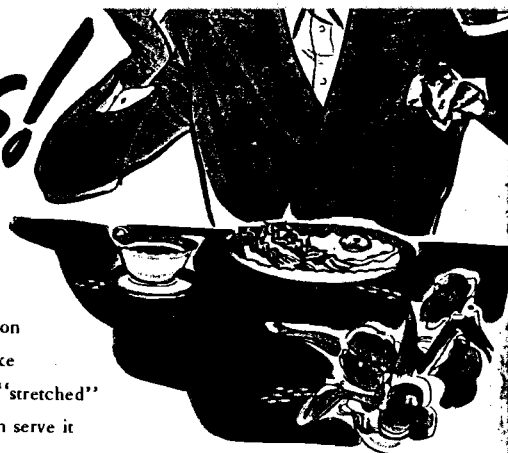




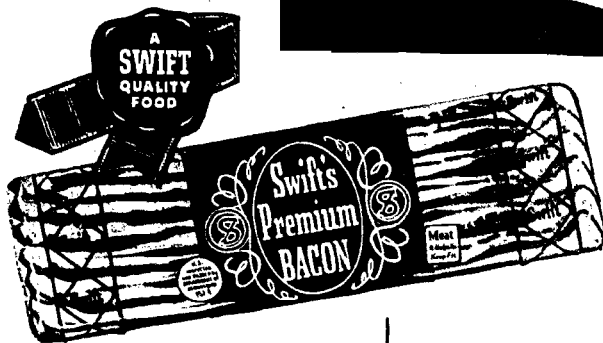
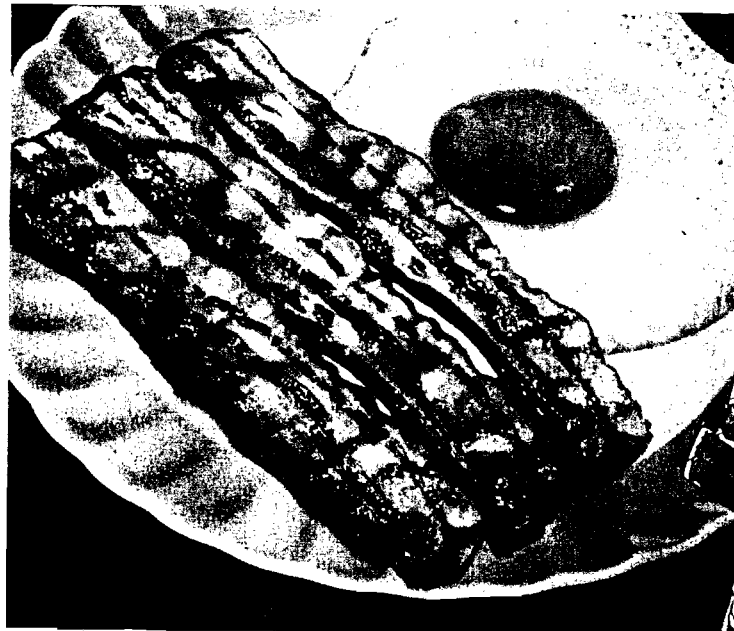
Breakfasts!



GONE ARE THE DAYS when America's best-liked bacon (Swift's Premium, of course) had to be treated like a miser's treasure . . . doled out strip by strip . . . "stretched" for a dinner main dish. Now, once more, you can serve it for breakfast. You can bring on brighter breakfasts, for Swift's Premium's zesty flavor livens up breakfast as nothing else can do.

THEY'LL START OFF IN HIGH after breakfast with Swift's Premium Bacon. It's rich in the nourishment needed for productive days. And so supremely appealing is its *sweet smoke taste*, its quality so strictly dependable, that actual votes show America prefers Swift's Premium Bacon to the next 25 brands combined!

DO RIGHT BY that famous *sweet smoke taste*—cook Swift's Premium Bacon this way: Place in cold frying pan; do not overcrowd. Cook slowly; turn often to cook evenly. Drain on absorbent paper. For crisp bacon, pour off fat as it accumulates. And remember, Swift's Premium Bacon—so zesty, so nourishing—is fine for lunch or supper, too!



Swift's Premium Bacon *with the sweet smoke taste!*

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