

Swift & Company - S338-1 from a Post Card

Stuart A. Johnston (#2713)

Illustrated on the bottom of page 44 is the front of an advertising Post Card from Swift's Pride Soap and Washing Powder. It bears a 1909 copyright and the card's age is validated by the July 2, 1909 machine cancel from the Chicago, IL "Stock Yard Station" that is faintly seen on the address and message side, shown below.

Post Card

JUL 12 3-00 PM

909 STOCK YARD

STATION FOR ADDRESS

C



FOR CORRESPONDENCE

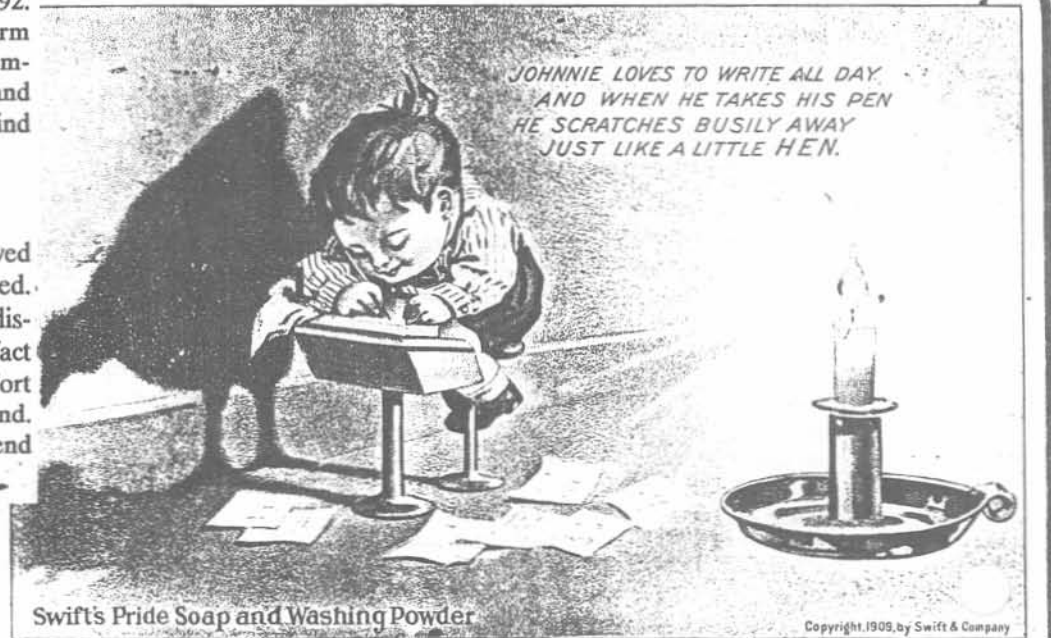
Hello! This is one of the advertisements of the firm I am working for since leaving D. L. Your friend

*Mr. & Mrs. A. O. Bowen,
Wisom,
M: - l*

Swift & Company continued from page 43

I told *Bulletin* editor, John Lyding, about this at the PSS/Perfins Club Convention in St. Louis in August 1992. He let me know that this form of advertising was not uncommon in the early 1900's and suggested that I share my find with the members.

That meeting proved that it is a small world indeed. While we were talking we discovered that John had in fact spent the previous night in Fort Wayne with an old Navy friend. Oh yes, small world, the friend is my next door neighbor!



JOHNNIE LOVES TO WRITE ALL DAY AND WHEN HE TAKES HIS PEN HE SCRATCHES BUSILY AWAY JUST LIKE A LITTLE HEN.

Swift's Pride Soap and Washing Powder

Copyright 1909, by Swift & Company