

The Dealer [Speaks on
"Quality"]



"I RECOMMEND Swift's Premium because its quality is absolutely *uniform*—because only the choicest grade of meat is allowed to be branded 'Swift's Premium'—because its mild 'cure' is scientifically exact—because just enough time is allowed in smoking to secure a flavor that is only found in

Swifts Premium Ham

Every piece is finally tested before it is wrapped, which ensures satisfaction to my customers. It is equally good all through and needs no parboiling before being broiled or fried. So I say: Swift and Quality are synonymous—Ask for either, and you get both.

Order from your Butcher or Grocer.

Swift Canadian Co.
Limited

Toronto Winnipeg Edmonton



There is no waste when you "Buy a whole Ham"—you can *bake the butt*, *boil the shank*, and *broil or fry the centre slices*.

