

*Gay New Orleans votes*

# Swift's Premium

# the best"

*FOR EASTER enjoy this ham that wins in poll after poll!*



More women voted for Swift's Premium than for the next two brands combined!

"What's the best ham?" In Washington, D. C., in glamorous Hollywood, hundreds of women had already cast their votes. Retail meat dealers' wives, too, had been polled throughout the nation.

In all three polls, Swift's Premium scored a smashing victory!

But how about the South...what do the women of New Orleans think? An independent research agency set to work to get their vote. The poll, made by interviews over the phone, showed still another triumph for Swift's

Premium Ham! Swift's Premium actually got more votes than the next two brands combined.

For Easter, why not serve the ham whose flavor has won it so many victories? No other brand can give you the special, mild richness that comes from Swift's secret Brown Sugar Cure, or the mellow tang from Swift's way of Smoking in Ovens. And this ham of marvelous flavor is spring-chicken tender, too!

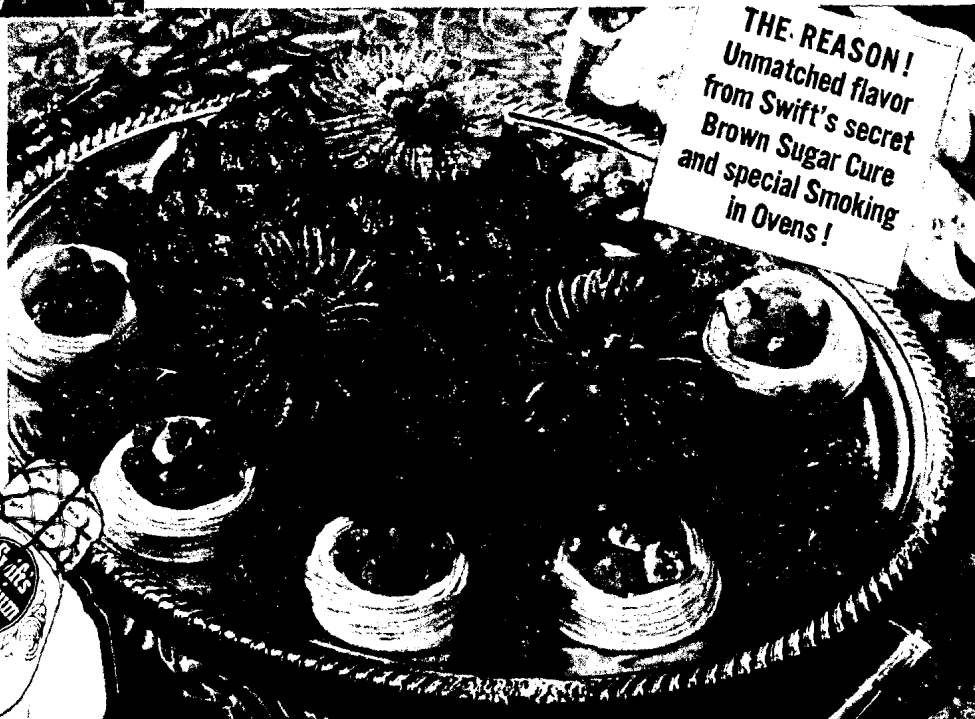
Place your Easter order early . . . enjoy Swift's Premium Ham.

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Old New Orleans, whose annual celebration attracts thousands of visitors, celebrated for its delicious favorite, Swift's Premium!

**Prepared for Easter!** (Recipe for Lozan.) Wrap your Premium Ham loosely in newspaper or in clean wrapping paper. Bake fat side up, on a pan, in a slow oven without water. For cooking schedules, read tag attached to ham. Remove paper and glaze with a syrup of brown sugar, 1/2 cup honey, and orange juice. (Honey may be brown in hot oven but stunning, flower decoration to make. Ask your dealer for free printed instructions. Brussels sprouts make in noodle nests.

Ready to eat (Blue label)

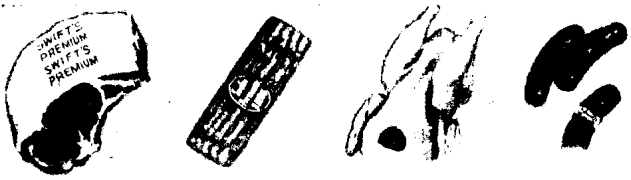


**THE REASON!**  
Unmatched flavor from Swift's secret Brown Sugar Cure and special Smoking in Ovens!

*Say Swift's Premium for the finest meats:*

For easy cooking (Blue label)

- BEEF • HAM • BACON • POULTRY
- VEAL • LAMB • FRANKFURTS
- TABLE-READY MEATS



**THE MEAT MAKES THE MEAL**