## A WISE MAN of the WEST

AWISE MAN there was, who dwelt in the land of Opportunity and prospered. The son of this wise man was an observant youth, keenly alert to the possibilities of a wonderful future. Ever and anon the youth reflected upon the miracle of grass turned to beef, as water was once turned to wine. He viewed his father's herds, waxing fat and yielding nutriment for a hungry populace. Approaching manhood, he came to realize that grass could not only be turned to beef but that beef could be turned to gold. Straightway the observant youth craved the confidence of his father. "Know you," spake the wise man to his son, "that there may be as many kinds of cattle as there were colors in Joseph's coat. Take further heed to my words. All live stock commission firms are not alike; some salesmen are much better than others, albeit the best selling service costs no more than the poorest. Hence, my son, you will preceive that the better the salesman, the greater become your returns in gold. Consider the wisdom of what I say and choose with care your agents at market."

Twenty-eight years of honest endeavor and ripe experience are wrapped up in Sales That Suit. A live, energetic organization, equipped and anxious to serve your best interests, awaits your instructions and appreciates your favors. We solicit your patronage with the assurance that you will receive 100 cents' worth of selling and handling service for every dollar you pay in commissions.

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