

These cookies
cost 35¢ to make

*The butter in 'em cost only
3¢ more than another
shortening would have cost...*



You'll be glad you use

Real Butter

When you want to please the boys and girls and husbands, bake cookies with real butter. In the chocolate chip cookies, shown here, real butter costs only 3¢ more than a cheap shortening would have cost. But what a difference butter makes! Butter gives you real butter flavor and pure cream goodness. Cookies stay flavorsome longer. When butter costs only pennies more, you ought to use real butter in all your baking.

Watch the
Dinah Shore
Show,
Nov. 3, NBC-TV



american dairy association