



Easter

brings a bigger demand for a high-grade product like

Swift's Premium Ham

Swift's Premium Ham is **good** ham. It represents the maximum Ham value resulting from outstanding qualities that distinguish it from all others.

Now that Easter is close at hand you'll need a stock of good Ham to meet the renewed demand. Swift's Premium Ham will satisfy—and every sale will enhance your reputation for high-class merchandising.

Our special magazine and newspaper advertising will make Swift's Premium Hams easy to sell.

Swift Canadian Co.

Limited

Toronto

Winnipeg

Edmonton

Three appetising ways
which you can suggest for serving
Swift's Premium Ham

Broil or fry
the Center Slice
without parboiling

Boil the
Shank

Bake the Butt

