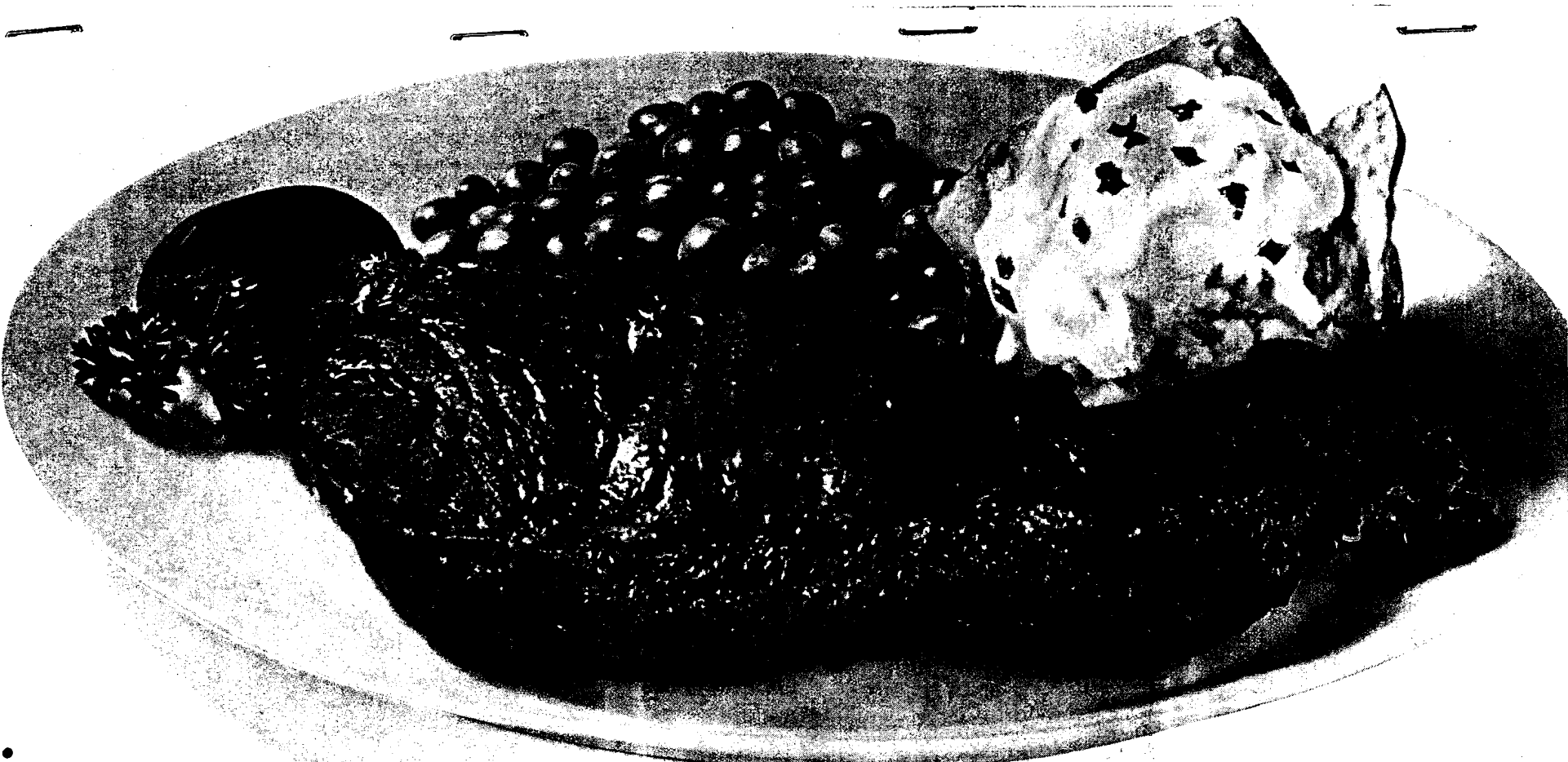


64 B

SWIFT & COMPANY - 1924

Turn about.....



...is fair play! Take him out to dine! (It's leap year!)

So home is your husband's castle and he's content with your cooking 365½ days a year. Take it as a compliment, and pay him one in return. Some evening soon, get into your giddy new hat and lead the gentleman forth for a dine-out date at your favorite restaurant. Make it a kingly treat with that regal cut of meat all men love—tender, succulent Swift's Premium Strip Steak! It's a great way to remind your man that eating out gives life a lift!

P.S. Chances are he'll pick up the check. Give in graciously. Remember, girls, males like to be masterful.



The two most trusted words in meat. Our 109th year.



One of a series of institutional advertisements prepared by Swift & Company in cooperation with the National Restaurant Association.