



Pies that *taste* good! Pies that *are* good!

THE making of pie crust is an art. But skill alone cannot produce that tender, flaky, melt-in-your-mouth texture so much desired. You must also have the very best materials—and this means principally a choice, velvet-smooth, rich shortening.

Swift's Jewel Shortening always meets the requirements and can always be relied upon in the production of wonderful pies.



SWIFT'S JEWEL SHORTENING is absolutely tasteless and odorless. You need use less because it is all shortening. Why not try this Shortening on your next baking day? You can get it in sanitary tin pails from your grocer or butcher.

Swift Canadian Co.

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M. 35