

Low Meat Prices vs.
HighCattlePrices
If the farmer cannot get enough for his live stock, he raises less, and the packer gets less raw material.
If the consumer has to pay too much for his meat, he eats less of it, and the packer finds his market decreased.
The packer wants the producer to get enough to make live-stock raising profitable, and he wants the price of meat so low that everyone will eat it.
But all he can do, and what he would have to do in any case to stay in business is to keep down the cost of prothat the consumer pays for the meat and by-products only a little more than the farmer gets for his animals.
Forexample. act yearSwift \& Company pa
w

If cattle from the farm were turned miraculousiy into meat in the hands of pense of dressing, shipping and marketing), the farmer would get only about $11 / 8$ cents per pound more for his cattle, or consumers would pay only about $21 / 4$ cents per pound less for their beef!
Out of this cent or two per pound, Swift \& Company pays fur the operation of extensive pants, pays freight on meats,
operates refrigerator cars, maintains branch houses, and in most cases, de livers to retailers all over the United States.
fraction of a cont, and a part of this profit goes to build more plants, to give better service, and to increase the company's usefulness to the country.

Swift \& Company, U. S. A.

Insvale Items
dayss ne.
sister.
${ }^{1 a}$
nhipped a car load of cattle to K
City tatet Sand
consignment
Ed EHiot, having tinished his o
corn, is shacking for Roy Megers.
corn, is shocking for Roy Mesers. F
in eiearing 85 a day.
Eimer Notite is assisting the Lead
Etmer Nolite is assisting the Leaun-
brand boys pieking corn and stacking
cane.
Mr. and Mrs. Vierney shannon, of
Mr. And Mrs, Verney Shanono, A. Leadabrand and family last Sunda The prevailing epidemic keeps do
tors Jeffers and Watts of Smith Ct tors Jeffers and Watts of Smith C
ter, buty night and day in this part rer, busy nid.
the county.
Jav leadabrand threshed his e
thast week. The seed is of super
quality. Craffiord did the work.
Eariy hast week a large number
neighbors nemol with ases, erossect
bueksaws and other farapherual
assembled on the prem ses of Jer

the Art Meyers home Sunday.
mr, and arrs. Garoh Leonard spent
Link Daily.
Herman Dailey purchased a
Overland ear one day last week.


Our Telephone Policy
Here is Policy that is the Guiding Principal of the Company

To give the best possible service that now how to produce.
To charge the lowest possible rates con sistent with prompt, efficient service.
To treat every patron with the utmo courtesy and consideration.
To win and merit a reputat
To install these principals
very one of our employes,
to the youngest, and to have
proud of the company-proud company's good name.


Malone-Gellatiy 60.

Open Day and Night

## DINE

AT OUR CAFE
Powell \& Pope

Mr. and Mrs.
ED. AMACK
UNDERTAKING
Phoone. lad Save 158, Re, 93 RED CLovo. NEB.


Locate Your New Home Along the Burlington

## Hamilton-Cathor

 Clothling Co.

Everythint a man or Eoy Weare Fed Olend Nebrabito

## Lincoln Telephone and Telegraph Co.



Drow In?
Schiulta ${ }^{\circ}$ Schaal studia

Fitas chass portratiure ealarging, copying, finishing, etc. yous patronace a aprechated

Dr.W.H. McBride
E. S. Carber Vall Paper, Paints, Oils and ICTURE ERAMING

Electrical Goods of all Kinds
Will Wire Your House And


Firemen Appear

The Day
Before the Fire
$\qquad$
O. C. TEEL

Reliable Insurance


