

TRAILS' END *from* a far Western Ranch

New York wants fresh meat every day. So does Chicago; Los Angeles; Santa Claus, Indiana and Medicine Bow, Wyoming. To deliver its branded products to dealers and their customers in the far corners of our nation, Swift pioneered in the development of refrigerated trucks and railroad cars. Here is the story of the contribution that this unusual equipment makes to the freshness, flavor and nourishing goodness of all Swift's quality foods.

Today the old meat trails are paved in concrete, or set with steel railroad rails, and traveled by high speed trains or trucks like the new, bright red Swift truck you see here. But time was, and not so long ago either, when meat was driven to market—on foot, and sold from a wagon, house to house.

From its founder's humble beginning, with one red delivery wagon on a country road 93 years ago, Swift & Company has developed a unique nation-wide delivery system that brings fresh meat, quality products and produce to every city, town and village in the United States in finest-of-the-fine condition.

7,600 trucks and automobiles with the familiar

Swift name now travel 130 million miles a year over America's great highway network to render this service. The truck bodies are insulated, and many of them are refrigerated mechanically, like your home refrigerator. There's a type for every purpose.

Results you can taste

Many are their destinations, but only one mission—to bring Swift's branded products to you at peak flavor, top uniformity in all seasons and at all places. Swift's entire organization, too, plays an important part in giving your dealer and you quality that truly makes Swift's foods wise buys these days.

Its research laboratories with their Martha Logan Kitchens add their professional skills to see to it that these famous Swift branded products are always the finest that can be produced...good eating and good nutrition to the last bite. In fact, many thousands of Swift's employees make valued contributions. For it is their combined skills and abilities that make Swift's quality so thoroughly dependable, always.

Think of some of these things next time you see that familiar red-painted, Swift-labeled truck on the highways. And when you see it stopped at a dealer's store in your city, you'll find there, at that store, the finest meats in town—those labeled "Swift's . . . Swift's Premium."



Swift & Company

The Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 63 years of experience, the technical skills of its operating people and of its great laboratories with their test kitchens, stand behind this pledge.



THE SWIFT NAME HELPS YOU BUY MORE WISELY . . . FEED YOUR FAMILY WELL



SWIFT'S PREMIUM HAM



SWIFT'S PREMIUM BACON



SWIFT'S BRANDS OF BEEF



SWIFT'S PREMIUM TABLE-READY MEATS



SWIFT'S PREM



SWIFT'S BRANDS OF VEAL