



THE universal desire to make Easter breakfast a really delightful meal, is easily fulfilled by housewives who use

## Swift's Premium Hams and Bacon

A few slices of this mild, delicately-cured ham or bacon — cooked to a tempting brown—served sizzling hot—make a meal the whole family can enjoy. For Swift's Premium is outstanding in excellence: the Ham, because of its extra mild cure and juicy tenderness; the Bacon because of its succulent fat and enticingly flavored lean; and *both* because of their characteristic savouriness due to the exclusive Swift process of selection and curing.

Serve Swift's Premium on your Easter breakfast table and we know you will insist on this brand in future.

*Order today from your Butcher or Grocer.*

Swift Canadian Co.

Limited  
Toronto Winnipeg Edmonton

