## Meat Must Be Sold

Fresh meat is perishable. It must be sold within about two weeks for whatever it will bring

A certain amount of beef is frozen for foreign shipment, but domestic markets demand fresh, chilled, unfrozen beef.

Swift \& Company cannot increase prices by withholding meat, becauseit will not keep fresh and salable for more than a few days after it reaches the market.

Swift \& Company cannot tell at the time of purchasing cattle, what price fresh meat will bring when put on sale. If between purchase and sale, market conditions change, the price of meat must also change.

The Food Administration limits our profit to 9 per cent on capital invested in the meat departments. This is about 2 cents per dollar of sales. No profit is guaranteed, and the risk of loss is not eliminated.

As a matter of fact, meat is often sold at a loss because of the need of selling it before it spoils.

Swift \& Company, U.S.A.


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