

DINNER FOR EIGHT . . .  
EASY WHEN POINTS  
ARE POOLED!

PATRIOTIC . . . POPULAR! FOLKS  
GLADLY SHOP TOGETHER TO  
SHARE A JUICY ROAST OF SWIFT'S  
BRANDED BEEF!

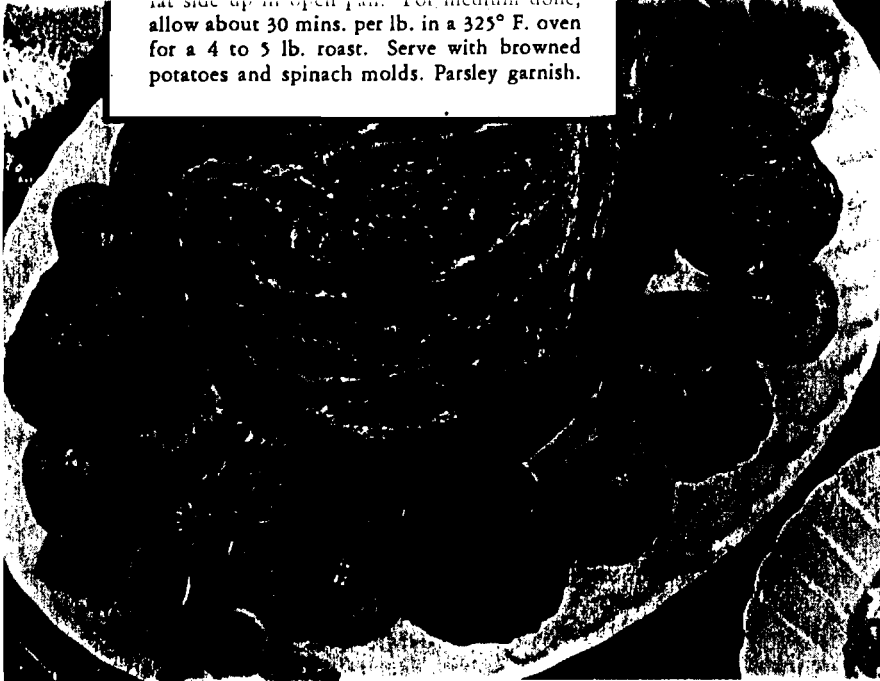
With beef supplies strictly limited by war demands, the selection of *quality* in the beef you buy becomes increasingly important. Ask for a Swift brand whenever available to be sure of tender, juicy, fine eating beef.

STANDING RIB ROAST. Place Swift's beef fat side up in open pan. For medium done, allow about 30 mins. per lb. in a 325° F. oven for a 4 to 5 lb. roast. Serve with browned potatoes and spinach molds. Parsley garnish.



ASK FOR SWIFT'S BRANDS OF BEEF

Set side up in open pan. For medium rare, allow about 30 mins. per lb. in a 325° F. oven for a 4 to 5 lb. roast. Serve with browned potatoes and spinach molds. Parsley garnish.



ASK FOR **SWIFT'S** BRANDS OF **BEEF**

**EXTRA fancy beef** is marked *Swift's Premium*. Specially tender beef carries this brand name—*Swift's Select*. Tender and flavorful, but a leaner beef, is branded *Swift's Arrow*.



**MEAT**

**is material of War!**

**SWIFT'S WARTIME POLICY**—We will cooperate to the fullest extent with the U. S. Government to help win the war. We will do everything possible to safeguard the high quality of our products. Despite wartime difficulties, we will make every effort to distribute available civilian supplies to insure a fair share for all consumers all over the U. S.



Your first duty to your country:  
**BUY WAR BONDS**

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