

*What's the best ham?*

**Swift's Premium**

**wins again!**

*Leads 2 to 1 in poll  
of farm women*



*On Business Reply Cards sent out by an independent organization, farm women voted on what brand of ham they prefer. Swift's Premium won decisively!*



*Farm women in 40 states voted. Returns showed Swift's Premium got more votes than the next 8 brands combined!*

Poll after poll is proving it—Swift's Premium is far and away America's best-liked brand of ham. In Washington, D. C.; in Hollywood; in gay New Orleans . . . thousands of women have been polled on what brand they think is best. Meat dealers' wives, too, have cast their votes.

In all these polls, Swift's Premium won decisively!

Now returns are in from still another important group. On Business Reply Cards sent out by an independent organization, representative farm women of 40 states have voted for the ham that they prefer.

Again . . . Swift's Premium is way ahead. It actually got more votes than the next eight brands combined! It led its nearest competitor over 2 to 1.

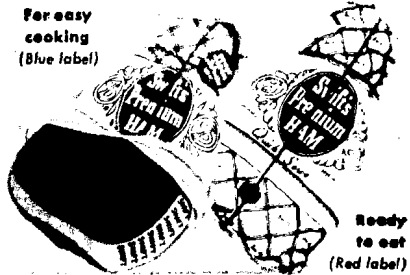
Flavor—that's why Swift's Premium always wins. Nowadays all the better brands are tender, but Swift's Premium, tender as spring chicken, has flavor you get in no other ham. A mild richness, from Swift's secret Brown Sugar Cure. A mellow tang, from special Smoking in Ovens.

For dinner tomorrow, why not serve a slice of delicious Swift's Premium Ham?



**THE REASON: Unmatched flavor from Swift's secret Brown Sugar Cure and special Smoking in Ovens!**

For easy cooking (Blue label)



*Say Swift's Premium for the finest meats*  
**BEEF • HAM • BACON • POULTRY**  
**VEAL • LAMB • FRANKFURTS**  
**TABLE-READY MEATS**



**HAM WITH TOMATO-EGGS** (A Martha Logan recipe!) Gash the edge of a 1-inch slice of Swift's Premium Ham and broil or pan-broil until well done and brown on both sides, 25 to 30 minutes. Serve on a hot platter with eggs prepared as follows: Add 1 cup tomato pulp to 6 well beaten eggs and cook slowly in a small amount of fat, stirring gently until creamy. Place servings in green pepper rings which have been boiled until tender.

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