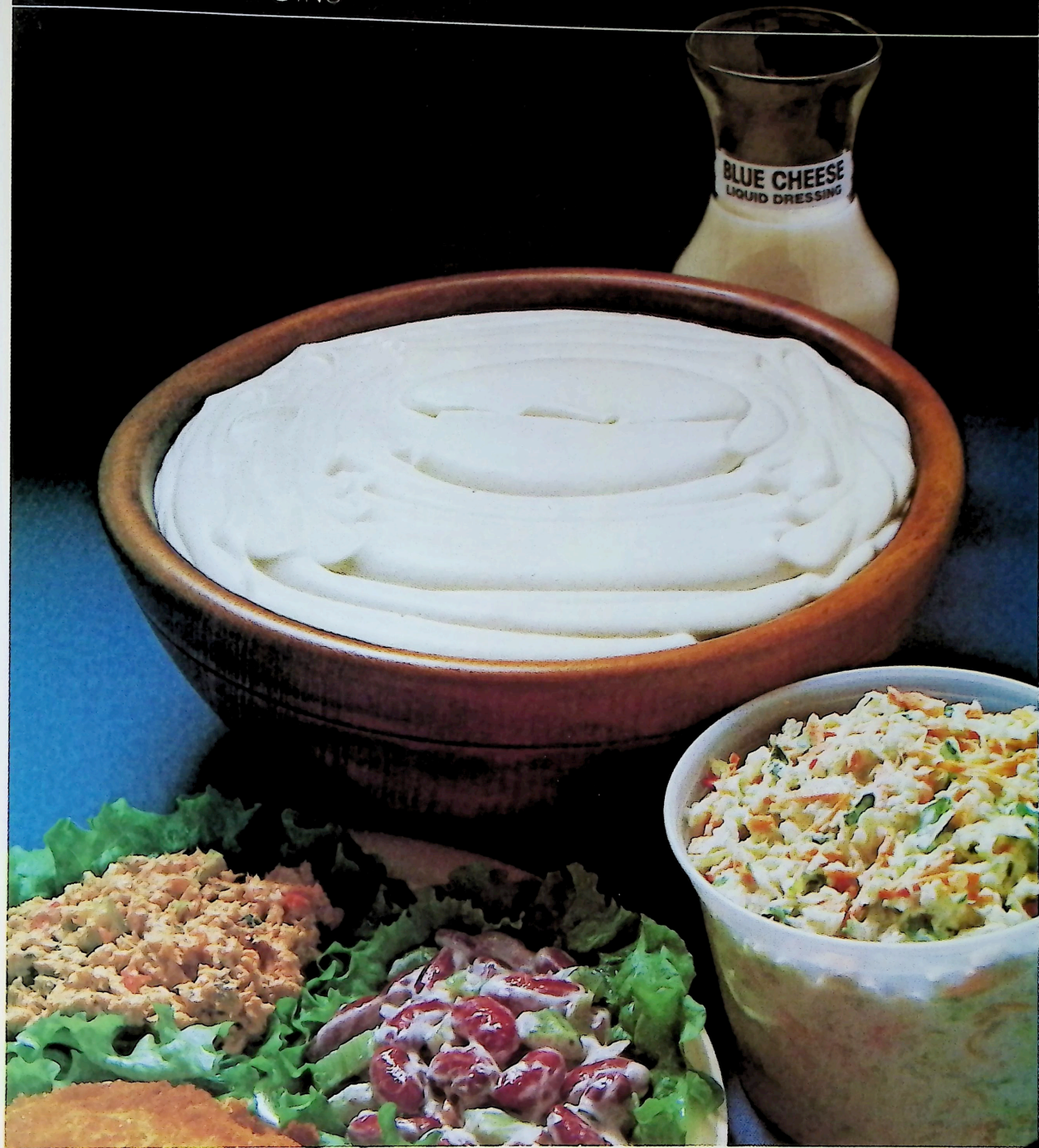


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THE BASIC SOLUTION TO SALAD BREAKDOWN. Kraft Salad Bowl Basic. It's your solution to a lot of salad breakdown problems. Like weepy tuna salad, watered-off coleslaw or mushy meat salads. And these are just some of the things you don't get with Basic. Some things you do get are all the flavor of mayonnaise-type dressings, smooth texture, long shelf life and satisfied customers. For your refrigerated salads, you get qualities you won't get with any other dressing. Our Basic formula is patented. And for canned salads, you can use Salad Bowl Heat Stable Dressing. Formulated for the high temperatures of retort processing. For frozen salads, use Salad Bowl Freezable Dressing. Specially made to withstand repeated freeze/thaw cycles. In fact, for all your dressing needs, specify Salad Bowl Brand from Kraft. Your solution to salad breakdown. For more information, write us. Kraft, Inc., Industrial Foods Division, Box 398, Memphis, TN 38101.