

THE WONDERFUL WORLD OF SWANKY SWIG

‘First you serve out of them. Then you can drink out of them.’

Short cuts for summer menus



KRAFT SPREADS
in re-usable
Swanky Swig
Glasses

YOU'LL USE THEM AGAIN AND AGAIN

These delicious new Kraft Spreads come to you in re-usable Swankyswig containers . . . when empty, they're the smartest little beverage glasses going! Order Kraft Spreads from your store-keeper now, and start on your Swankyswig collection right away!

Delicious! Convenient! Now . . . two exciting new flavours to make your sandwiches more appetising, your savouries more tempting . . . the *easiest* way to add zest and sparkle to picnic and party and everyday fare. Save time out of the kitchen this summer. Serve these new Kraft Spreads regularly, serve them often!

The Australian WOMAN'S MIRROR 33

MICKEY MOUSE and DONALD DUCK

NOW ON
KRAFT
RE-USABLE
Swanky-Swig
GLASSES



ALSO

(Copyright Walt Disney)

Yes! Kraft Swanky-Swig re-usable glasses are now decorated with four of Walt Disney's famous Mickey Mouse and Donald Duck designs . . . Mickey Mouse, Minnie Mouse, Donald Duck and The Three Nephews. Get all four of these popular designs. First you serve delicious Kraft Spreads from these gay glasses . . . Kraft Mayonnaise, Kraft Spread Cheese, Kraft Sandwich Relish, Kraft Savoury Relish. And when the glasses are empty, you can use them over and over again for dozens of things. Start on your collection right away!

Ask for **KRAFT SPREADS** in the
NEW SWANKY-SWIG
re-usable glasses

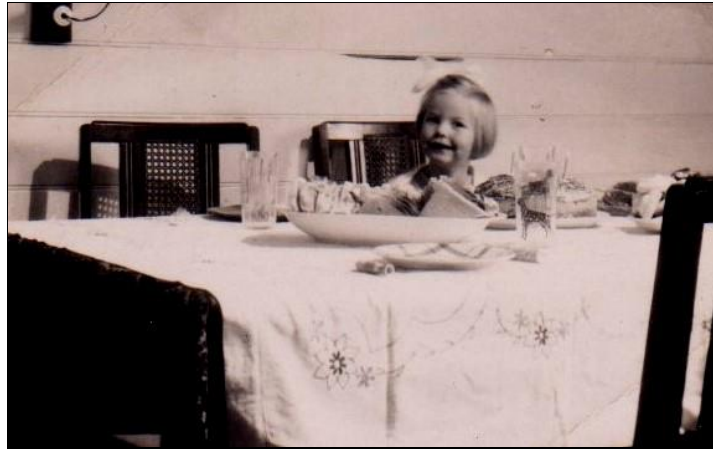
SOLD AT FOOD STORES EVERYWHERE

The Age 20 October 1938 <http://nla.gov.au/nla.news-article205192850>

The Australian Woman's Mirror 25 March 1941 <https://nla.gov.au/nla.obj-499878597>

Many colourfully decorated vintage glasses are referred to nowadays as Swanky Swigs. This is actually a generic term. The name Swanky-Swig was coined by Kraft Foods during the Depression to promote their reusable glass containers which held processed foods such as cream cheese. Swanky Swigs were introduced by Kraft here in Australia in 1938. The earliest versions had coloured bands below the rim but soon depicted a large number of fun themes, from the circus to Disney cartoon characters and 'gay new designs' of hearts, diamonds, spades and clubs playing cards.





These gorgeously coloured, Pyro glazed glasses were marketed as ‘ideal for general use afterwards’ and my Mum certainly made use of them. The photo above of my fourth birthday party back in 1956 shows two Swanky Swigs style glasses on the table, one featuring the Dalmatian design, apparently one of six dog breeds (Great Dane, Irish Setter, Collie Dog, Saint Bernard, German Shepherd and Dalmatian) that could be collected. I can remember Mum regularly buying condiments such as honey, lemon butter spreads, mayonnaise and peanut butter in promotional glasses but unsurprisingly none have survived, being breakable and seen as somewhat kitsch. I have come across them regularly over the years, picked up for little money in op shops and second hand stores, and almost accidentally ended up with a small collection.



In Australia brands such as Kraft, ETA, Sanitarium Health Foods and Greig’s Honey often decorated their glasses with distinctive local themes. They mostly came in one basic colour such as red, blue, green, orange, black or white. Among my collection are designs of a Cobb and Co horse and stagecoach, parrots, koalas, blue flax lily, black swans, the introduction of decimal currency in 1966 and the 1956 Melbourne Olympic Games. The Olympic Games glasses are highly sought after, as is anything Walt Disney related. The one white Disney

glass in my collection, created by Barnes Honey, features Pinocchio, Uncle Scrooge and one of the nephews who gleefully holds a moneybox shaped as a piglet by its curly tail.



Kraft tulip pattern with six colour variations, early 1950s. Ten colours were known to be produced in the set. These small glasses were perfect pieces to use at a kids' party.

NOW 5 favourite
KRAFT FOODS in these
"Swanky-Swig" RE-USABLE GLASSES

New designs! New colors! New foods, too! Now you can collect a full set of Swanky-Swig glasses quickly, because five delicious Kraft foods are now selling in these smart Swanky-Swig glasses.

KRAFT CHEESE SPREAD
Australia's biggest-selling cheese spread. Smooth, nutty cheddar that spreads. Rich in the vitamins, minerals and proteins that make Kraft Cheese famous. Look for Kraft Cheese Spread in the Swanky-Swig glass at your grocery or delicatessen.

KRAFT MAYONNAISE
The seal of a good salad. Kraft Mayonnaise has the original flavor and creamy smoothness that comes from an exclusive recipe - Kraft's own blend of cold, high grade ingredients. Available in new "zip" design. Sandwiches - 12 oz. family-size screw-top jar.

Look!
A set of smart Swanky-Swig glasses - as smart as you like. Buy your favorite Kraft Spreads in the new "Swanky-Swig" and use the glasses again and again.

Colours!
Swanky-Swig glasses come in five gay colors - red, green, blue, yellow and white.

New Designs!
Look in the new design Swanky-Swig with the gay "zip" pattern as well as the famous "Australian Wildflower" series. Start building your set of "Swanky-Swig" today - it's easy now there are five favourite Kraft foods in these smart reusable packs.

KRAFT SANDWICH RELISH
Relish is right! This all-time favourite adds your taste for something different in sandwiches. Spread it on biscuits and potatoe too. Better get two of the new Swanky-Swig of Sandwich Relish - it won't stay long on any pantry shelf.

CREAM CHEESE SPREAD
Savory butter! A new food from Australia's biggest cheesemakers. Real Cream Cheese with the savory flavor that wins applause from every palate. Try spreading Kraft Cream Cheese on thin loaves. Roll up and serve at supper time - see how they go for it.

KRAFT SMOKAY CHEESE SPREAD
Another spreading new one which saves better. Americans have loved about Smokay for years. Now you too can enjoy the unique flavor of this fine spreadable cheddar with the delicate smoked flavor. On your grocery shelves now in Swanky-Swig glasses.



Kraft Swanky-Swig advertisement *Australian Women's Weekly* 14 January 1950

<http://nla.gov.au/nla.news-article46074376>

Kraft Swanky Swig blue flax lily design created 1949/50 which once contained cheese spread.

It is difficult to date many of these promotional glasses, or to match them to particular companies, although by using resources such as Trove, the National Library of Australia's marvellous free online research portal, you can locate display advertising featuring specific designs. Google searches bring up quite a few collectors and auction houses. I found that my blue flax lily glass was produced by Kraft in 1949-50 as part of an Australian wildflower set and there are ten design and colour variations in the set. And it is a safe assumption that a glass decorated with bees once contained Sanitarium, Allowrie, Greig's or Barnes Honey. The bright yellow swan glass also contained Barnes Honey.



The Dad's Glass in light blue, above, is a complex design depicting non-stop activity. There are images of dad playing lawn bowls, a fishing rod and basket, push lawn mower, a pipe with smoke wafting from it, golf bag, a small yacht and finally a slick bubble-shaped convertible car. In the next glass the white chef proudly shows off his moustache and newly cooked roast, and then we have a navy blue Cobb and Co stagecoach and a proud red Dalmatian.



Sanitarium gave out show bags at the Royal Shows around Australia, inside which were samples of their new products in cute little glasses. The orange tumbler above has two seals and measures 6cm high. The container the seal is balancing on its nose features the abbreviated word Sani. Another set they produced featured letters of the alphabet paired with products such as W for Weetbix, M for Marmite and C for Cerix puffed wheat.



More unusual are promotional glasses in more than one colour. I have three in mixed primary colours. The middle glass with the umbrellas has a crown impressed on the base, along with the number 28.



Retro abstract patterns in squares and circles.



Swanky Swigs taken to the next level – A Made in Italy version from the 1960s

If you would like to collect Swanky Swigs, these little treasures can still be found in vintage and second hand shops, on eBay and at auction houses. Although it is harder to find a bargain nowadays they certainly make a fun collectible. They look great as a display but don't forget – hand washing is fine but avoid giving them a run in the dishwasher before they go up on the shelf.

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