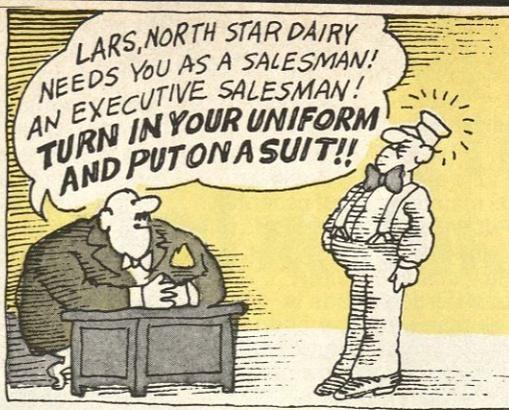


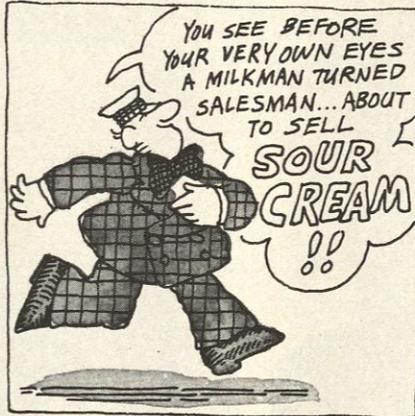
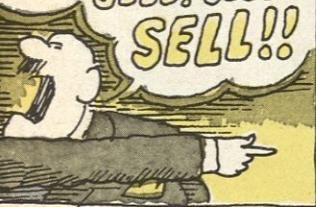
LARS

IN...
"BIRTH OF A SALESMAN"



ALRIGHT LARS, NOW YOU'RE FIRST BIG ASSIGNMENT IS TO SELL SOUR CREAM

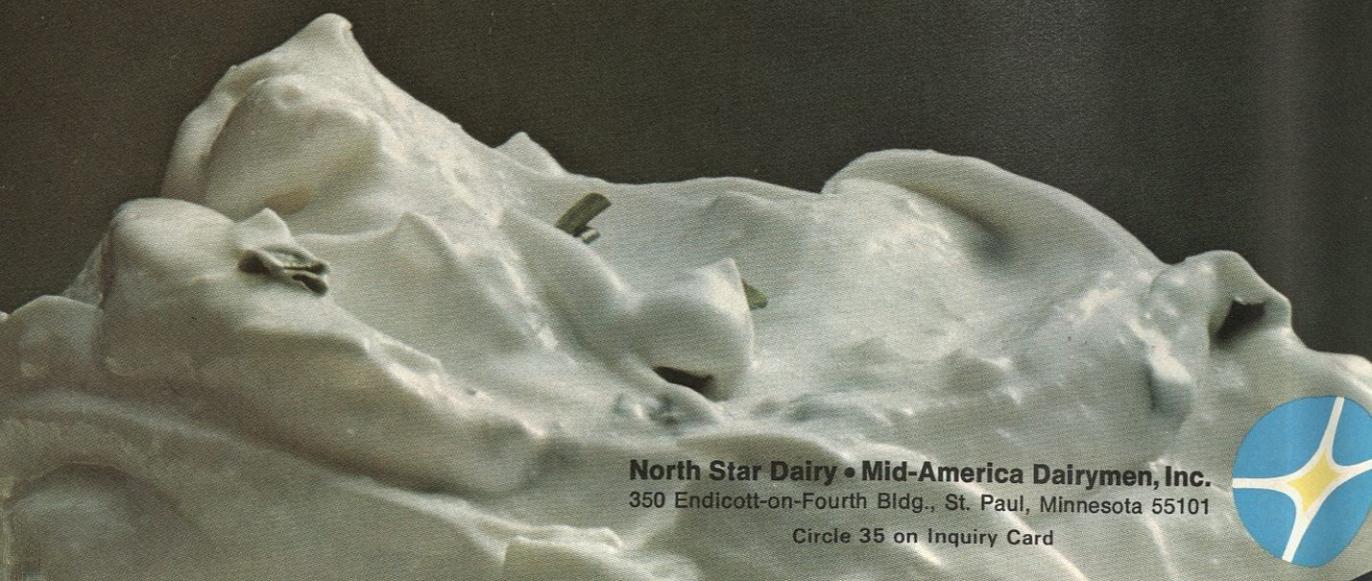
SOUR CREAM
SELL! SELL!
SELL!!



THE END

LARS is shedding his production hat and donning his sales hat. Although he really doesn't need to change. North Star sour cream has an identity all its own . . . and its own unique taste. That includes the most totally *real* and delicious dehydrated variety. North Star has the knowhow, the capacity, all the natural ingredients to make *extraordinary* dehydrated sour cream — either cultured or acidified. Once liquified, it has that clean, fresh sour cream flavor. You'll be tempted to use it in all sorts of different ways. And you can: in snack flavorings, convenience foods, dip mixes, sauce mixes, meat and vegetable toppings, salad dressings and, oh well, LARS can take it from here. Call or write him today.

"SOUR CREAM"



North Star Dairy • Mid-America Dairymen, Inc.
350 Endicott-on-Fourth Bldg., St. Paul, Minnesota 55101

Circle 35 on Inquiry Card

