Swift's
Peanut Butter
MADE FROM NO. 1 GRADE PEANUTS
U.S. PATENT NO. 1926369
Quality of Swift's Premium
Swift & Company
DISTRIBUTORS
GENERAL OFFICE—CHICAGO
SWIFT'S
Peanut Butter

A blend of No. 1 Virginia and Spanish selected peanuts.
Proportioned to obtain just the right oil content and perfect flavor.
Special patented process enables smoothness of consistency.
Thorough emulsification.
A homogenized product.
Its consistency makes it more digestible.
Like an old-fashioned marriage—no separation.
Only in Swift's is the oil separation controlled.
Smooth—no crumbling—goes further.
Spreads as easily as bonus money.
Such true peanut flavor you can see the elephants.
Vacuum tight—keeps right.
Displays pay.
A sample is ample.
Different but better.
5 POINTS OF SUPERIORITY

1. No oil separation.
2. No cling to roof of mouth.
3. Smooth—no crumbling—goes further.
4. True peanut flavor.
5. Thorough quality throughout.
Always uniform.

1. True Peanut Butter
2. No Ching Information

SYFIO1B9US

Peanut Butter

SWIFT'S
SWIFT'S Peanut Butter

Not a football item.
Repeat orders follow initial sale.
More profit for the dealer.
Reaches trade that are not price-minded.
Lower prices are not always bargains.
SWIFT'S Peanut Butter

Exclusive in type, character, and individuality.
Only Swift's salesmen have it for sale.
Tell 'em and sell 'em.