

ALL the Hardys



ARE
HELPING!



PLANNING MEALS for the Hardys takes skilled staff work, they're all so extra busy now. Tomorrow Dad and Mother and Bob are giving the whole day to war work. And Madge, who's a Nurse's Aide, is bringing a friend to dinner. Mrs. Hardy solves the problem easily—and brilliantly, orders a butt end of Swift's Premium Quick Serve Ham (it comes ready-cooked!).



OFF THEY GO to help make Food Fight for Freedom. The Hardys realize what a serious situation farmers and canners are facing, how badly help is needed to save the crops. Part-time and weekend workers are welcome, so they're spending their Saturdays helping out in a vegetable cannery. Vitally important war work... and they can use the extra money.



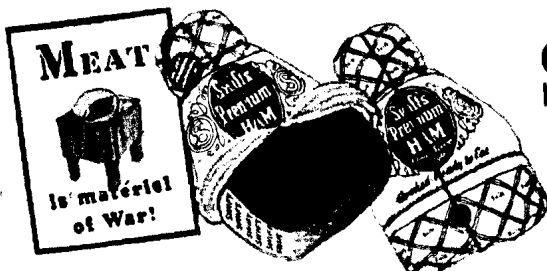
NO COOKING NEEDED with Swift's Premium Quick Serve Style... it's a grand time-saver! In honor of Madge's guest, Mrs. Hardy "partifies" the ham by removing the skin, scoring the fat, and spreading on first brown sugar, then orange marinalade. Fruit gelatin salad, which Mrs. H. made yesterday, will accompany the cold ham.



"THE MEAT MAKES THE MEAL" and Swift's Premium Ham Quick Serve is a perfect "center piece" for a speedy, delicious dinner. Madge's guest raves about the ham—so mild, yet rich in flavor. Mrs. Hardy explains it's the Quick Serve Style—Swift's Premium already cooked—which comes in a red and white wrapper.



SUNDAY SUPPER—nourishing split pea soup flavored with the Swift's Premium Ham bone! Mrs. Hardy has nearly 2 cups of leftover ground ham in the refrigerator, too... grand for sandwiches, noodles, or spaghetti. Ham not only adds fine flavor but also important nutrients—highest quality proteins, B vitamins, and minerals.



Swift's Premium Ham Quick Serve Style

Ham, like all meat, is rich in the finest type of proteins; it also supplies B vitamins and essential minerals. Swift's Premium Ham (Brown-Sugar-Cured an exclusive way) is voted America's favorite! It comes in 2 styles: Blue label for easy cooking; Red label—cooked, ready to eat. Look for the name Swift down the side.