

CANADIAN GROCER

The Best of
Easter
Breakfasts
for YOUR
Customers



HIS year our sales effort is based upon the policy that everyone who wants ham should insist upon securing good ham—for greatest food value in foodstuffs means true food conservation. In line with this policy we are directing our efforts this season to

**SPECIAL EASTER
ADVERTISING**

to tell the Canadian Housekeeper why

**“Swift’s Premium”
Ham**

represents maximum Ham value, resulting from outstanding qualities that distinguish it from all other hams. In newspapers and magazines all over Canada they will read this message, and will seek the dealer who can supply Swift's Premium Ham. Remember that a store is known by the grade of goods handled—and Swift's Premium Brand will enhance your reputation for high-class merchandising. Anticipate the demand by stocking

Swift's Premium Hams

Swift Canadian Co.

Limited

Toronto Winnipeg Edmonton