

Great American Customs

HOLIDAY PARADES...



...AND HOLIDAY PICNICS WITH
SWIFT'S PREMIUM FRANKS

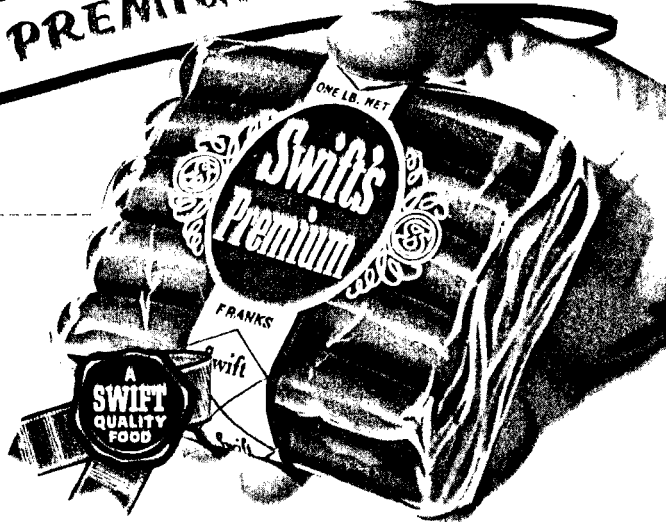


"Dinner-Quality" meat makes them America's favorite

juicy pork. You'll find them always delicately, carefully seasoned to assure the same delicious flavor.

Marching in tribute to our nation's heroes and outdoor family gatherings are Americans' favorite ways of commemorating history. And for that *holiday picnic* they want America's favorite franks because they're "Dinner-Quality" meat—*tender beef and*

Luscious links marked SWIFT'S PREMIUM are *all nourishment.* In fact, just as rich in high-quality proteins as the more-costly cuts of meat. And, packed 8 to 10 to the pound, they're made fresh daily in spotless kitchens from coast to coast.



Featured this week at fine food stores everywhere!