



1. **WIFE!** She knows that her husband can carry on the war pace of his job only if she keeps his home a peaceful, happy place. She's a loving and lovable person, doing a fine job of home-making. A salute for being that kind of wife.



2. **MOTHER!** She guards her youngsters' health, body and mind. She sees that they get foods from the "Basic 7" Nutrition Groups daily. Sensing their shock from wartime headlines, she calmly explains why American men go off to fight.



3. **PURCHASING AGENT!** She realizes rationing means fair sharing. She sympathizes with dealers—understands why she often cannot get just the cut she wants, or the Swift's brands of beef and other meats she'd prefer to have.

Her SEVEN jobs all help win the war!



4. **COOK!** She cooks with care to save nutritive values. She makes the most of meat; reduces shrinkage by cooking at low temperature; prepares *attractive* dishes from leftovers; learns to cook every kind of cut so it will taste its very best.*



5. **SALVAGE EXPERT!** She wastes nothing, for she knows that Food Fights for Freedom. She uses every bit of leftovers, even bones are saved for soup. She regularly takes to her dealer the drippings of fat that have no further cooking use.



6. **WAR WORKER!** She joins wholeheartedly in the community projects of civilian defense. She sends neat bandages on far errands of mercy. And (to her it is a matter of special pride) the honored list of blood donors includes her name.



7. **WAR BOND BUYER!** She does without things she wants so our men will have the things they need. Over 10% of her husband's pay goes for War Bonds, plus dollars she saves in her household budget. Swift salutes Mrs. America, Patriot.

* **FOR DELICIOUS POT ROAST . . .** Start with good beef, a Swift's brand round-bone pot roast if available. Season; dredge with flour; brown well in hot fat. Browning intensifies flavor. Add a small amount of water. Don't "drown the meat". Cover; cook slowly on top of range or in oven, about 2½ hrs. for 4-5 lb. roast. Cook onions with roast, sprinkle with paprika; serve with noodles and pan gravy.



SWIFT'S BRANDS OF BEEF

Swift's Premium · Swift's Select · Swift's Arrow



These brand names identify the finest beef. Under wartime conditions Swift's brands may not always be available. They remain, however, your best guides to quality. Ask for them.

