

Discriminating women
 have long preferred
 one special mayonnaise

**"YES, THAT WAS KRAFT
 MAYONNAISE I SERVED
 AT MY LUNCHEON -
 THANK GOODNESS
 IT'S BACK AGAIN!"**



Never, even during the war years, would Kraft permit the slightest compromise in the superb quality of their mayonnaise. Instead, quantity was cut. That is why Kraft Mayonnaise was so hard to find.



CHICKEN SALAD SUPREME. Peel large tomatoes and cut a thick slice from each. Hollow out; fill with chicken salad; replace slice and arrange on lettuce. Top each with creamy, piquant Kraft Mayonnaise and a sprig of watercress.

KRAFT *Mayonnaise*

A master blend of fine oil and eggs, vinegar and spices, and *Fresh Lemon Juice*

Here is truly fine mayonnaise, made piquant with fresh lemon juice, surpassingly smooth from a patented beater. Try it soon!

P172

(Continued)
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