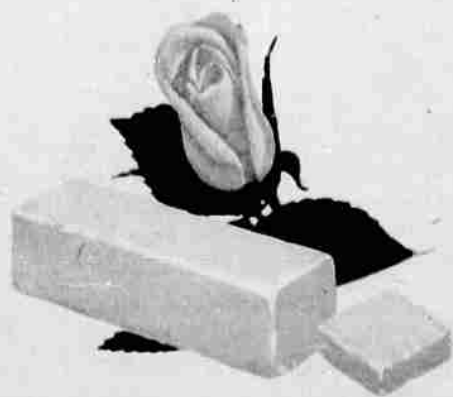


NEW Flavor-Bloomed PARKAY



New **KRAFT** discovery creates first margarine with full-bloomed flavor!
You taste the full delicate flavor as never before. You even see the delicious difference. Like the high-priced spread, it's more velvety, less shiny.



MOST MARGARINES unfold their flavor more slowly than the high-priced spread. They have a tighter texture, look more glossy, keep more of their flavor locked in—like a bud that never blooms. That's why some people think the flavor of their present margarine tastes "incomplete." Such margarines lack the fast, full flavor release that makes a spread truly delicious.



FLAVOR-BLOOMED PARKAY is made a new way, so that all its sweetness and fullness of flavor "bursts open" on the tongue . . . instantly unfolding the most delicious taste ever achieved in a spread. You'll notice a new bloom and delicacy of appearance, too—more velvety, less shiny. In looks, texture and taste, new Parkay is more than a match for the high-priced spread.