

## Armour Foods For Meatless Days

$\mathrm{I}^{\mathrm{r}}$T used to be that people associated the name of Armour and Company only with the preparation of meats. Today, however, the intelligent housewife has come to realize that the Armour name is synonymous with virtually every food she needs for her table - even secure practically everything for every meal in the week-including the Meatless Day!
$\mathbf{S}_{\text {ages-she can obtain them all }}^{\text {OUPS, }}$, fishder the guaran-ages-she can obtain them all under the guaran-
tee of the Armour name and under the famous Oval Label, which marks the top grade of each kind of
product. product.
Nor has it been mere chance that this is so. It
has been because Armour and Company, recognizing the degree in which the Nation has looked to
them to safeguard its food supply, has shouldered them to sateguard its food supply, has shouldered
its responsibilities to the full.

## Working With Hoover


 tions, Ammur ras long reaired the ned for con. ofrration or our national meat supply. As A matter Days long beior evr. Hothover ordect for meatess Armour made preparations to handle the situation developed by this one-seventh decrease in the use of
meat. Indeed, the marketing of our Oval Label Foods has been a step in the direction of increasing
meat saving.

For, the fact that the housewife is able to buy
variety of other dependable products of known a variety of other dependable products of known
quality with an assurance of getting them at fair
prices is very positive encouragement to the con-
sumption of other foods. Through the Oval Label, she is enabled to do this.
With the increased need, for true values which has become so apparent in the past year, the variety
of foods sold under the Oval Label has been consid erably extended. Milk condensaries, vegetable pack ing plants, fruit canneries, bean, warehouses-all the Armour organization been incorporated into same economical management which has made it possible for Armour to prepare and sell at a lower
charge on the dollar than any other induastry deal

## A Buying Guide

$\mathbf{A}_{\text {stand - the more so so because they thes know with }}^{\text {LL }}$ certainty the values they are buying. For, as on hundreds of Armour Products with which women are already so familiar, the best grade of each of
these many new products added to meet the conthese many new products added to meet the con-
servation needs of war-time, will bear the Oval Label.
Thus, the housewife buying under this famous Label (the identification of top grade no matter on
what it be found) can be sure not alone of widest range of choice but of utmous dependability, a prime
consideration under existing circumstances.


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