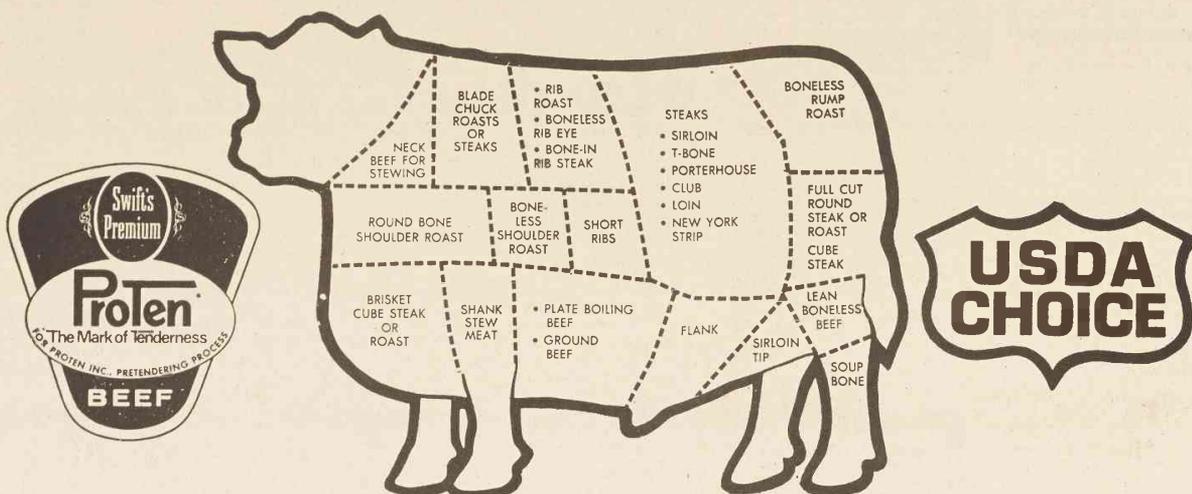


Stock up your freezer with the best beef in town.
Save during Food World's week long...



SWIFT'S PREMIUM PROTEN U.S.D.A. CHOICE BEEF SALE!

160 LBS. TO 175 LBS. AVERAGE WEIGHT

BEEF FRONT QUARTER U.S.D.A. CHOICElb. **83¢**

150 LBS. TO 165 LBS. AVERAGE WEIGHT

BEEF HIND QUARTER U.S.D.A. CHOICElb. **\$1.⁰³**

325 LBS. TO 375 LBS. AVERAGE WEIGHT - U.S.D.A. CHOICE

SIDE OF BEEFlb. **89¢**

FRESHLY GROUND IN STORE - 10 LBS. OR MORE

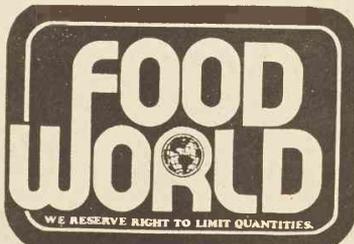
GROUND BEEFlb. **69¢**

Cut and wrapped FREE in our regular market wrap. Please allow sufficient time to process after placing order.

OUR MEAT DEPARTMENT MANAGER is proud of the beef he has to offer you... Swift's U.S.D.A. Choice Premium Proten Beef. He is keenly aware of the fact that you're not just buying meat... you want pride in serving; you want satisfaction as far as your family and guests are concerned. You want your husband to say, "This is great!" All of the preparatory work that is done by our meat department manager and his people is done with all of these things in mind.

Now, delightful in every cut—Swift's Premium Proten Beef gives you tenderness so remarkable that your whole concept of cooking will be changed. Chucks and rump steaks and roasts are now all cuts you can serve with pride and cook easier and quicker than ever before! They're delicious. You can save up to 30 minutes if you decide to braise a pot roast. Look for—reach for—the label Swift's Premium Proten Beef.

Remember, this is Proten U.S.D.A. Choice heavy grain fed western beef.



5 CONVENIENTLY LOCATED FOOD WORLD SUPERMARKETS IN HIGH POINT

STORES IN: Asheboro, Burlington, Greensboro, High Point, Salisbury, Winston-Salem