



*The Husband Speaks
on "Value"*

"MY idea of value is getting every cent of your money's worth. And, man alive! it's going some if you can beat the value our family gets out of a

Swift's Premium Ham

"We Buy it Whole, because the dealer gives us a lower price that way. We've used the centre slices broiled and fried with eggs—the small-end made a gorgeous old-fashioned boiled dinner—the butt-end baked is delicious, and as a midnight snack saves me many a downtown lunch."

Swift's Premium Ham has a distinctive mild flavor that can be instantly recognized—created only by careful selection and the exclusive Swift cure.

Order from your Butcher or Grocer.

Swift Canadian Co.
Limited

Toronto

Winnipeg

Edmonton



*Look for the blue
"no-parboiling"
tag whenever you
buy ham.*