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# SWIFT'S PREMIUM BACON



From Duncan Hines'  
"ADVENTURES IN GOOD EATING"  
... the famous directory of fine eating  
places along the highways of America

WEST-HARWICH-BY-THE-SEA, MASS. The Old Chase House  
Route 28—On Cape Cod—83 Mi. from Boston. June 14  
to Sept. 14. More than 230 years old, this lovely house with  
vast fireplaces and fine old paneling and furniture, opens its  
doors to overnight guests and those in search of delicious food.

"SWEET SMOKE TASTE!" That's the reason why  
Swift's Premium Bacon is served at the famous  
Old Chase House . . . the reason you'll prefer it for  
your family and guests.  
No other bacon has this special, captivating flavor.  
And, in an All-America poll on "What's the best  
bacon?" no other brand got even half as many votes.

Sugar-cured Swift's secret way and  
specially smoked in ovens, Swift's Premium  
Bacon is marvelously mild and delicate.  
Yet it's zesty, rich in flavor "come on."  
At your house, why not always enjoy  
the bacon America likes best? Ask for  
Swift's Premium Bacon.

The bacon America  
votes best!

In a nation-wide poll made by the  
Psychological Corporation, thou-  
sands of women were asked  
"What's the best bacon?" Swift's  
Premium got more votes than the  
next seven brands combined!

"Sweet Smoke Taste" from  
Swift's secret Sugar Cure and  
special Smoking in Ovens

OLD CHASE HOUSE PANCAKES AND BACON. Place  
Swift's Premium Bacon on rack in shallow pan; bake in mod-  
erately hot oven (425° F.) 10-12 minutes, or until brown. No  
turning is necessary. Arrange on a hot platter with riny pan-  
cakes (about the size of a dollar). Accompany with Straw-  
berry Hard Sauce. To make the hard sauce, cream together  
until smooth ¼ c. butter and 1 c. confectioner's sugar and  
add 1 c. sliced strawberries, fresh or frozen. (Any kind of  
berry, or oranges, may be used instead of strawberries.)



SAY SWIFT'S PREMIUM FOR THE FINEST MEATS:  
Bacon · Ham · Beef · Lamb · Poultry  
Veal · Frankfurts · Table-Ready Meats

REMEMBER, THE MEAT MAKES THE MEAL

44  
9/41  
P7