

My mother-in-law is a very smart woman



Bill had me guessing. He really ought to eat more green things and fruit. But for the past few weeks it had been like pulling teeth to get him to eat salads of any kind. He just wouldn't touch them. Day after day it was the same story.



I'd tried everything. I had even searched my recipe books for new combinations that might ring the bell. But nothing seemed to tempt him. Then I had an idea.



I phoned Bill's mother. She knows Bill from way back and, as usual, she had the answer. "My dear, you're a little slow to catch on," said my mother-in-law tactfully.



Haven't you heard that men are simply crazy about the flavor of Miracle Whip? It's a new kind of dressing, a combination of mayonnaise and old-fashioned boiled dressing.



I took the hint. And at dinner that night the miracle happened. Bill started to nibble doubtfully at his salad, as usual, but he didn't nibble long. He fairly gobbled it up—and yelled for more! What a surprise!



Am I proud! Thank goodness, I've at last found the way to make Bill eat salads. And I think Miracle Whip is marvelous myself. I love its "different" flavor. It makes even the simplest salad more exciting!

Finer ingredients, combined in a new way, give Miracle Whip its "different" flavor

"Now why didn't someone think of that before?" That's what hundreds of people say when they first taste Miracle Whip. For Miracle Whip is a unique combination of mayonnaise and old-fashioned boiled dressing. It has an exciting and "different" flavor—a flavor that gives new life and zest to even your simplest salads! In making Miracle Whip, Kraft uses far more of the costly ingredients. And these fine ingredients

are blended more completely, whipped to an amazing smooth creaminess in Kraft's exclusive Miracle Whip beater. Millions of people prefer Miracle Whip to any other salad dressing. Try this exciting new flavor everyone is talking about. Get a jar of Miracle Whip Salad Dressing today. The moment you taste it you'll understand why—all over the country—it outsells the next twenty leading salad dressings combined!

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