

"Give us good food for good health and we'll give Uncle Sam what it takes to lick that enemy quick."

When he comes home for dinner...

Here's a two-meat* meal for a home-front fighter! Saves time, fuel—and cuts waste!

Of course you want to feed him well. He works hard. He deserves the best. But at the same time you want to do your part in a big job of conserving food... fuel. Here's how Swift's Premium Tender Frankfurts can help you in both jobs:

YOU BUY ONLY WHAT YOU NEED! Ask for the exact number of Swift's Premium Frankfurts you need to feed your family—without any leftovers.

FOUR POUNDS SERVES 4. There are four of these big juicy links in each pound to furnish the meat for a nutritious, satisfying meal for four people—a meal that helps you "share the meat."

SAVE TIME—FUEL! Swift's Premium Frankfurts need to be heated (not cooked) only 7 minutes. This saves cooking fuel and your time.

ELIMINATE WASTE! There's not an ounce lost in shrinkage or waste. Every bit of meat you pay for is eaten.

***GOOD NUTRITION!** The fine beef and pork from which Swift's Premium Frankfurts are made (actually you get two meats in one) give you high-quality proteins, B-vitamins and minerals.

MARVELOUS FLAVOR! Swift's Premium Frankfurts are seasoned to perfection... their skins are tendered in a special way (in pineapple juice!)... and they're smoked over fragrant hardwood fires.



Swift's Premium Tender Frankfurts

THE BOYS IN UNIFORM GO FOR THEM, TOO! If your dealer should, at any time, be temporarily out of Swift's Premium Frankfurts, please remember that they're just as popular with our armed forces as they are at home. We are doing everything possible to make them go around.

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