

# Great American Customs

FIREWORKS ON "THE FOURTH"



... AND FOURTH OF JULY PICNICS WITH  
**SWIFT'S PREMIUM Table-Ready MEATS**

Fresher flavor and finer ingredients make them America's favorite "cold cuts"!

To millions it wouldn't be Independence Day without a spectacular display of bursting rockets . . . or a 4th of July picnic without Swift's Premium Table-Ready Meats. They

want the extra goodness of America's favorite "cold cuts."

In luscious freshness, in carefully-seasoned flavor, in hearty nourishment, these millions know they're getting the best. For Swift puts the SWIFT'S PREMIUM brand only on its finest meats. And these "cold cuts" are made by the makers of famous Swift's Premium Franks offered in the sealed, 1-lb. package.

FEATURED THIS WEEK  
 AT FINE FOOD STORES  
 EVERYWHERE!

