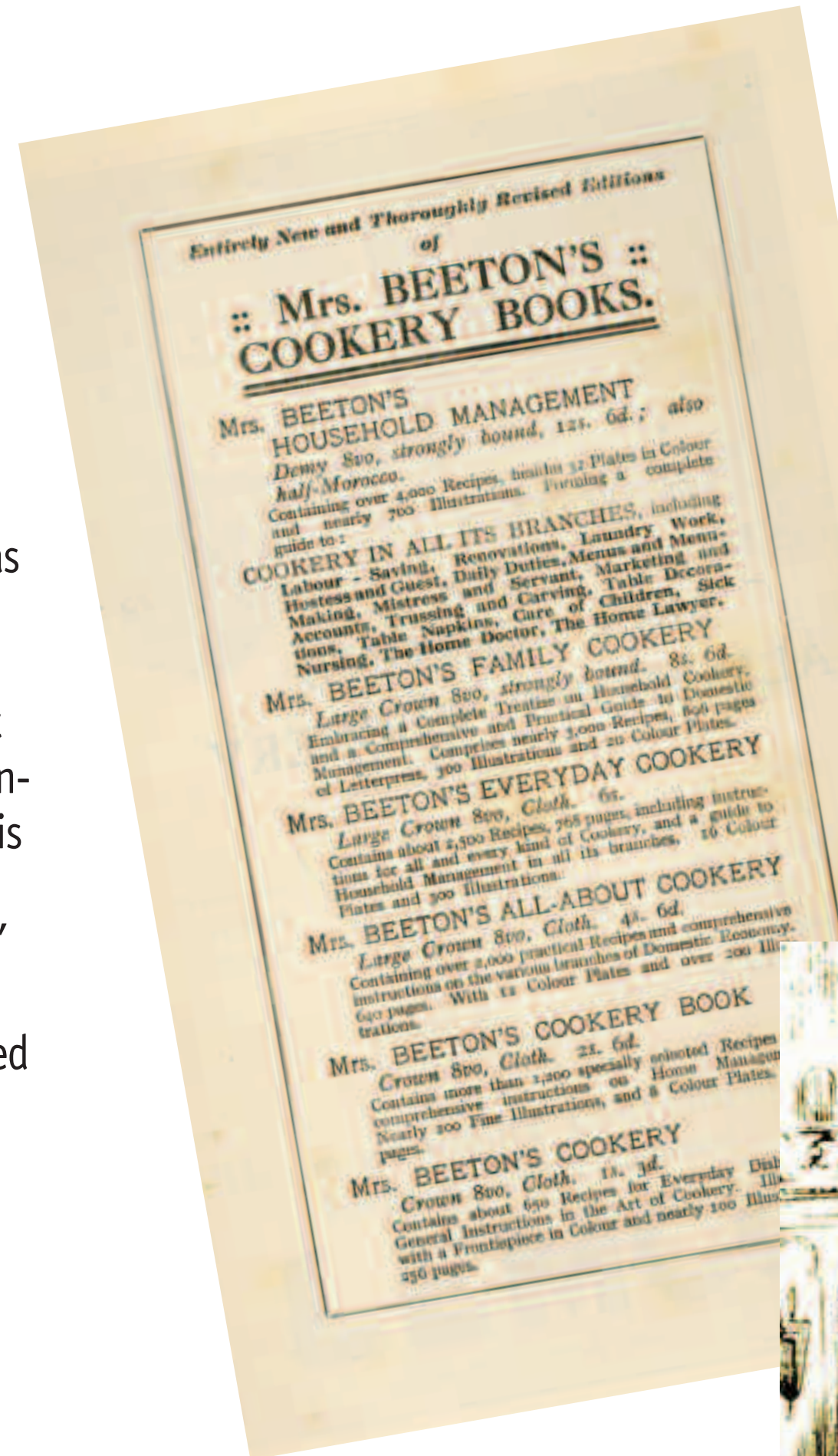


The MRS. BEETON Brand

Although Isabella Beeton died in 1865, the strength of the Mrs. Beeton brand grew even stronger after her death and continues to this day. Samuel Beeton cultivated the perception that Mrs. Beeton was a more mature and worldly woman than the young housewife she actually was and her death was not publicized. When Sam fell into financial difficulty due to a banking crisis in 1867, he sold the publishing rights to the 'Mrs. Beeton franchise' in return for a salary and a cut of subsequent profits. Alongside revised and abridged versions of *The Book of Household Management*, books on cookery, needlepoint and entertaining were published long after her death under the guise of 'Mrs. Beeton' even though she never wrote or edited them.



Samuel Beeton

