

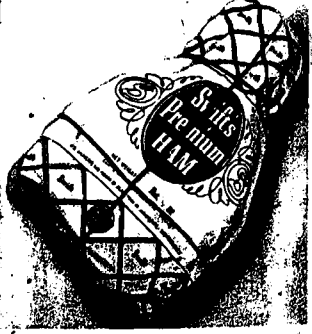
Now... WITH THE TRUE SWIFT'S PREMIUM FLAVOR
...spring-chicken tenderness!



Compliments will shower down when you serve this finer Swift's Premium Ham. For now—with the flavor that has made Swift's Premium America's best-liked ham—you get *tenderness* such as you've never had before. The same marvelous flavor, the same firmness of texture, plus the tenderness of a plump spring chicken! And, too, this Swift's Premium Ham cooks faster. Slices fry or broil in several minutes less. Whole hams bake in only 15 to 22 minutes per lb., depending on the size. (Your dealer will give you the easy instructions in full.)

For a supper success of the first order, do your Swift's Premium Ham slices with strawberries, your eggs in orange bands. About 5 minutes before ham is done, outline with double row of sweetened strawberry halves. Return to broiler and finish cooking. Parboil 1/2 inch circles of thin orange rind for 12 minutes. Place in buttered frying pan, break eggs into orange bands, fry over low flame.

REMEMBER, THE MEAT MAKES THE MEAL



Look for this new, blue-plaid wrapper to get ham that has the true Swift's Premium flavor and is tender as spring chicken. In buying a slice, look for the word *Skip!* in tiny brown dots on the side. Also at your dealer in a red oval, blue-plaid wrapper, there's Swift's Premium Ham, *Quick Serve Slices*—ready-cooked; you just heat through or slice cold! Naturally, it costs a little more.

Come out of the kitchen! You'll treat yourself to extra hours of leisure and your family to something specially good by serving Swift's Premium Delicatessen Meats. Naturally, since they're Swift's Premium products, these table-ready meats are exceptionally fine. And there's a grand assortment to choose from. Meat Loaf, Luncheon Loaf, Bologna, Delicatessen Ham, Braunschweiger... that's just part of the list. Tempting cold platters are ready in a

jiffy with Swift's Premium Delicatessen Meats. They're the quick and clever makings of deluxe sandwiches, too. And they're grand for party appetizers. Shown above at left is a particularly charming and unusual garnish for a platter of cold meats—radish roses with petals of cream cheese. To make the petals: Fill a small spoon with cream cheese; level off the surface; press the cheese against the radish and pull spoon down.

Patties of poultry dressing soaked with Swift's Premium Bacon make a new dish you ought to try. They're easy, economical, and good, for you get Swift's Premium Flavor all the way through. That flavor, often called a "sweet smoke taste," is enough to glorify any dish. The result of the Premium cure and special smoking in ovens, it has made Swift's Premium the world's most popular bacon. P.S. Canned plums taste fine with the patties.

Recipes by
Martha Logan, Home Economist for
SWIFT'S COMPANY
Purveyors of Fine Foods

(Cont.)
have a tart fish-course is fish—or perhaps for the way, have meal picnicking all over the salad variety. Particular recipes pie may be arranged in the few minutes leaving you free will.

Tuna-Fish

- 1 1-Pour Ham.
- 1 No. 2 1/2
- 1 12-Ouz Corr
- 1 Onion,
- 2 Tables Gree
- 1/2 Pound
- 2 1/2 Caps o
- 3 Tables or M
- 2 Teaspc
- Pepper

Drain the t in layers. Mix green pepper Season well w the rice with n and season wit a casserole. F rice, a layer of a layer of tun used. Bake in thirty minutes recipe serves s

Strawber.

- 1 Baked
- 1 Packa
- 3 Tables
- 1 Quart
- 1/2 Cup of
- 2 Tables
- Pineap

Cool the pi with the cré smooth. With tened cheese c shell. Chill i and remove t berries. Sele ones to equal Mash the res "sugar," and le the mashed b all liquid is e juice and corr and add enou 1 1/2 cups of l over moderat and transpare prevent lumps over the crea Arrange the : sauce. Pour the berries, an original packa signed with and used to g or whipped cr Cut the mix

SWIFT'S PREMIUM: brand name of the finest meats