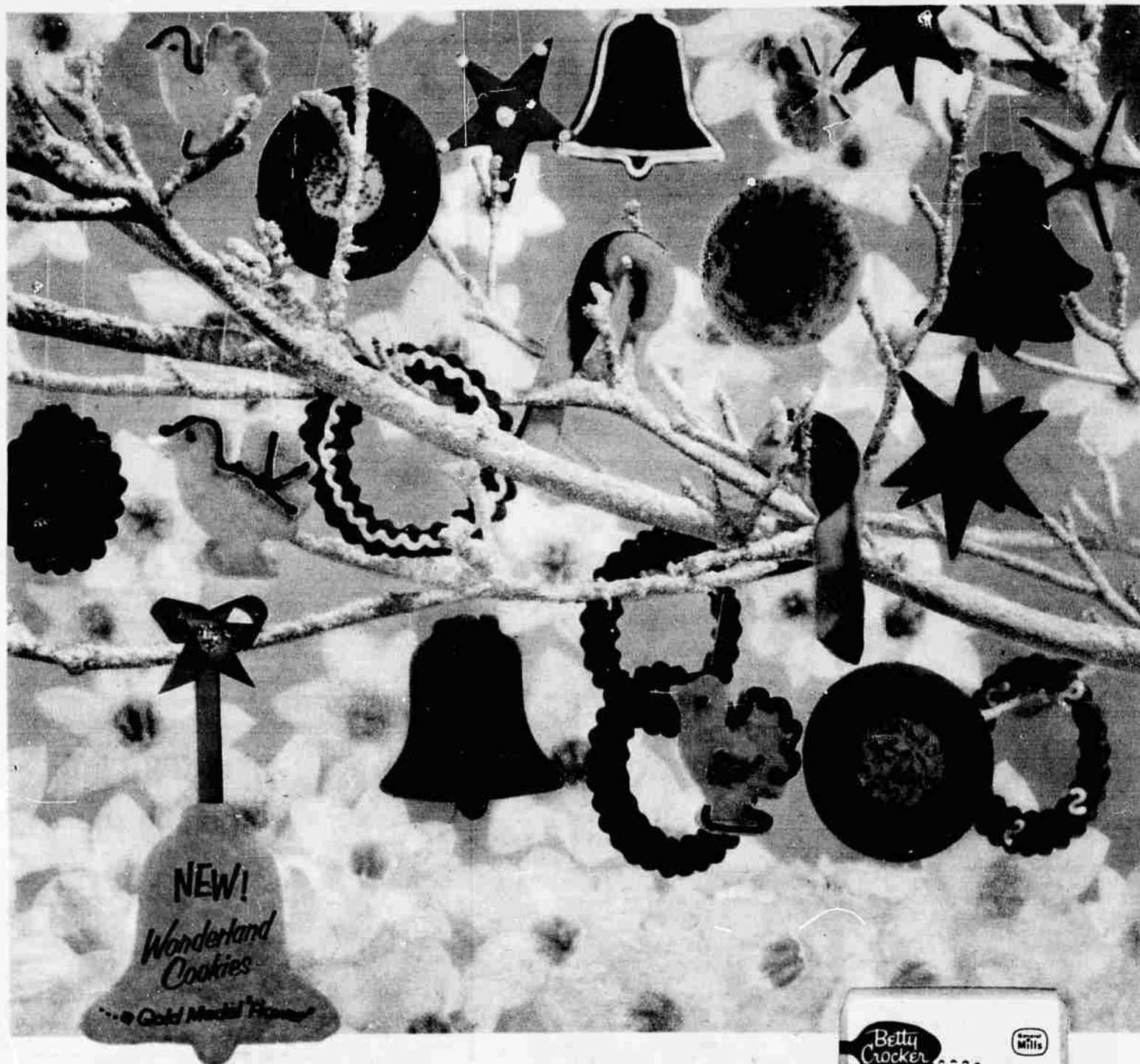




Gold Medal — the "flower" of the wheat — makes a "Flower" of a Cooky!



Betty Crocker
of General Mills, Inc.

"New! Easy! Wonderland Cookies— Fascinating 3-dimensional Stars and Bells! Birds with icing "feathers"! Merry 2-tone Christmas Balls! Captivating Magic Rings (you'll get questions galore on how you linked them)! And more!

The fanciful use of color and shape—that's what makes Wonderland Cookies so delightful right on your tree... so personal to give as gifts.

Most of these Cookies are from the same easy, basic Gold Medal recipe, too! You'll find the recipes, complete with simple diagrams—in all specially-marked sacks of Gold Medal Flour.

Gold Medal, of course, is what makes them so temptingly homemade-good! It helps you *bake everything better*... because it's the "flower" of the wheat, the finest part."



Bake it Better with Gold Medal — the "Kitchen-tested" Flour