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BUY THE BEST

BUY ARMOUR'S STAR

Recipe



**Armour's Star Frankfurters with Olive-Stuffed Potatoes**

- 10-12 Armour's Star Frankfurters
- 4 medium-sized baking potatoes
- 4 tbsps. chopped chives or 2 tbsps. green onions
- Cloverbloom Butter Hot milk
- Salt and pepper 4 stuffed olives

Scrub the potatoes and bake for 1 hour or until tender in a 350° F. oven. Cut a slice from the top of each and scoop contents into a bowl. Mash as for mashed potatoes, adding butter and enough hot milk to whip them into a snowy, fluffy mass. Add salt, pepper and chives or onions. Refill shells, heaping filling high. Top with slices of stuffed olive. Place under broiler unit until potato peaks are browned. Serve with frankfurters heated this way: Place in boiling water, cover with a lid and remove from heat. Let stand 7-8 minutes until heated through. Do not boil. Makes 4 servings. Armour ideas make the most of meat.

Taste the difference!

**Armour's Star Frankfurters are made only of choice beef and pork**

The good meat taste tells you that Armour's Star Frankfurters are always pure, wholesome, fresh! These frankfurters are especially delicious because they're made only of selected cuts of beef and pork. To bring out the real meat taste, they are delicately seasoned with imported spices. And since they are made daily in an Armour Sausage Kitchen near you and rushed to your market, you get these plump, juicy, tender frankfurters when

they taste best—*fresh!*

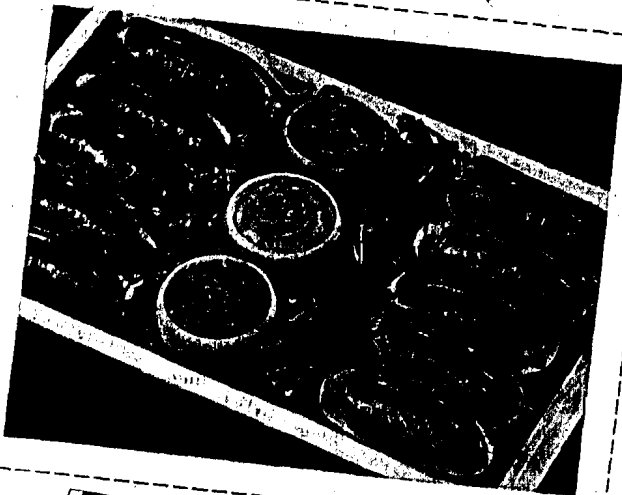
Once you taste the difference, you'll always ask for Armour's Star Frankfurters. To serve them, be sure to follow the directions given in the recipes here. Armour's Star Frankfurters are steam-cooked, then smoked before they come to you. They are ready to eat, as soon as they are just heated through!

Watch for more Armour recipes next month.

**Armour's Star Frankfurter Buffet**

- 10 Armour's Star Frankfurters
- 10 frankfurter buns
- Mustard Green pickle relish
- Barbecue sauce Radishes

Place frankfurters in a pan of boiling water, turn off heat, cover and let stand in the hot water for 7-8 minutes. Do not boil or skins will split. Place in split, buttered buns on either end of a long tray centered with assorted relishes and spreads such as mustard, chili sauce or barbecue sauce, green pickle relish. Let each guest help himself to sauces to go with the frankfurters. Armour ideas make the most of meat.



**ARMOUR and Company**

Tune in "DATELINE" Every Monday Night Over CBS. Thrilling Behind-the-Frogs Program. See Local Paper for Time.

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★  
★ **Spiritual** ★  
★ **Dividends** ★  
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The American Way is prolific in providing spiritual as well as material dividends.

The fruits of the system in furnishing more abundant physical standards of living for typical families than prevail elsewhere in the world are well known.

But our competitive economic society does more than provide us with more and better goods—important as that function is.

It also throws off rich rewards of a spiritual nature.



It gives the housewife the invaluable privilege of selecting goods and services of her own choosing that meet her individual tastes, whims and desires.

Similarly, it enables producers to engage in congenial work of their own choosing.

This freedom of choice, which is the essence of Americanism, exalts the individual, recognizes that he is created in the image of God and gives spiritual tone to the American system.

Recognition of the human personality as a sovereign being for whose happiness and welfare all human institutions, including government itself, are created tends to make us more considerate of each other, tends to break down class distinction and to build toward the brotherhood of man.

We have not done a perfect job of this in our country but, even so, we have done better than any other people in history. The important thing is to continue this progress.

In simple terms, the American Way is opposed to pushing around the individual citizen, no matter how humble.

No corporate or governmental dictator is permitted in law or in morals to substitute his judgment and taste for that of the individual citizen.

Instead of regimentation, the American system stands for the right of the individual to have his own personal tastes, desires and whims.



All American business, large and small, is governed by recognition of the basic principle that it can survive only through pleasing customers.

Thus, the American private enterprise system involves much more than the special privilege of business owners.

It is an instrument for enabling self-supporting citizens to earn a better living through making and exchanging goods and services in a manner that expresses their own inclinations, talents, and desires.

*Ed Sabastwood*  
President, Armour and Company

Third of a series of statements on the American system of free enterprise which makes possible such institutions for service as Armour and Company.