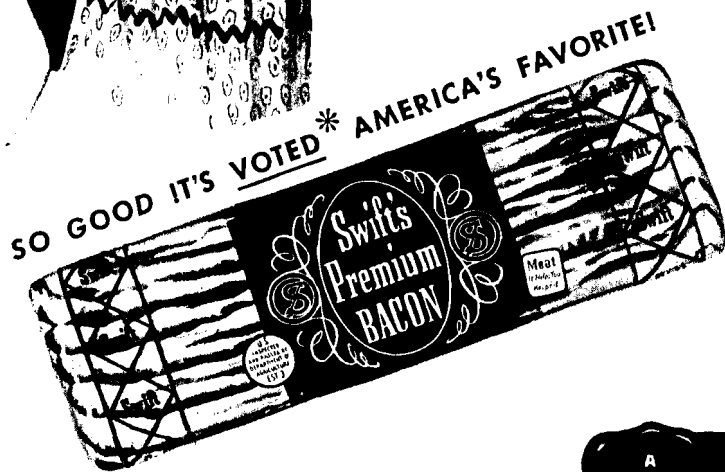


"Remember, Betsy!
That's the very best bacon—
Swift's Premium"



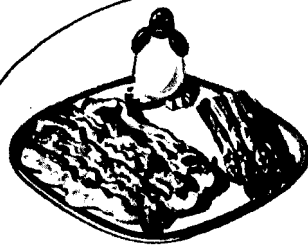
* In a national poll, Swift's Premium Bacon got over twice as many votes as the second-best brand! For 50 years its quality has been rigidly maintained.



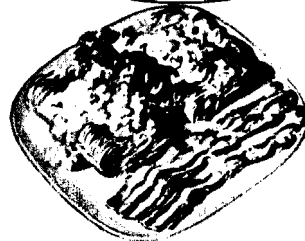
Your first duty to your country: BUY WAR BONDS!

**CAN'T GET THE BACON WITH
THE SWEET SMOKE TASTE?
DON'T BLAME YOUR DEALER!**

When all bacon is scarce—Swift's Premium is naturally harder to find—it's nobody's fault, least of all your dealer's. The demand at home is greater than ever, and huge amounts of bacon are going to our forces overseas. When you *do* get it, remember how much a slice or two can do for a menu's child-appeal... as in these recipes.



LOOK! IT'S A PENGUIN! Children relish green vegetables and creamed potatoes served with Swift's Premium Bacon. And how their eyes shine when they see a "penguin" made with a hard-cooked egg, ripe olives, and carrot strips for feet.



A GOOD BREAKFAST—good for nutrition, good to eat. Swift's Premium Bacon; shredded wheat biscuit split, toasted, buttered and topped with creamy scrambled eggs and jelly; fruit; milk.



BABIES don't need coaxing to eat Swift's Premium Bacon. And it's the right kind to choose for them because it's specially *mild*. Your doctor will tell you when to include bacon in your baby's diet.

Recipes by **Martha Logan**
Swift's chief Home Economist