

SO DIFFERENT! SO ADORABLE!

Swift'ning's* Christmas Cookies are the Merriest you ever baked!



Make them with these patented, new-type **COOKY CUTTERS**

Look at Santa's chubby cheeks . . . look at the boughs on the tree. See how they're raised, instead of being flat like ordinary cookies? That's due to the patented design of these new-type cutters. Dough comes out easily, too, and decorating is simple. *There are no other cutters like these.*

And there's no other *shortening* like Swift'ning! Snowy-white and tasteless, it contains a special quick-mix ingredient for marvelous cakes and cookies . . . makes flakier pies than any other all-purpose shortening . . . gives you crisp digestible fried foods.

A truly all-purpose shortening, Swift'ning out-performs all other kinds. Get some right away and send for these new-type cutters. Yours will be the *merriest* Christmas cookies your family and friends ever saw!

Set of 4-
only **50¢**

with paper disc from inside a can of Swift'ning

\$ **00**
RETAIL VALUE



Irresistible—decorated completely or with just a bit of color! With your cutters you get a color-illustrated "Folder" which gives Martha Logan's "Helping Hand" Recipe, cooky-making hints, and step-by-step directions for decorating with lots of gay ideas.



Good cooks are switching to Swift'ning!

HURRY! HURRY! ORDER TODAY! OFFER LIMITED!

Swift'ning, P. O. Box 5985, Chicago 77, Ill.

Please send me set(s) of Cooky Cutters, each with Recipe Folder, @ 50¢ a set. Enclosed are paper discs from inside can of Swift'ning (1 for each set) and \$ in coins (or money order).

Name (1)

Address

City Zone State