

Narrator: We hope you're in the mood to break a habit. Because now your whole idea about margarines will change. This is the first soft margarine, new Chiffon. Chiffon softness shows you it's lowest in saturated fat of any spread, with the delicious flavor of the expensive spread. You see, it's the extra amount of saturated fat that hardens other margines into a stick. But we never harden Chiffon into a stick, that's why it's lowest in saturated fat of all margarines, even the corn oil ones. Taste no extra saturated fat to harden flavor either. Delicious, like the expensive spread. Go ahead, break this habit. Dip into a new Chiffon with pure liquid safflower oil. So soft it comes in a tub, two tubs to every pound. New Chiffon. (soft harp music)