

"THE MEAT OF MANY USES"

That's what Martha Logan, Swift's chief Home Economist, calls Swift's Premium Bacon. Its sweet smoke taste works magic in extender dishes—just two or three slices give zip to spaghetti, rice, bakedimas. It's grand in lunch-box sandwiches. And here are other ways Miss Logan uses it.



FOR SUBSTANTIAL BREAKFASTS. The fine energy value of Swift's Premium Bacon gives you "ammunition" for a morning of hard work. Specially delicious with French Toast, or fried mush, and jam.



FOR THE CHILDREN'S LUNCH. Vegetables topped with Swift's Premium Bacon get eaten double-quick. A good, nourishing lunch: green beans and carrots with bacon; baked potato; milk; custard.



FOR THRIFTY DINNERS. Wash 1 lb. dried lima beans and soak overnight in cold water to cover. Drain; add 3 cups fresh water and 1 tbsp. salt; simmer gently until soft (about 1 1/2 hr.). Then add 1/4 cup chili sauce, 1/4 cup chopped green pepper, 2 tbsp. minced onion. Pour into a casserole, or individual baking dishes, top with Swift's Premium Bacon, and bake in a mod. hot oven (425°F.) until bacon is cooked (about 25 minutes), turning once. (Serves 4)

*And some Swift's Premium Bacon. Mr. Storekeeper. It's my family's favorite**



THE BACON WITH THE SWEET SMOKE TASTE



**America's favorite, too! In a nation-wide poll, Swift's Premium got over twice as many votes as the second-best brand.*



Your first duty to your country: BUY WAR BONDS!