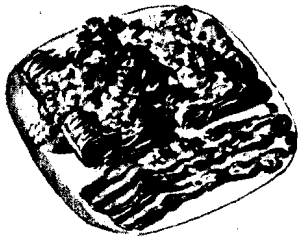


**A HIGH-ENERGY FOOD
THAT CHILDREN GO FOR**

Your vigorous youngsters—always on the go—burn up energy at a terrific rate... need plenty of "fuel" to replace it. So give them generous servings of delicious Swift's Premium Bacon. It's a grand energy food... and they'll eat it without coaxing.



BUILDER-UPPER BREAKFAST. Start them off with a good breakfast—good for nutrition, good to eat. Martha Logan, Swift's chief Home Economist, suggests: Orange juice; Swift's Premium Bacon; shredded wheat biscuit split, toasted, buttered and topped with creamy scrambled eggs and jelly; milk.



NUTRITIOUS, EASY LUNCH. That favorite standby—creamed macaroni—takes on brand new child-appeal when it's topped with green beans and Swift's Premium Bacon. Nutritionist Martha Logan recommends, to complete the meal, whole wheat bread, raw carrots, baked apple stuffed with raisins, milk.



SO MILD—FOR BABY. When your doctor says it's time to feed your baby energy-building bacon, remember that Swift's Premium is extra mild. Only the exclusive Premium cure gives bacon this special mildness.

*"Look, Susie—
these words mean
the finest tasting
bacon!"*



In a nation-wide poll, Swift's Premium Bacon got more than twice as many votes as the second-best brand!



Your first duty to your country: BUY WAR BONDS!

*Just
S...*