image gradually replaced the earlier one in advertising and cookbooks.

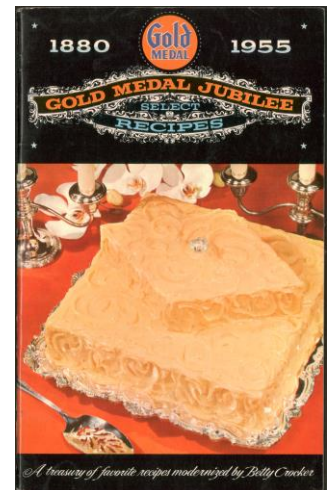


SELLING

Betty Grows Up

When General Mills first wanted a face to go with its famed Betty Crocker trademark in 1936, the biggest U.S. flourmaker thought it knew just what kind of woman she should be. The picture by the late Artist Neysa McMein was a dark-haired bright-eyed young housewife, whose face was framed in a frilly white collar. From 1936 to 1953 General Mills spent an estimated \$50 million advertising Betty's face on cake, cookie and biscuit mixes around the U.S. At times, General Mills experimented with Betty, shifting her hairdo, changing her collar. Last week General Mills announced that Betty Crocker was getting a complete face lifting.

A General Mills survey had showed that 91% of all U.S. women knew Betty Crocker, but that to many she did not look enough like a housewife. She looked like "a career girl," was "smug and spoiled," "not motherly." General Mills hired Artist Hilda Taylor to paint an older Betty Crocker, with a cheerier, slightly lined face, and motherly smile. A second survey showed that housewives found the new Betty "a fine person," "human, generous, sincere," "a good mother and a good neighbor." Said General Mills: "Betty Crocker has grown up to the times."



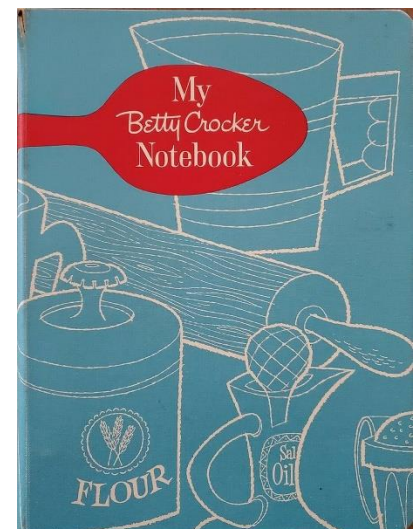
Late 1950's:

My Betty Crocker Notebook, dividers and blank pages

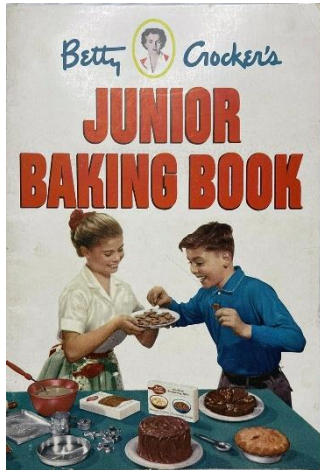
Ring binder, about 6" by 8"

Intended for use at home, the pages are simply white paper, but the dividers have recipes printed on them.

One would insert booklets from General Mills into the binder.



1956:



Betty Crocker's Junior Baking Book, 16 pages
6" by 9"

An introduction to baking for children.
The third printing features an entirely new
cover photo, with a white background. The
back cover shows product boxes, using the
new "spoon" logo.

A still later printing emerged c. 1966.

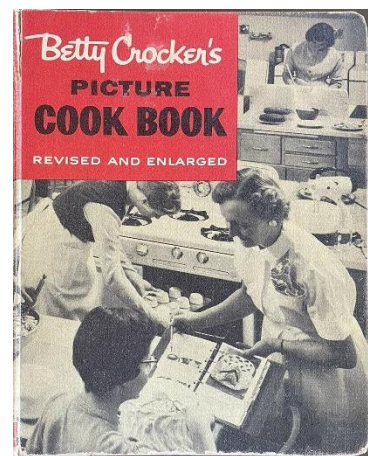
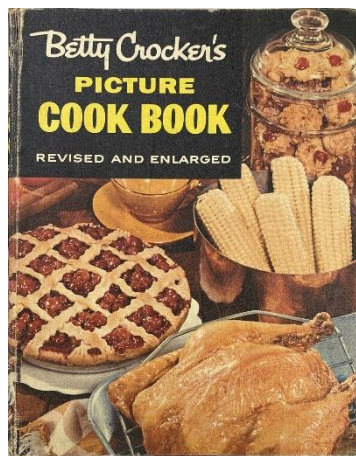
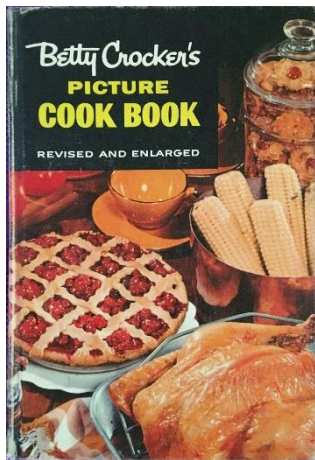
Betty Crocker's Picture Cook Book, 472 pages

Hardback (less common) or ring bound (more common), or text edition (ring bound textbook)

A new and revised edition. Issued in at least 4 printings.

SI = 3 (hardback)

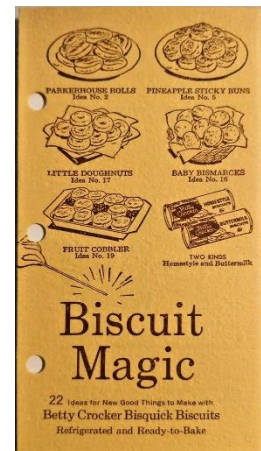
SI = 2 (ring bound)



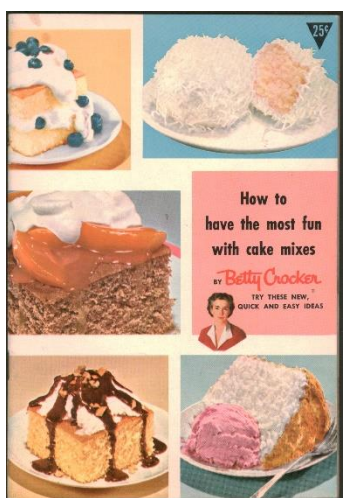
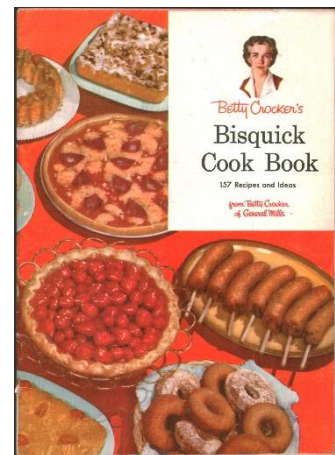
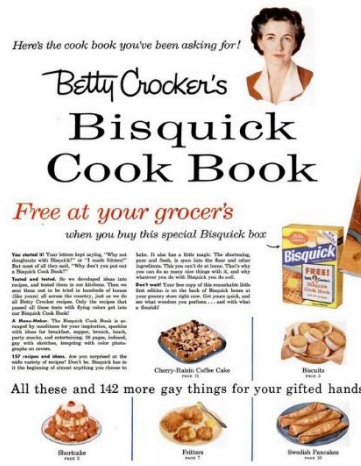
Biscuit Magic, 4-page fold-out.

3 binder holes

Designed for addition to the *Picture Cook Book*, binder edition.



Betty Crocker's Bisquick Cook Book, 26 pages.
About 6" by 8"

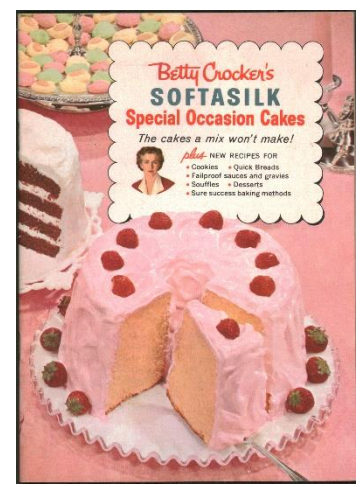


How to Have the Most Fun With Cake Mixes, 34 pages
5.5" by 8"

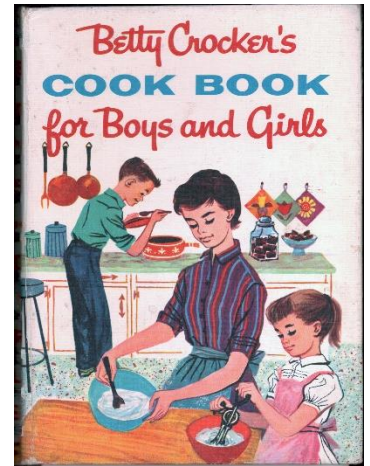
Introduces four Betty Crocker frosting mixes that General Mills began selling at the end of 1955.

1957:

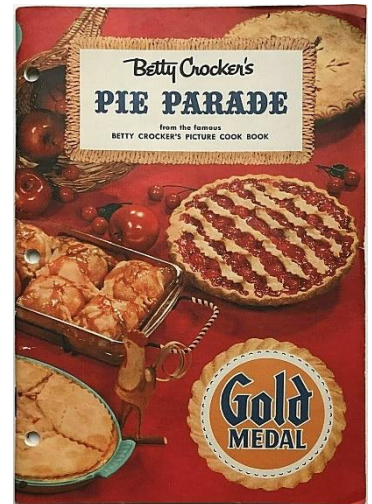
Softasilk Special Occasion Cakes, 32 pages
pink cover



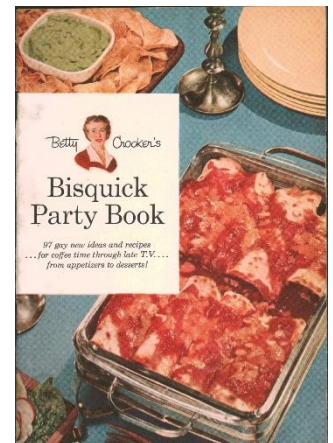
Betty Crocker's Cook Book for Boys and Girls, 191 pages
small size, about 6" by 8"
Spiral Hardback; white cover with children.
\$1.00 original price
Issued in at least 8 printings, then reissued in 1965 as the *New Boys and Girls Cook Book*, with a yellow cover and 156 pages.
SI = 1



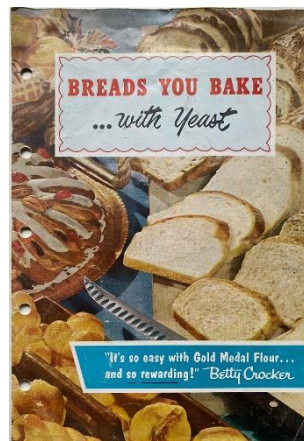
Betty Crocker's Pie Parade, 38 pages.
Three binder holes

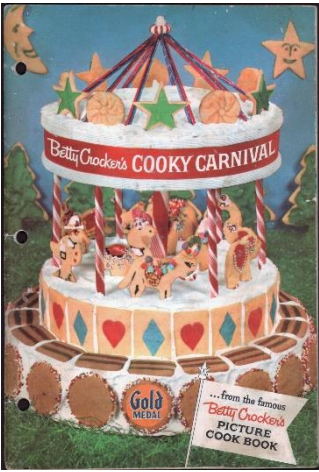


Betty Crocker's Bisquick Party Book, 24 pages.
About 6" by 8"



Breads You Bake ... With Yeast, 12 pages
Five binder holes.
First printing. Text banner has blue background.
Meant to accompany a filmstrip that General Mills released.
SI = 5

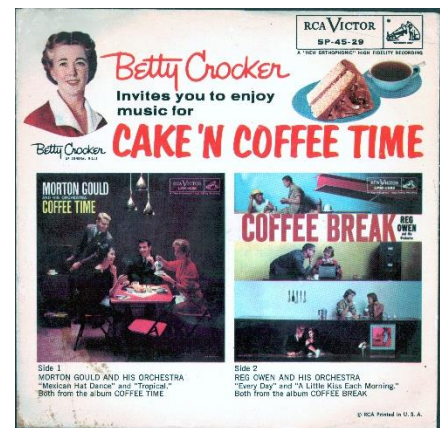




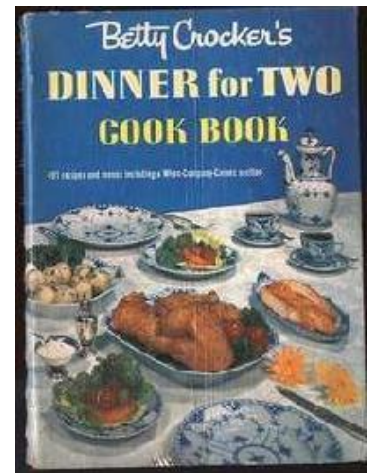
Betty Crocker's Cooky Carnival, 40 pages
 Three binder holes
 multicolored cover; contains recipes from the *Picture CB*.
 SI = 3

1958:

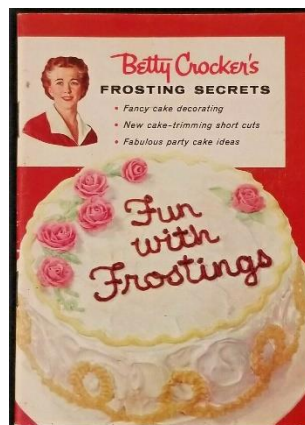
Betty Crocker invites you to enjoy music for *Cake 'N Coffee Time*
 45 RPM record, with picture sleeve and coupon insert
 RCA Victor SP-45-29
 Back of sleeve features four short recipes.



Betty Crocker's Dinner for Two Cook Book, 207 pages.
 About 6" by 8"
 Spiral Hardback; cover shows blue and white dinnerware and food
 Issued in at least 4 printings, then reissued in 1964 as the *New Dinner for Two Cook Book*, with 156 pages and a cover showing candles.
 SI = 1

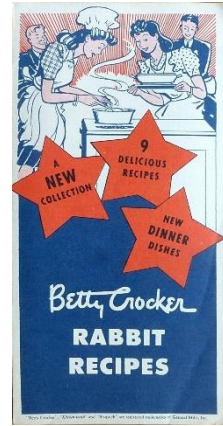
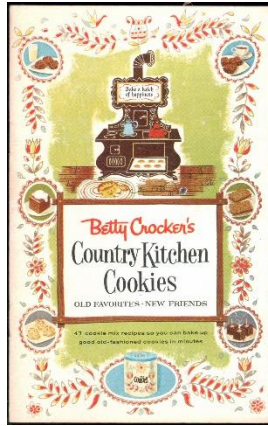


Betty Crocker's Frosting Secrets, 24 pages.
 Subtitled "Fun With Frostings"



Country Kitchen Cookies, 16 pages.

Rabbit Recipes, 6 page fold-out.
Dated June 1958.



Betty Crocker's Holiday Calendar, 8 pages.

About 7" by 10", with binder holes

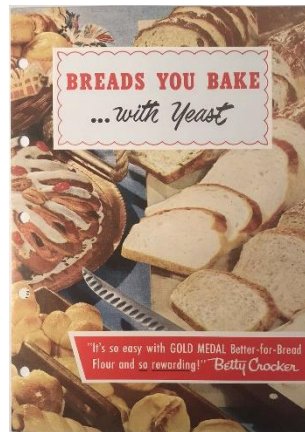
Contains several holiday recipes. All pulp paper; no slick cover.

Breads You Bake ... With Yeast, 12 pages

Five binder holes.

Second printing with red background.

SI = 5



1959:

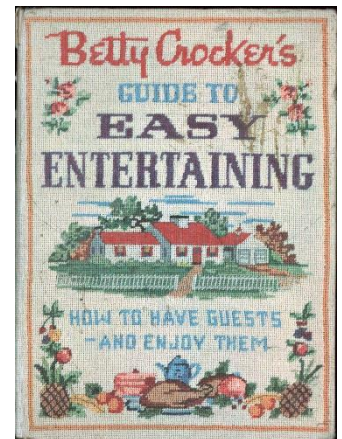
Betty Crocker's Guide to Easy Entertaining, 176 pages

Spiral hardback; about 6" by 8"

Cover looks like needlepoint.

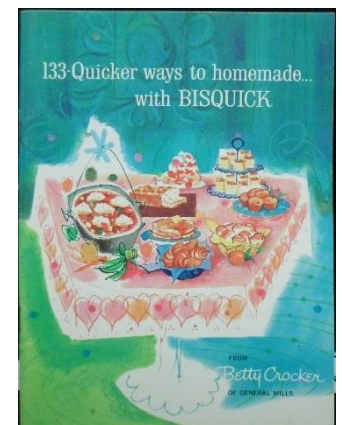
Known in at least three printings. Some copies of the first printing, all known copies of the second printing, and some copies of the third printing have the price code on the front cover in the upper right corner.

SI = 2

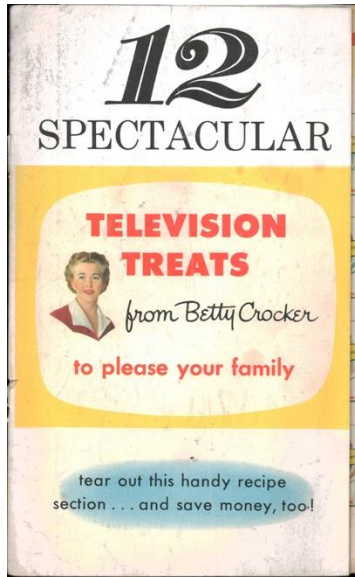
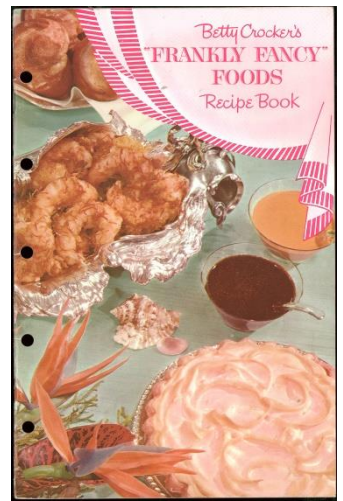


133 Quicker Ways to Homemade... With Bisquick, 26 pages.

SI = 4



Betty Crocker's Frankly Fancy Foods Recipe Book, 28 pages.
Five binder holes.

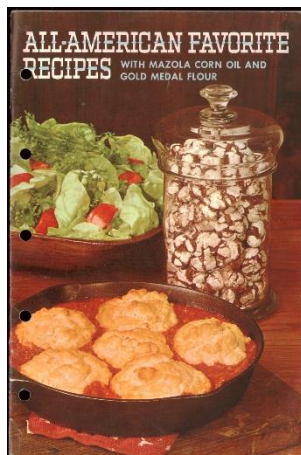
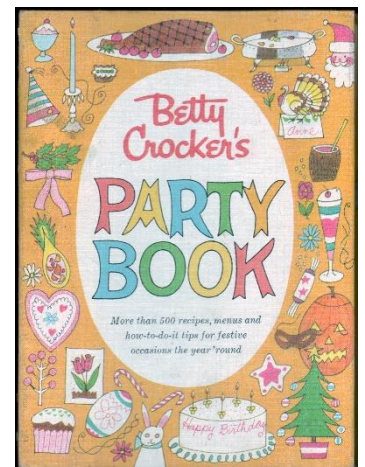


12 Spectacular Television Treats, 6 pages
Magazine Insert with two coupons and recipes
Contains ads for seven shows sponsored by General Mills.

Betty Crocker's 1960 Pennsylvania Dutch Kitchen Calendar
With recipes
Tear-out insert from magazines.



1960:
Betty Crocker's Party Book, 176 pages.
About 6" by 8"
Spiral Hardback; cover shows a party
Known in at least three printings.
SI = 2 or 3

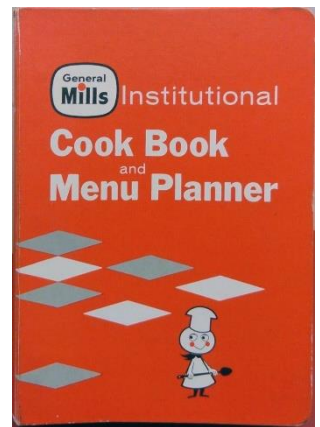


All-American Favorite Recipes, 20 pages.
Subtitled "with Mazola Corn Oil and Gold Medal Flour"
Five binder holes.

1961:

General Mills Institutional Cook Book and Menu Planner

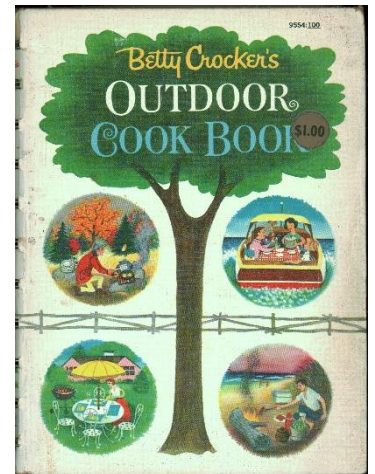
Binder edition. Revised and enlarged edition from 1963 has those words on the cover.



Betty Crocker's Outdoor Cook Book, 176 pages

Spiral Hardback; white cover with tree. At least four printings exist. Reissued in 1967 as the *New Outdoor Cook Book*, with a red cover and 156 pages. A Bantam Books paperback edition of this book and 9 others in the series came out in June, 1976.

SI = 2



Betty Crocker's New Picture Cook Book, 455 pages.

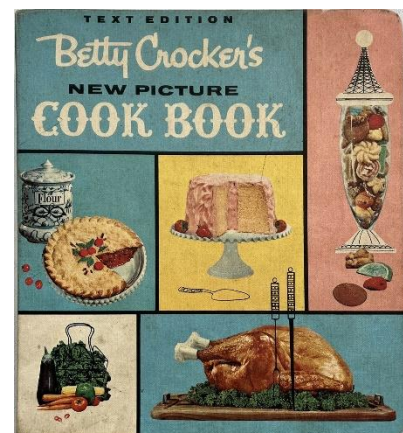
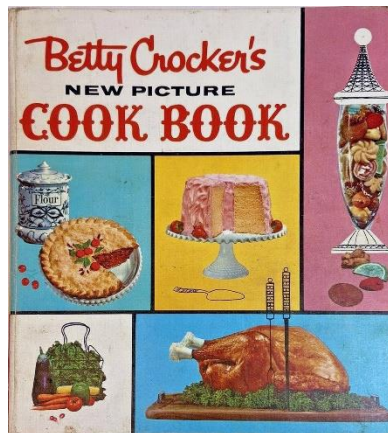
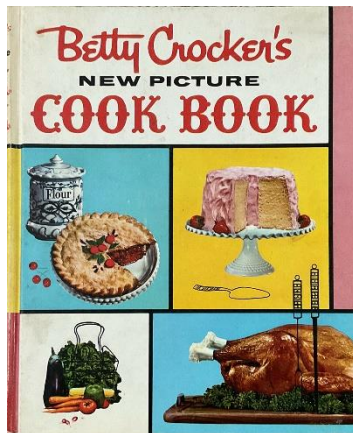
Ring binder (more common) or hardback (less common)

Or Text edition (less common)

At least six printings exist of each version.

A13810 (hb), A13812 (text), A13814 (binder)

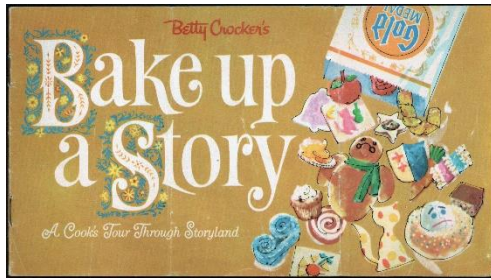
SI = 1 to 2



Gold Medal Bake Ahead, Freeze Ahead Booklet, 16 pages

A14578

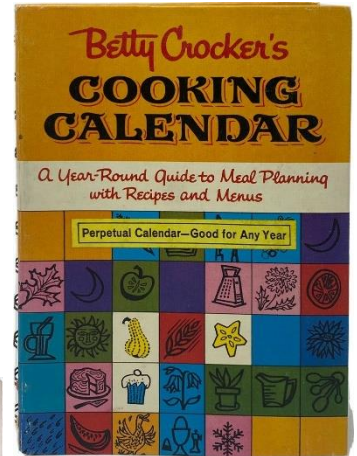




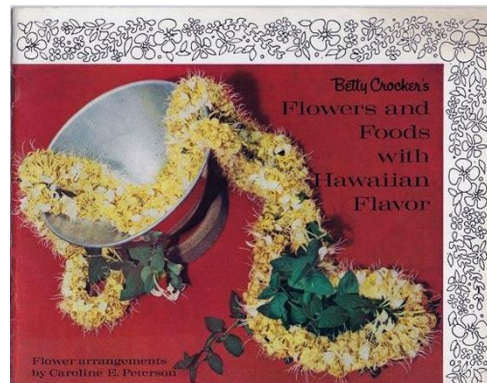
Betty Crocker's *Bake Up a Story*, 20 pages
 Christmas package insert from 1961.
 Includes such unforgettable items as "Magic Carpet Cookies,"
 "Camelot Cookies," "Jack-be-nimble Date Cake," and "Tom
 Thumb Pizzas." A15396

1962:

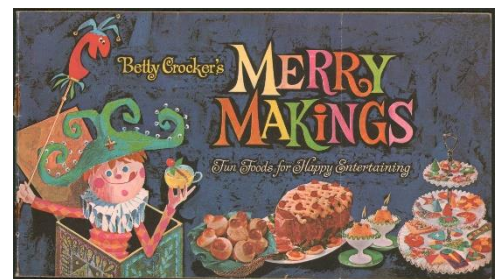
Betty Crocker's Cooking Calendar, 176 pages
 Spiral Hardback; multicolored cover.



Flowers and Foods with Hawaiian Flavor
 Copyrighted in November 1962.



Betty Crocker's Merry Makings, 24 pages
 Cover has a blue-violet background and multicolored drawing.
 Subtitled "Fun Foods for Happy Entertaining"
 Copyrighted in November 1962. A16316

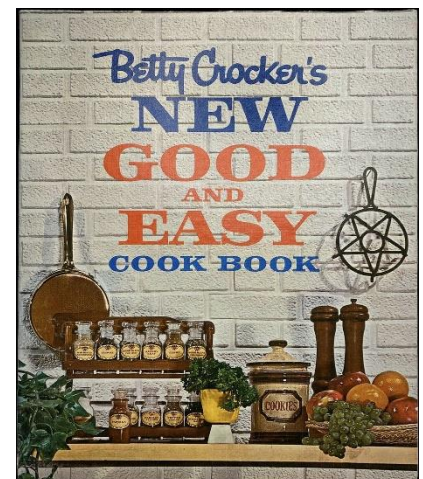


The New Good and Easy Cook Book

There were at least twelve printings of this book.

Beginning with the 8th printing, the title appears as "Cookbook" rather than "Cook Book."

This is the first of the "large size" editions of Betty Crocker spiral hardbacks.

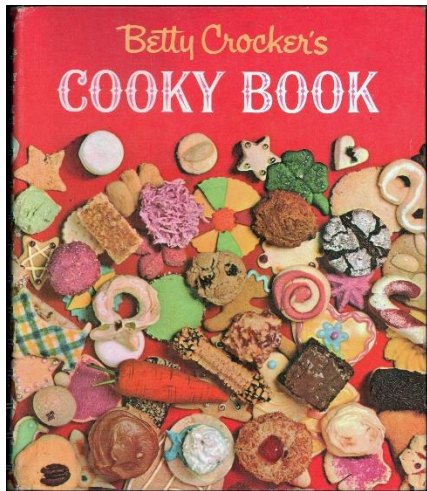


1963:

How to Master the Art of Mealtime Planning, 8 pages

Part of a series: "Cooking as an Art."

A16393



Betty Crocker's Cooky Book, 156 pages

Spiral Hardback; red cover.

Large size. At least 20 printings exist. From the 10th printing on, the book has a different cover than the first nine.

SI = 1

The above book features a **new Betty Crocker signature** which looks very similar to the one that began in 1964, except that the crossbar for the two T's does not extend over the "y" in "Betty."

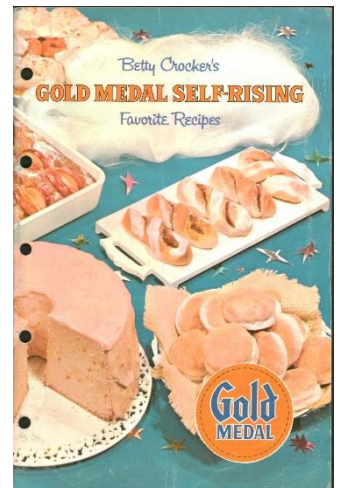
Betty Crocker's Gold Medal Self-Rising Favorite Recipes, 36 pages

Five binder holes

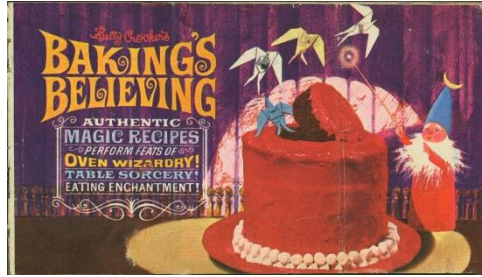
Date inside reads 1957, but production number is from 1963.

New signature.

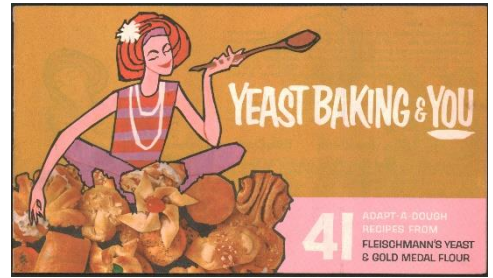
A16769



Baking's Believing, 24 pages
A17276



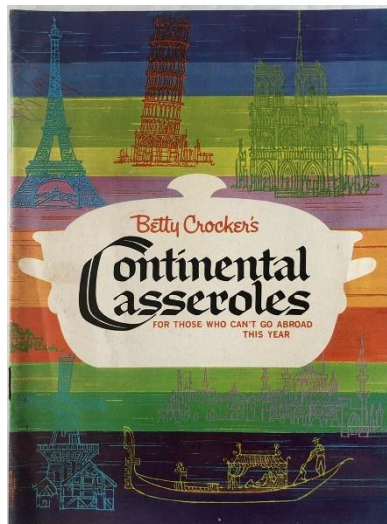
Yeast Baking & You, 20 pages
Collaboration between Gold Medal Flour & Fleischmann's Yeast.



How to Master the Art of Pastry Making, 8 pages
Part of a series: "Cooking as an Art."
A17475

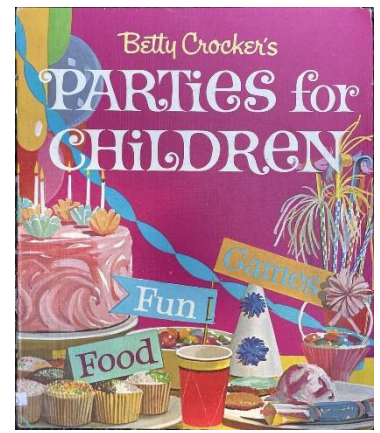


Continental Casseroles, 16 pages
A17477



1964:

Betty Crocker's Parties for Children, 163 pages.
Spiral Hardback; pink cover.
Large size. At least six printings exist. The first three printings feature a drawing of a table filled with party treats. Later printings show three photographs inside circles.

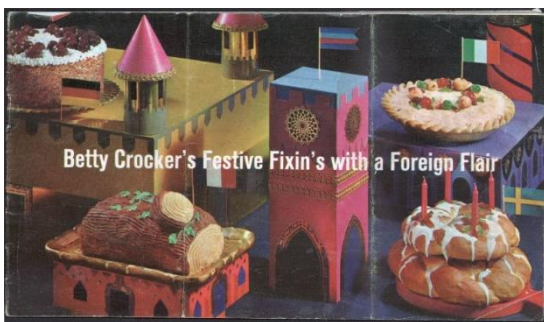
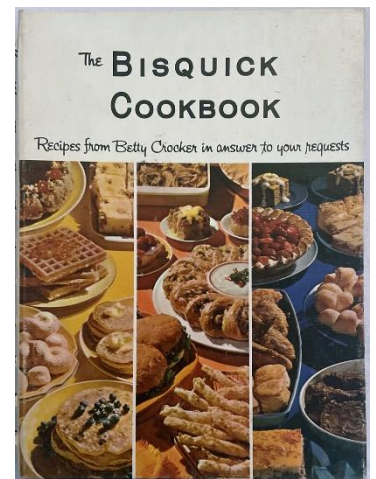


The Bisquick Cookbook, 112 pages.

Spiral hardback

Small size, about 6" by 8". At least six printings exist.

SI = 2



Festive Fixins With a Foreign Flair, 24 pages.

Package insert

This was Betty Crocker's holiday insert from 1964, containing Christmas recipes from around the world. A18323

1965:

How to Master the Art of Angel Food and Chiffon Cakes, 8 pages

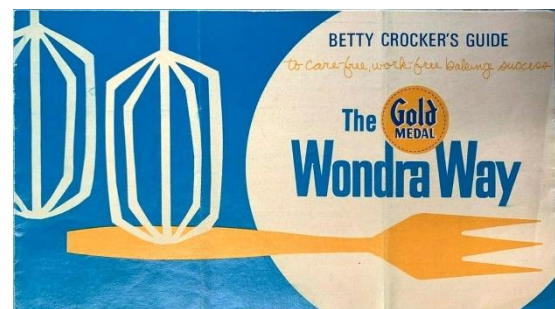
Part of a series: "Cooking as an Art."

A18547

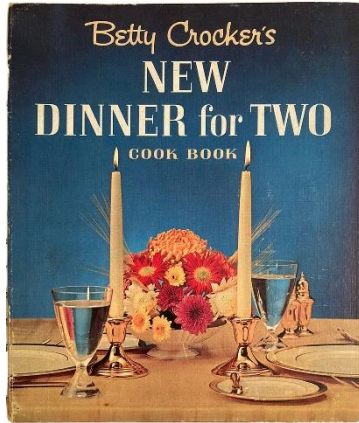
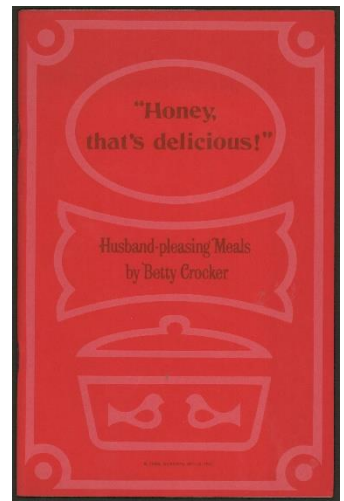


The Wondra Way, 16 pages

A18768

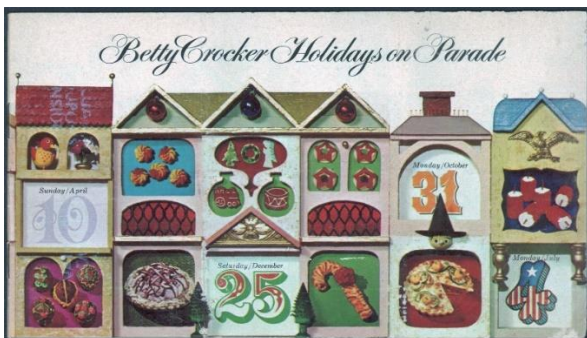
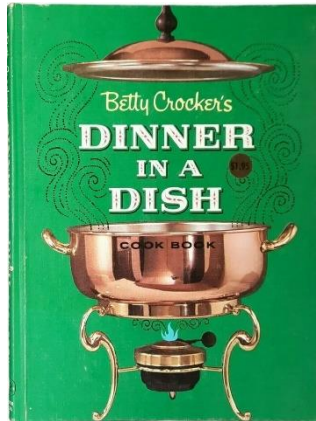
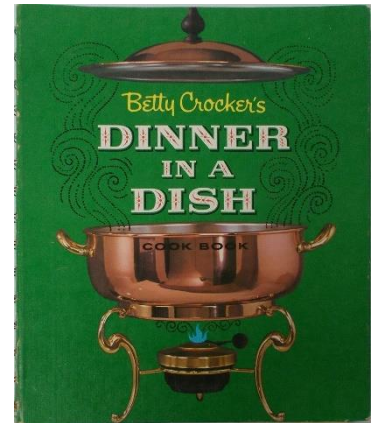


Honey, That's Delicious!, 20 pages
"Husband-pleasing meals"



Betty Crocker's New Dinner for Two Cook Book, 152 pages. Spiral hardback, large size. Also available in hardback. At least 14 printings exist. Printings 1-8 and 13 have the cover shown here. Printings 9-12 and 14 have a newer cover design with "Cookbook" written in larger yellow print (as one word).
SI = 2

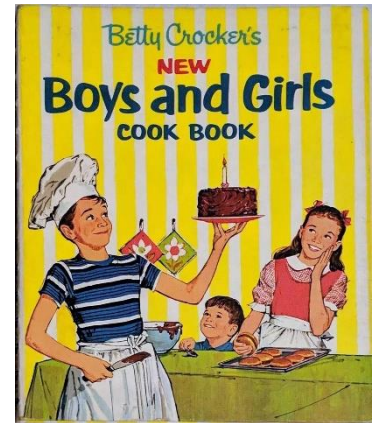
Betty Crocker's Dinner in a Dish CB, 152 pages. Spiral hardback, large size. The first printing was also available in hardback. At least eight printings exist; printings from the 4th on have a new (yellow) cover.
SI = 2



Holidays on Parade, 24 pages. Package insert

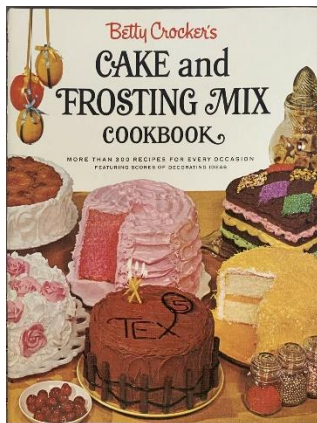
This, the holiday insert for 1965 includes, for the first time, recipes made with Peter Pan peanut butter, which had been introduced by General Mills during the year. Also contains a coupon good for seven cents off of any Peter Pan peanut butter purchase. A19174

The New Boys and Girls Cook Book, 156 pages.
 Spiral hardback; large size
 At least fourteen printings exist.
 Printings 1 through 6 have this cover.
 Printings 7 to 14 have the titles in red print.



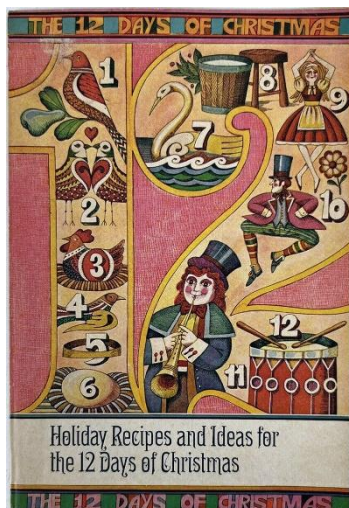
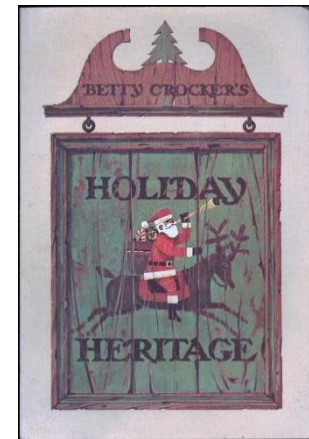
Also in 1965, Joseph Bowler created a new official portrait of Betty Crocker. This incarnation of Betty looks much younger than her portraits from 1936 on, and her hairstyle is more modern.

1966:



Betty Crocker's Cake and Frosting Mix CB, 144 pages
 Spiral hardback or paperback; large size
 Cover pictures cakes; one chocolate cake says "Tex" in the icing. At least five printings are known.

Betty Crocker's Holiday Heritage, 16 pages.
 This holiday booklet for 1966 features "heritage" sections from the east, midwest, southwest, and south, along with a section of cookies.
 A19990



Holiday Recipes and Ideas for the 12 Days of Christmas, 16 pages

1967:

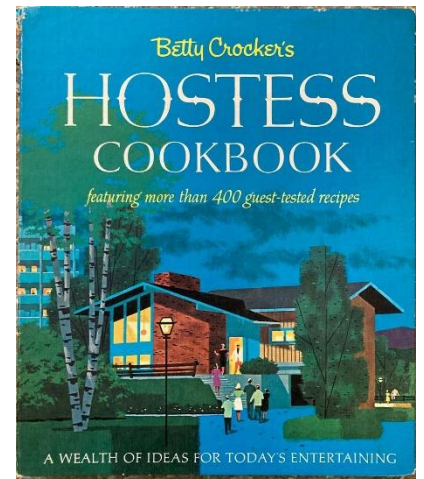
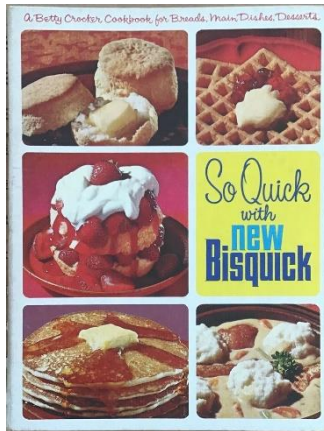
Betty Crocker's Hostess Cookbook, 168 pages.

Spiral hardback; large size

There are at least seven printings of this book. The first two printings have the cover shown here.

The later printings replace the drawing of a house with three photographs of food.

SI = 2



So Quick with New Bisquick, 120 pages

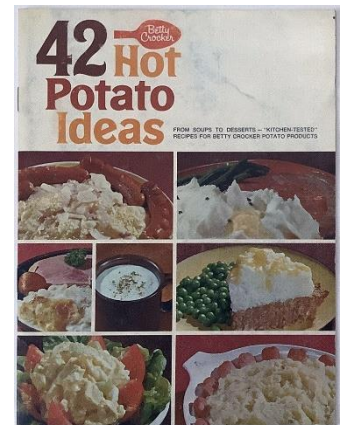
Cover pictures waffles and pancakes.

Known to exist with at least two printings (called "editions").

42 Hot Potato Ideas, 16 pages

white and multicolored cover, featuring spoon logo

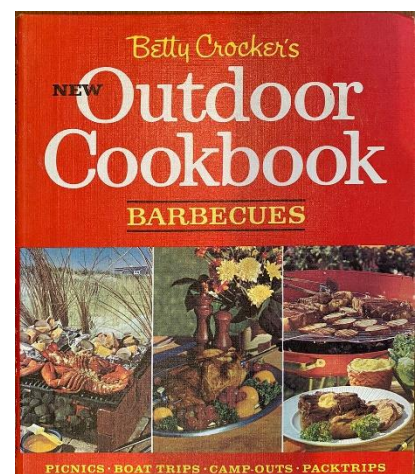
A21500



The New Outdoor Cook Book, 156 pages.

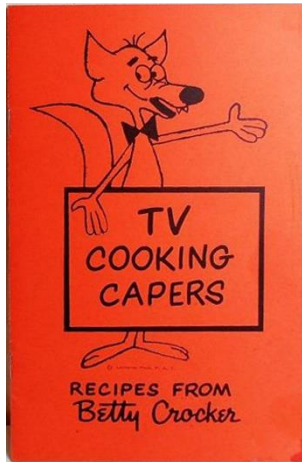
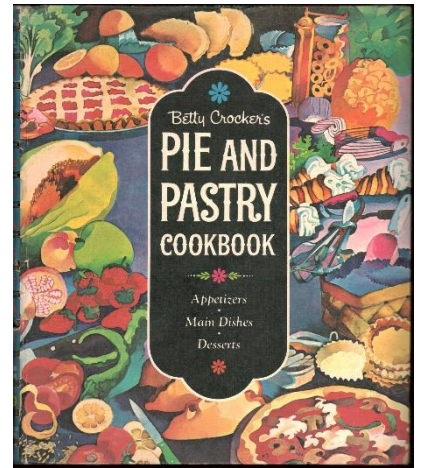
There was one printing with this (red) cover. In 1971, the second printing came out with a green cover. Two additional printings (3, 4) are known – with the green cover.

SI = 1

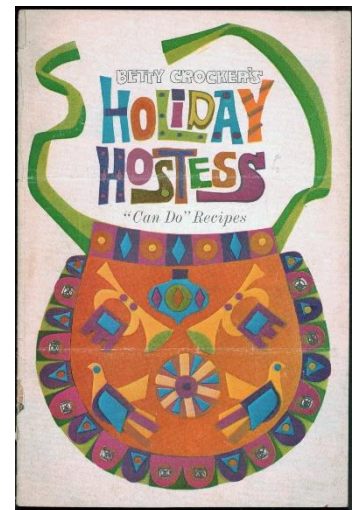


1968:

Betty Crocker's Pie and Pastry Cookbook, 160 pages.
Spiral hardback; large size



TV Cooking Capers, 10 pages.
Orange cover with drawing of a fox. Has earlier signature with crossbars extending over the "y" in "Betty".

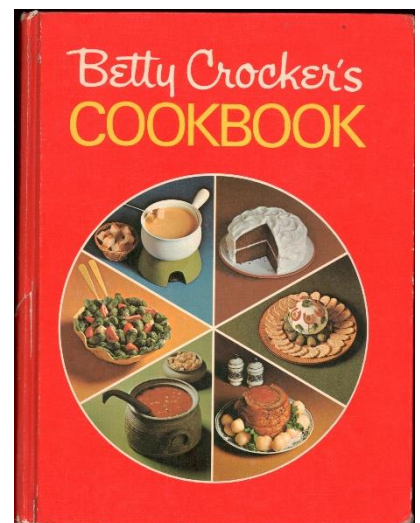


Holiday Hostess "Can Do" Recipes, 16 pages

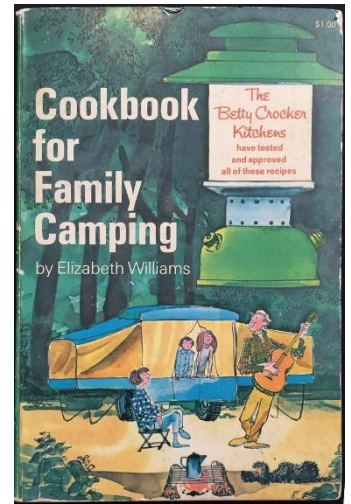
1969:

Betty Crocker's Cookbook, 480 pages
Hardback or Ring Binder with red cover or trade paperback with white cover.
May be found with or without insert from Sears. At least 30 printings exist, prior to the release of the "New and Revised Edition" in 1978.

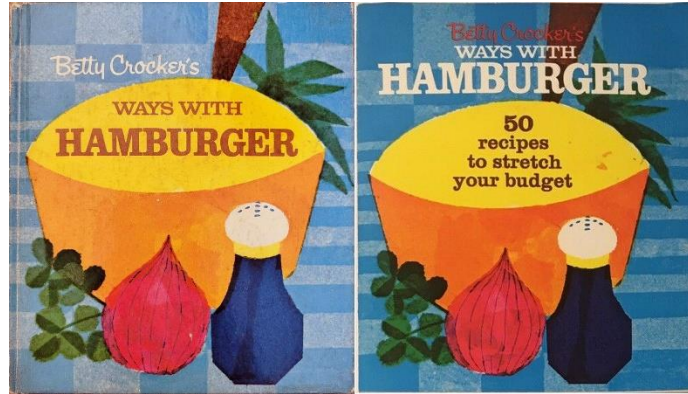
Coincides with the release of an updated portrait of Betty, again by Joe Bowler.



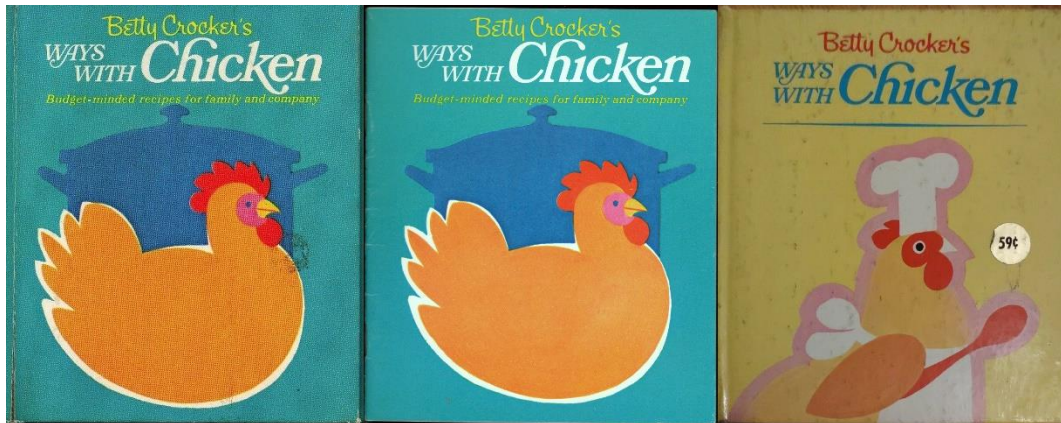
Betty Crocker's Cookbook for Family Camping, 160 pages.
Trade paperback



Betty Crocker's Ways With Hamburger, 28 pages.
hardback or paperback



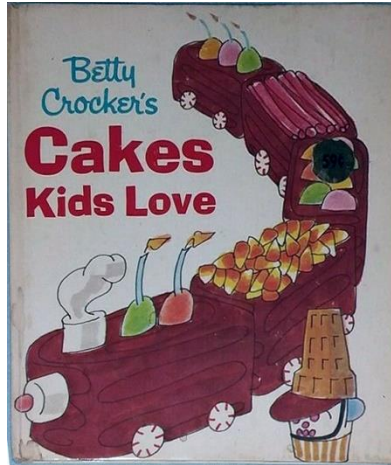
Betty Crocker's Ways With Chicken, 24 pages.
Light blue cover with drawing of a chicken (hb or pb); or yellow cover (hb)
Printed by Golden Press.



Betty Crocker's Cakes Kids Love, 24 pages.

Quite a few recipes for cakes in interesting shapes and decorations.

In 1970, three more books in the series (containing *Hamburger*, *Chicken*, and this one) came out – with all six volumes being released in a combined slipcase edition.



Bibliography

A few words about Scarcity and Condition:

Scarcity

The Scarcity Index (SI) is an attempt to measure how common or how rare items are, relative to one another. A "1" rating indicates a very common item -- several copies of very common items can be found on eBay every week. A book rated "2" is estimated to exist in about half the quantity as a "1" book, and so on. Items rated "5" to "7" are considered "scarce." If you see a copy on eBay, another will likely not appear until a few months have passed. Items rated "8" or "9" are "rare": you may see one or two copies on eBay every year. Items rated "10" are "very rare."

Condition

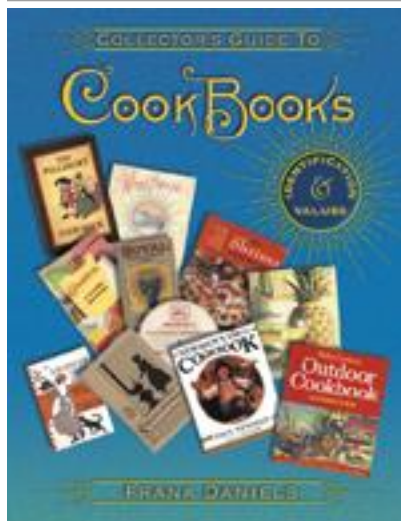
The condition of a paper item greatly affects its value (and resale prospects). The most common conditions given for paper items are: **fine** (F or "near mint" NM); **very good plus** (VG+); **very good** (VG); **very good minus** (VG-); **good** (G); **fair** (fr); and **poor** (p).

Use the condition in connection with the Scarcity Index. Items with SI 1-5 are generally not collectible in conditions lower than VG (very good). This does not mean that people will never buy copies, but since the book is relatively common, buyers will want to obtain lower grade copies cheaply (a few bucks). On the Internet, most low-grade common books sell for \$5 or less. For books of slightly higher interest, VG copies sell for 1/4 to 1/3 of the Fine condition price. VG+ copies sell for 1/2 to 3/4 of the Fine price.

Items with SI 6 or 7 are normally collected in G (good) grade or higher, although some collectors will wait for better copies to surface. Good condition copies will sell (typically) for 1/10 to 1/6 what a Fine copy will bring.

Items that are rare or very rare will sell in almost any grade, although obviously higher-grade copies will sell for much more. "Poor" condition normally means "not collectible no matter what," but if the book has some significance historically and is rare, even poor condition copies will sell.

All books from the late 60's on are assumed to be common in higher grades.



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