

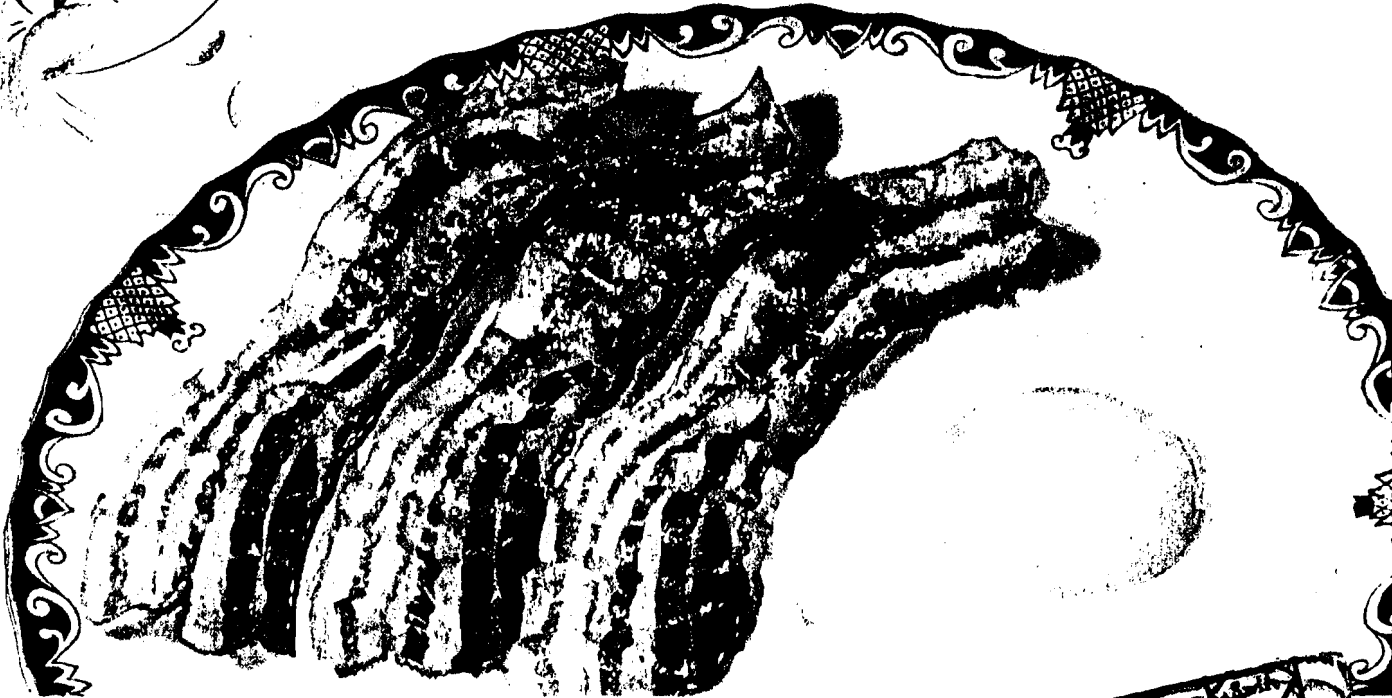


Brighter Breakfasts

pay big dividends...



ZESTY SWIFT'S PREMIUM—THE BACON AMERICA LIKES BEST—sparks the brighter breakfasts that help make the day's work easy. It's rich—very rich—in the food energy nutritionists say breakfasts should supply. And it's gloriously rich in *flavor*. Swift's Premium, you know, is the bacon with the *sweet smoke taste* . . . famed for mildness yet full of zest. No other bacon has that special flavor, and no other even approaches Swift's Premium in popularity.



Bacon à la m-m-m: Place slices of Swift's Premium Bacon in cold frying pan. Do not overcrowd. Cook slowly, turning often to cook evenly. Drain on absorbent paper. If you like your bacon to be crisp, pour off fat as it accumulates.



Swift's Premium

The Bacon with the sweet smoke taste!

SWIFT'S
QUALITY FOOD