

They couldn't pull the wool over my eyes



They all complimented me on my luncheon. But it didn't fool me for a minute. They were just being polite! My salad had definitely been a flop. Why, some of the girls hardly touched it. And it had looked so pretty!



So after they'd gone, I asked my friend Marjorie to tell me the bitter truth. I admitted that even Dick didn't seem to have much enthusiasm for my salads lately.



Why nothing is really wrong with your salads," Marjorie said. "They just seem to be a wee bit flat. The trouble may be that you don't use the right kind of dressing."



I believe you've got the answer, I said. Let's phone Judy and get the recipe for that marvelous dressing she served last Sunday night. Everyone raved about it.



"Recipe, my eye," said Judy. It was Miracle Whip—a new kind of dressing made by Kraft. It's a combination of mayonnaise and old-fashioned boiled dressing. Tom's crazy about it.



It saved the day. I had a buffet supper a week or so later, and the salad was the hit of the party. Even the men praised it, and kept coming back for more. Am I glad I found out about Miracle Whip in time!

Kraft uses far more of the costly ingredients in this new kind of salad dressing

A "different" flavor—so zestful that millions prefer it to any other salad dressing they have ever tried! That's Miracle Whip!

This new kind of dressing became the nation's favorite almost overnight. A cross between mayonnaise and old-fashioned boiled dressing, it gives new life, new interest, to even the simplest salads.

The special recipe used in making Miracle Whip calls for far more of the costly ingredients that make

the difference between fine and ordinary salad dressings. And these finer ingredients are blended to a new, creamy smoothness in the amazing Miracle Whip beater that's exclusive with Kraft!

Try a jar of Miracle Whip—the most popular salad dressing in America. Taste it for yourself tonight! The moment you taste the new flavor you'll realize why Miracle Whip now outsells the next twenty leading salad dressings combined.

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