> How Competition Helps You

The competition that exists among the hundreds of meat distributors, large and small, means

Rivalry in Prices Rivalry in Service, Rivalry in Economy Rivalry 'in Quality

Swift \& Company sells meat at the lowest possible price, consistent with quality and service. Our profit of only a fraction of a cent a pound on all products is evidence of keen competition.
Swift \& Company must provide the best service to your dealer or he will buy from our competitors. This means a supply of fine fresh meat always on hand for you at your dealer's.

Swift \& Company must keep down manufacturing and selling costs, and use all by-products to avoid waste, or else lose money meeting the prices of competitors who do.

Swift \& Company must make its products of the highest quality, or see you turn to others. This means better meat for you and a greater variety of appetizing, wholesome food.
We are as glad for this competition as you should be. It helps to keep ui on our mettie.

Swift \& Company, U.S.A.
geranlum; carry out the ashes: 611
the sats shaker-but if a hint is
dropped concerning dishwaging the sait shaker-but if a hint
dropped concerning dishwanhing, in
vent an urgent errand downtown.

We are thinking, in this connee Advice to Leap Year Victims." Would probably be wasted, The man
who knows the price of shoes and till allows himself to be persuaded serves all he gets, But ours is kind heart. We are immune to on
one kind of suffering-that of the one kind of suffering-that of the
man who hates to pay bill. And we are willing to go out of our way
to lighten the burden of the Laap o lighten the bu
Year bridegrooms

Bear in mind that it's compara tively eaky to deceive the fair sex,
desplte all talk of feminine intuition despite all talk of teminine intuition This doesn't mean that you are $t$
behave rashly or with impunity or any other woman, for it it a aways
well to be cautious, whether aitting Well to be cautlous, whether altting
in a poker game or buying bootleg in a poker game or buying bootleg
ilquor. Take no needless chances, for women sometimes suspect what they do not know and you'll be ked busy quileting susplecions a good shar
of the time, no matter how shell and without reproach your conduct may be.
But if Friend wife should discov know, put on a bold front. Blutt out. Now there are two kinds 0 bluff, the relterative kind, which simply repeats and repeats; and the
other kind, which ts more tactul and effective, suppose, for example, your wife should find a plug of chewing tobaceo in your pooket. You're there is no way in whith you can di vert her attention by remarking that ahe has no business going through
your coat. She'll tell youl your coat. She'll tell you that it
dropped out while she was dusting . Women, as all men know, can't nail without being seized with an a sire to brush it. Its a mania with
them, and you should remember this

At any rate, we'll suppose that ohe
ans found the tobaceo. Don't evade
At any rate, we'll suppose that ohe
Don't pay the tobaceo. Don't evade.
Dat someone silpped
Don't yay that someone slipped 1
into your pocket by mistake, or to
get a joke on you. Say that you had get a joke on you. Say that, you had
a tremendous toothache, and that
you bought a plug to take your mind
of the pain. of the pain. Say to take your ming
as it sounds reasonabthing, and solick tong
and it. Once you wavar, or and stick to to
you wlih you had selected another
ent xcuse, you are lost.
We remember one time when the
duchess found a handful of cigars in our coat pocket. We were in our
senlor year at hlgh school, and had just learned how to draw on a cigar without getting slek.
goo delgars. We brought them home mee night and went to bed after
smoking one of them out of the bed room window. For a wonder, Eddie
dian't threaten to tell on us. Maybe dian't threaten to tell on us. Maybe
he hoped we'd slip him one. We came downstairs in the morning and
cane there was the duchess, smiling and cheerful. No in
thing was wrong.

On our wa yto school, we felt for
those cigars, and they were not
there. We recalled that the duchess there. We recalled that the duchess
had handed out our coat. We knew In the pariance of the schooloboy, that
we were "In for it." But did we dewe were "In for ft." But did we de-
spair? Not on your tintype. We spair? Not on your tintype. We
rushed into the house at noon, and
demanded rushed into the house at noon, and
demanded of her:" "What did you
do with those clgars?" "I took them do with those cigars?" "I took them,
of course," responded the duchess Glive them back," we demanded. It
took her by surprise-but hopped on to us, and hopput she
We stopped her. "Aw, shard
Wed remonstrated, "them cigars are trick
clgars, and we the boys in the ofice. They's pow to
in them, and
ind so far, they blow up" moke 'em She handed them ove" we told her
sor other word, and worried without an noon for fear the boys would be in-
jured tn the explosion it was fortunate that dad wasn't home. He might have been hard to

So, we say, use diplomaey. Use
tact. Use your head. We do not tact. Use your head. We do not
advise you to falsify if there is any adher way out. We have a wide
otheuaintance among married men and we have found it very seldor that one of them deliberately lies He may exaggerate occasionally, h
may be evasive, but he will not de celve the partaner of his joys and th
sharer of his sorrows Hen sharer of his sorrows. Honesty
the best policy. Married men usual Hy find, atter a few attempts, that
this is gospel truth. this is gospel truth.
PRICES WHL SOAR,
SAYS SH
CINCinNati, 0 ., Jan. 7,-Today
before the annual convention of the befire the annuar convention of th
National shoe Travelers' assoclation J. B. Byrne of Rochester, N, Y., pres.
Ident of the assoctation, predicted 1dent or the assoctation, predicted
50 per cent advance in the prices of shoes next summer.
Byrne sald that when milady ap peark on the streets wearing glaze-
or colored shoes, she is wearing or comething approximately worth the something approximatei
aetual welght in silver.
sata that there are plenty of grades of cheap leather for shoes, but that
the publice does not want them vertisement.

## You Can Begin

to make preparations for the next Christaas right
How much would it have helped to have received a check for one hundred or more dollars last holiday timef You could have purchased all the gifts you wished and have money left over, perhaps.
We have organibed the simplest, most convenient method of raising this extra hundred fo in plenty of time, just when you are most in need of extra money (think of yext Christma which fall due about the first of the year) ycull hatra money (think of your expense
If $\$ 2$ a week is more than you can handle, select a smaller one. Any sum you determine upon can be deposited. Figue up your holiday expenses, divide them by fifty and START There are two classes of Savings Clubs which we have organized to help you form the habit of thrift. Both continue for fifty weeks. If you commence with a given amount and each week increase the deposit by an amount equal to that with which you commenced the account. Thus, in the 2c Club: First week, deposit 2 c ; second week, 4 e ; third week, 6 c ; etc.
The other club includes those members who deposit a certain sum weekly for fifty weeks, with no increase in the amount deposited. The various clubs and the weekly for fifty weeks,

## 50 Weeks <br> With Deposits in Multiples

1e Club amounts to
2c Club amounts to
$\$ 12.75$
25.50
5c Club amounts to
10c Club amounts to
25.50
63.75
127.75

25 c Club amounts to
50 c Club amounts to

## First State Bank

only bank in alliange that quarantegs its depositors protection


Positively every Georgette Waist in our well filled, stylish stock will be offered on this tremendous saving plan. You will find for $y$ our selection dainty garments of this popular and beautiful material in modes that are cert ain to please.

## Come in and See Them

## THE PLAN

may choose the Waist that pleases you, for example,
 chaice ABSOLUTELY FREE OF CHARGE.

Make your dollars go twice as far at this great 'Two-for-One" Sale.

## Ladies' Silk Gloves

We have 25 dozen pairs of Ladies' Silk Gloves, worth up to $\$ 2-$ not a pair worth less than $\$ 1.50$. You will find these handsome, serviceable-an exceptional value, while they last at

50c

## Ladies' Silk Hose

In this lot are 35 dozen of high grade handling these lines any more such rands as Eiffel and others equally a good. They are absolutely worth more than To clean up at
69c

