

Discover the creaminess of KRAFT and **SAVE 15¢**

When you buy two pints, one quart, or one 48 oz. jar of KRAFT Real Mayonnaise



MR. GROCER: Kraft, Inc. (Retail Food Group) will reimburse you for the face value of this coupon plus 7¢ handling allowance provided you redeemed it on your retail sales of the named product(s) and, upon request, you agree to furnish proof of purchase of sufficient product to cover all redemptions. Coupon is void where taxed, prohibited or restricted by law, and may not be assigned or transferred by you. Cash value 1/20¢. Customer must pay any applicable tax. For redemption mail to **KRAFT, INC. RFG, P.O. BOX 1600, CLINTON, IOWA 52734**



REDEEM PROMPTLY — ONE COUPON PER ITEM PURCHASED

C2-40

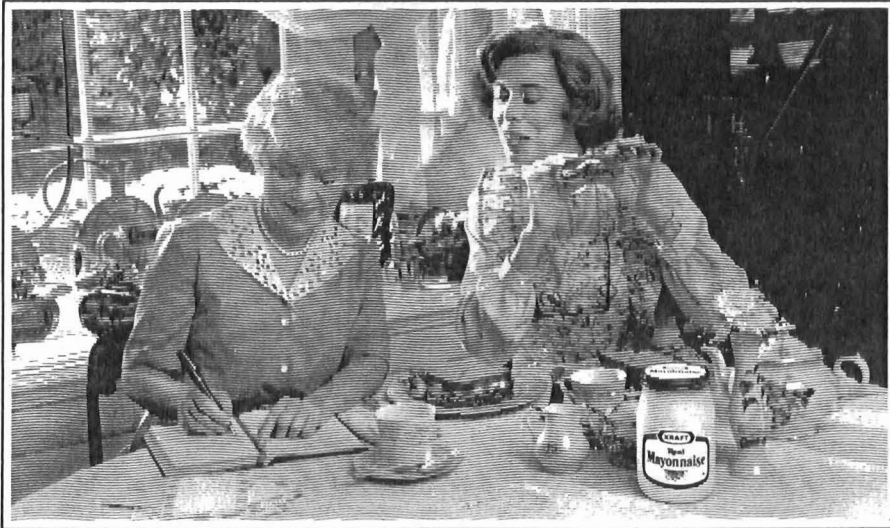
15¢

STORE COUPON

21000 120853

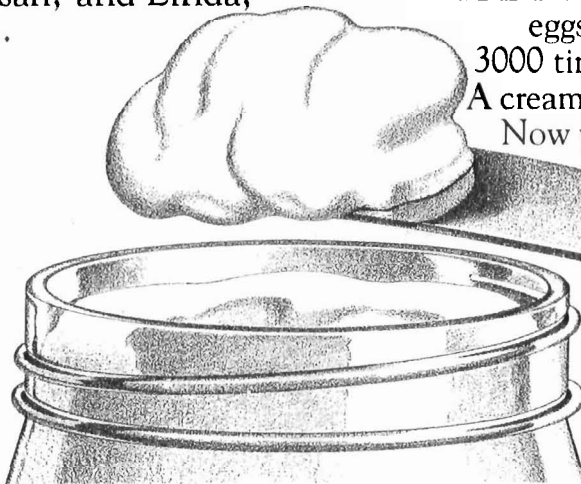
15¢

SPREADING THE WORD



Years, Martha and Harriet told everyone they knew to use HELLMANN'S® Real Mayonnaise... now they know better. They've discovered the creaminess of KRAFT, and now they have to tell Susan, and Linda, Charlie, and...

KRAFT Real Mayonnaise is rich with eggs and specially blended over 3000 times for creamy smoothness. A creaminess you can see and taste. Now you know.



at Inc.

JWT 81-338A — Schedule 111058A
SAU #10 (8 1/2" x 10 7/8" in.) — B&W
Newspapers, 1982
J. WALTER THOMPSON, Chicago

JWT DA Kraft
Box 10