



For a delicious, healthful breakfast, use plenty of
"June flavor" Meadow Gold Butter

Churned fresh every day from choicest-flavor cream

BREAKFAST is an event when Meadow Gold is served! Crispy waffles, crunchy toast become positively irresistible when spread liberally with this delicious "June flavor" butter. Little faces beam with every mouthful. Grownups, too, delight in the mild, delicate flavor that suggests the freshness of Spring.

Meadow Gold is churned fresh every day. Yet every pound you buy has that same Springtime flavor of butter made in June when meadows are sweet—when cream reaches its highest perfection. This year-round butter making achievement is the secret of Meadow Gold's skilled butter-makers. From the very beginning they protect this delicate cream flavor. Only the finest cream is selected—

only cream that meets the exacting standards of Meadow Gold.

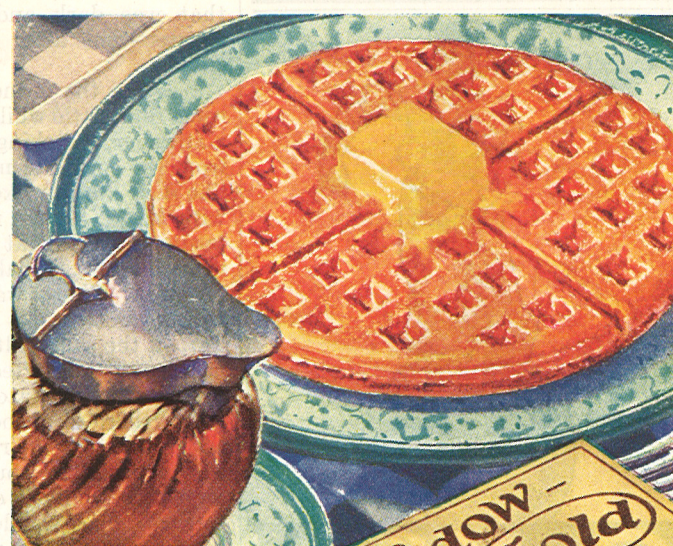
This supreme butter is rushed to dealers super-fresh—the only way Meadow Gold is ever sold. Ask for "June flavor" Meadow Gold Butter. Use it generously, for breakfast, for luncheon and dinner. You'll find it a real inspiration to waning appetites.

And—try Meadow Gold Ice Cream

It is far richer, creamier in texture than any ice cream you have known—this ice cream made by the Meadow Gold "Smooth-freeze" method. Meadow Gold Milk is also available in many communities. Beatrice Creamery Company, General Offices: Chicago.

"WE GUARANTEE every pound of Meadow Gold Butter to have that delicate, mild 'June flavor.' If you find it otherwise, we'll gladly refund the full purchase price."

Your Dealer



Look for the
 Good Housekeeping
 Seal of Approval on
 every package

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Meadow Gold Butter