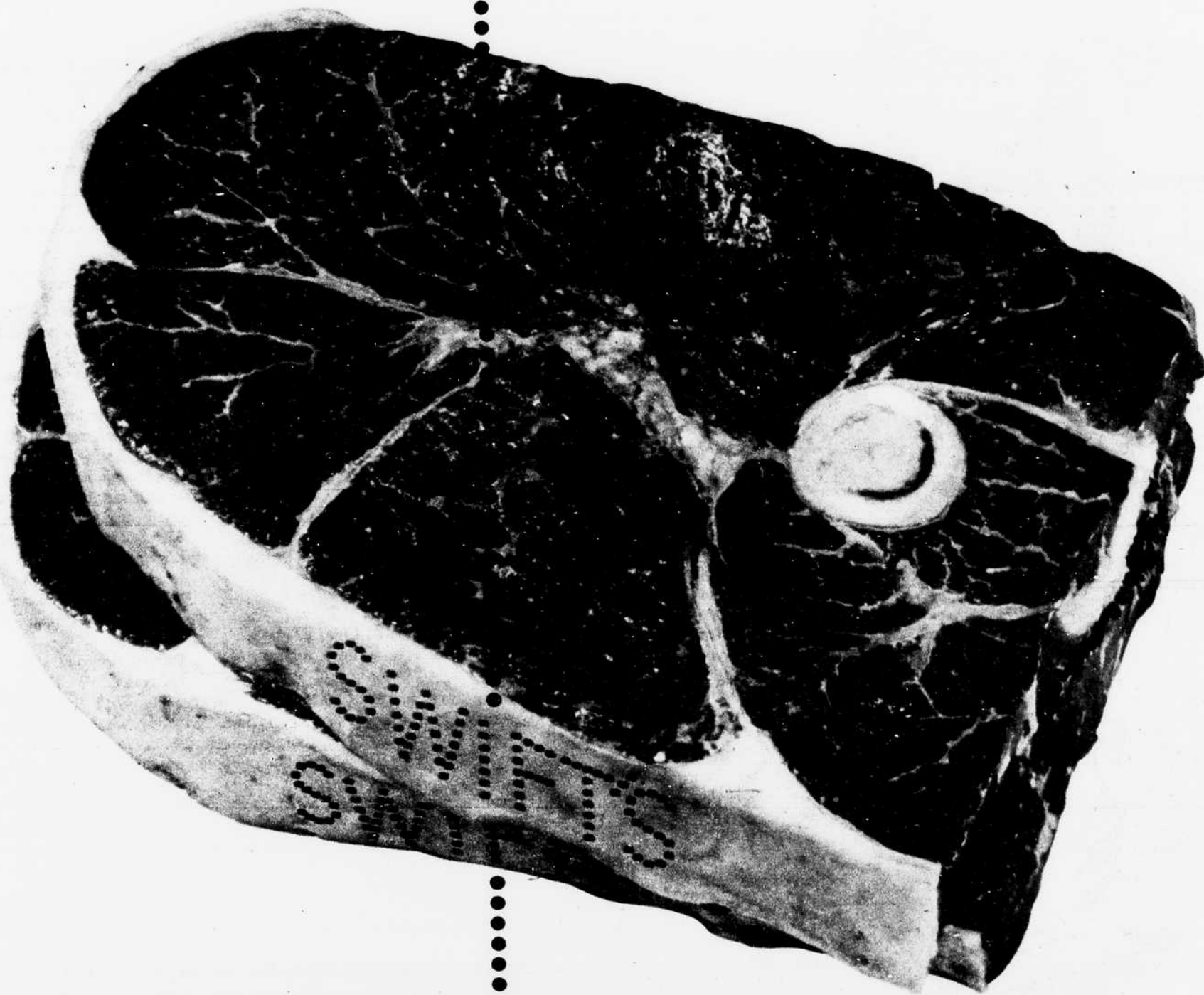


# How to get fine beef every time ...



Just look for a Swift brand:

SWIFT'S PREMIUM,  
SWIFT'S SELECT or  
SWIFT'S ARROW  
right on the meat!

**WHATEVER THE CUT** you're buying—round steak for the family or a lordly rib roast for guests—it's easy to make certain of tenderness and fine flavor. Just buy your beef by a Swift brand name, the way you buy America's favorite ham and bacon. *Swift's Premium, Swift's Select, Swift's Arrow* . . . those are the three top brands. Right on the meat, they identify pick-of-the-market beef, selected for best eating by men who really know. So—to get beef that's downright delicious—always look for a Swift brand name.



"Different"! Cook 4 lb. slice Swift's Branded Round Steak as for Swiss Steak, adding 2 c. cooked tomatoes. Cut in half; serve sandwich style, filled with mashed potatoes.