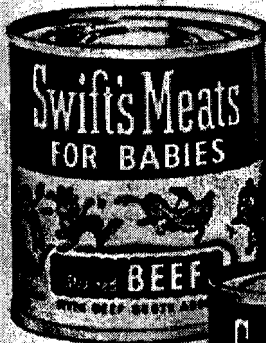
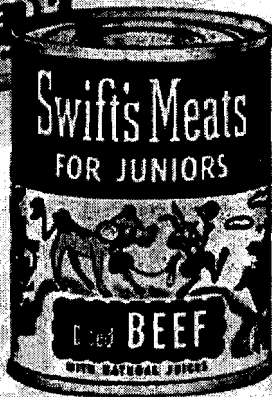


For a better start in life
start meat earlier!



*Economical—
 All meat—
 No waste*



Also Swift's
 Diced Meats
 for Juniors
 (Confidentially,
 grownups go for
 them, too!)

**Always look for the name SWIFT
 First in Meats for Babies**

Feeding tests have shown that meat gives babies a better start in life. 6-weeks-old infants *dread* a special formula with Swift's Strained Meats added... were more satisfied, *healthier*. Swift's Strained Meats are especially prepared for tiny stomachs. With these smooth, ready to serve, all-meat products, it's easy to give your own baby the body-building benefits of meat much earlier in life.*

Why meat is so important
 Swift's Strained Meats provide an

abundance of complete, high-quality proteins—for sturdy growth—B vitamins and blood-building iron that helps baby avoid anemia. Swift's Strained Meats are 100% meat, not mixtures. Each one gives baby a tempting, new flavor. Introducing foods *separately* helps baby form good, sound eating habits for life. For variety serve all six Swift's Strained or Swift's Diced Meats—beef, lamb, pork, veal, liver and heart. At your food store now.

*ASK YOUR DOCTOR how soon and how much Swift's Strained Meats to feed. Usually 1 teaspoon is enough to start—the amount may be gradually increased as the baby grows older.



All nutritional statements made in this advertisement are accepted by the Council on Foods and Nutrition of the American Medical Association.

SWIFT & COMPANY, CHICAGO 9, ILLINOIS



SWIFT... foremost name in meats... first with 100% Meats for Babies

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