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For HEALTH

.... *serve a salad every day*

From the tempting array of colorful, vitamin-rich fruits and vegetables your grocer is now offering . . . give your family a crisp, colorful "salad a day." It's a health rule that will really make a hit and—



For EXTRA ENJOYMENT

.... *serve it with*
Miracle Whip!

The tempting, refreshing flavor of Miracle Whip has made it America's favorite salad dressing!

To millions of people the "different" flavor of Miracle Whip has brought a brand new zest in salad-eating.

When this famous combination of mayonnaise and old-fashioned boiled dressing was first created, from coast to coast spread the enthusiastic verdict: "Here, at last, is a dressing that's not too tart, or too oily, or too bland . . . but just right."

Because it literally seems to work *magic* on salads, Miracle Whip today outsells the next twenty leading salad dressings combined.

There's a secret, of course, back of the unrivalled popu-



larity of Miracle Whip. In a word it's *quality!*

Unusual excellence of ingredients. An almost inspired recipe. A remarkable patented beater which gives unique smoothness of texture. And, finally, the rapid Kraft delivery system, which enables food stores to get fresh supplies of Miracle Whip every few days.

Miracle Whip is a unique combination of zesty old-fashioned boiled dressing and fine mayonnaise. A remarkable beater, exclusive with Kraft, gives it marvelous smoothness. Millions prefer this "different" dressing!

