

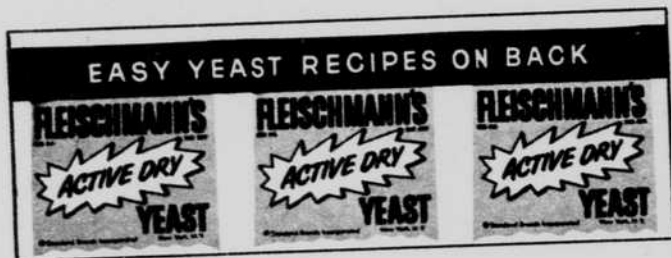
Betty Crocker

Gold MEDAL

"Kitchen-tested"
ENRICHED FLOUR
BLEACHED
ALL-PURPOSE

NOW!
TURN OUT YOUR
BEST BREAD EVER!

New Gold Medal Flour... So Uniform, So Tolerant
You Make Bread Without Sifting!



Start with This White Bread Recipe:

- 2 pkg. active dry yeast
- 1/2 cup warm water (not hot—110 to 115°)
- 3 1/2 cups lukewarm milk, scalded then cooled
- *12 to 12 1/2 cups GOLD MEDAL Better-for-Bread Flour
- 1/4 cup sugar
- 2 tbsp. salt
- 1/4 cup soft shortening

*To measure flour, dip measuring cups into flour, level off with straight-edged spatula.

In mixing bowl, dissolve yeast in water. Add milk, half the flour, sugar, salt and shortening. Beat with spoon until smooth and batter falls from spoon in "sheets." Using your hand, mix in enough of the remaining flour until dough cleans the bowl. Turn out onto lightly floured board. Cover and let rest 10 to 15 min. Knead until smooth and blistered, about 10 min. Let rise in warm place (85°) until double in bulk, about 1 hr. (If kitchen is cool, place dough on rack over bowl of hot water and cover completely with a towel.) Punch down, cover and let rise again until almost double in bulk, about 30 min. Divide into three parts. Round up and let rest 10 to 15 min. Shape into loaves. Place in 3 greased loaf pans, 9x5x3", sealed edge down. Grease top of loaf. Cover with cloth; let rise until light (about 1 hr.). Test gently with finger. A slight dent that stays shows loaves are ready to bake. Place pans on center rack of hot oven (425°) not touching each other or sides of oven. Bake 25 to 30 min. To test loaf, tap crust—it will sound hollow. Immediately remove bread from pans. Place on wire cooling racks or across top edges of the bread pans. Do not place in direct draft.

Be sure to get Fleischmann's Yeast... the yeast that rises fast, keeps fresh for months on your shelf!

Watch for more bread recipes and baking news from Betty Crocker's Breadboard. Coming soon!

Big news for bread bakers! With new improved Gold Medal Better for Bread flour you can bake prize-winning loaves . . . without sifting. You'll know the difference the minute you start to work the dough! No more bread that leans or flattens out, the higher protein holds bread up where it belongs right through the baking. You get perfectly rounded, even-sided, even-textured loaves every time.

This same, near-miracle touch, works wonders with other bakings, too! High-Protein Gold Medal's *the* flour that's better for bread and everything you bake.

So before you bake your next batch of anything, clip the coupon below. It's good for 25¢ on a 25 lb. sack of the new Gold Medal that's better for bread.

GENERAL MILLS, INC.

STORE COUPON

Save

on your next purchase of

GOLD MEDAL FLOUR

(25 LB. SIZE OR LARGER)



MR. GROCER As our agent, accept this coupon for 25¢ on the purchase of Gold Medal Flour (25 lb. size or larger). Your General Mills representative will redeem for 25¢ plus 2¢ handling charge for each coupon you so accept; or mail this coupon to General Mills, Inc., Dept. 400, Minneapolis 1, Minn., for redemption. This offer void in any state or locality prohibiting, licensing, or regulating these coupons. The consumer must pay any sales tax included. FRAUD CLAUSE: Any other application of this coupon constitutes fraud. Invoices proving purchases, within the last 90 days, of sufficient stock to cover coupons presented for redemption must be made available upon request.

CASH VALUE 1/20 CENT

L25