

Building up a Store with one strong line

There are three stores in a small town, and they all sell provisions. So far as may be seen they are in many respects the same. The service in one is not appreciably better, but whenever customers want Ham and Bacon they always go to that store.

This retailer has specialized in

Swift's Premium Hams and Bacon

and is building up a big trade by featuring this line.

It will pay any dealer to feature Swift's Premium Hams and Bacon on his Provision counter. They are Nationally advertised and their quality always satisfies.



Order from our Salesman or Direct

Swift Canadian Co.
Limited

Toronto

Winnipeg

Edmonton