

NO BAKING FAILURES

When 72 women baked Betty Crocker's Candy Cane Cookies

37 got excellent results—
crisp, butter-rich cookies.
27 reported good results.
8 fair. Not a single batch
of cookies failed!

WHEN 72 women in cities, towns and on farms baked Betty Crocker's Candy Cane Cookies with Gold Medal Flour, not one baking failed! Each homemaker used her own range, her own baking equipment and had her choice of all other ingredients in the recipe. Now, since flour is the most important ingredient in everything you bake, the success these women had is real proof of the

quality and dependability of Gold Medal Flour. In addition, Gold Medal quality is assured through constant testing by America's foremost millers and the Betty Crocker staff. In fact, Gold Medal is the most thoroughly tested all-purpose flour you can buy...the one and only flour with the "Kitchen-tested" name. So, insure your baking success—be sure you get Gold Medal.

General Mills, Inc.



Betty Crocker's CANDY CANE COOKIES ... SO DIFFERENT, YET SO EASY TO MAKE!

These fancy holiday gift cookies look wonderful, taste even better. And, they're simple to make, easy to shape. Just follow this recipe and be sure you use dependable Gold Medal—America's favorite flour.

- Preheat oven to 375° (quick moderate).
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|--------------------------------|-------------------------------------|
| Mix together thoroughly..... | 1 cup soft shortening (half butter) |
| | 1 cup sifted confectioners' sugar |
| | 1 egg |
| | 1 1/2 tsp. almond extract |
| | 1 tsp. vanilla |
| Sift together and stir in..... | 2 1/2 cups sifted GOLD MEDAL Flour |
| | 1 tsp. salt |

Divide dough into halves.
Blend into one half..... 1/2 tsp. red food coloring

Roll 1 tsp. each color dough into a strip about 4-in. long. Place strips side by side, press lightly together and twist like rope. Place on ungreased cookie sheet. Curve top down to form handle of cane. Bake about 9 minutes (or until lightly browned) in quick moderate oven (375°). Remove with spatula from cookie sheet while warm and sprinkle with a mixture of 1/2 cup crushed peppermint candy and 1/2 cup sugar. Makes about 4 dozen cookies.

SUCCESS TIPS: 1. Smooth rolls can be made by rolling small strips back and forth on lightly floured, cloth-covered board. 2. Make complete cookies one at a time. If all the dough of one color is shaped first, the little rolls become too dry to twist.

*If you use GOLD MEDAL Self-Rising Flour (sold in parts of the South), omit salt.

"This year give food—a gift you bake is a gift from the heart." Betty Crocker

Gold Medal Flour



Betty Crocker of General Mills—First Lady of Food



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