



Why Swift & Company Handle Poultry, Eggs, Butter and Cheese

Swift & Company went into the produce business because they saw a crying need for the kind of service they were equipped to perform.

The produce business was in chaos. Collecting, transportation, preparation and distribution was hit or miss, with delay, deterioration and loss on every hand.

The farmer was at the mercy of an uncertain, localized market. He had no way of reaching through to the people who needed what he was raising for them. There was no premium upon improving his stocks, for grading was lax or lacking.

The consumer had to accept produce that, as a rule, had no known responsible name behind it. He had no way of knowing how long the eggs or the butter he was buying had been lying around in miscellaneous lots in the back room of a country store. Much of the poultry was not properly refrigerated before shipment or properly protected by refrigeration in transit.

Swift & Company's initiative brought system to this chaos. Their organization, equipment, and experience in handling perishable food products were already adjusted to the task. Their refrigerator cars, branch houses, central points, far-reaching connections, trained sales force, supplied just what was demanded.

Now the farmer has a daily cash market in touch with the nation's needs with better prices. Standardization makes better produce more profitable. More consumers are served with better, fresher, finer foodstuffs.

Nothing suffers from this save inefficiency, which has no claim upon public support.

Swift & Company, U.S.A.



Half a loaf is sometimes better than an unpaid board bill. The goodness of people is exceedingly tiresome.



This Is Orange Blossom Time in Florida

And it's a good time to leave the Frozen North for a short Winter vacation.

Come on down to Lake Alfred and see one of the most beautiful sights imaginable—thousands of acres of Orange and Grapefruit Trees in full bloom, scenting the air for miles around.

We have a few planted small groves, but fine, not yet taken, but you cannot buy an acre until you have first seen the property. You had better hurry, for these are choice and will be sold soon.

After carefully investigating what others have done in our vicinity, under exactly similar conditions, and you have satisfied yourself that our claim that a Six or Seven-Year-Old Grove, on a conservative estimate, will produce from \$200 to \$250 per acre Net, you can buy with perfect safety.

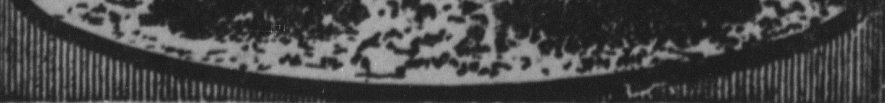
If you buy, your trip costs you nothing, as we refund traveling expense to purchaser.

Our groves at Lake Alfred are right on the Main Line of the Atlantic Coast Railroad, in the heart of the Highland-Lake Section, the highest, safest citrus section of Florida, with Ninety Lakes within a Five-Mile radius. Good asphalt and brick roads, schools, etc.

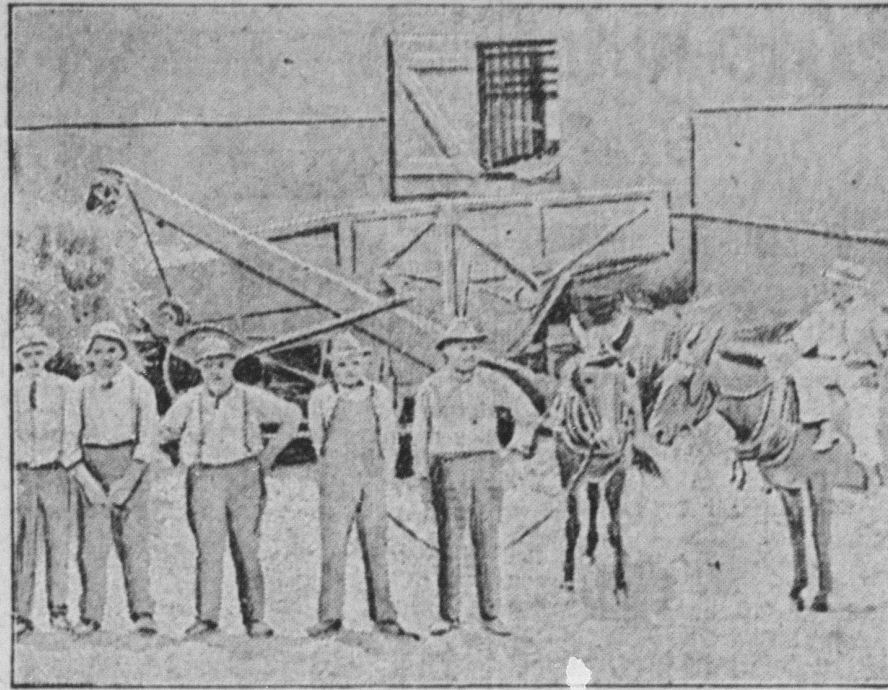
Prices fair, values big, reasonable terms.

Send for our illustrated booklet, read it carefully, and then visit Lake Alfred personally.

S. K. THORPE, Northern Sales Manager, Florida Fruitlands Company, 45 East 42nd Street, New York City.



CITY PEOPLE AND FARMERS NOW WORKING TOGETHER FOR GOOD OF ALL CONCERNED



Group of Business Men From Lexington, Ky., Who Helped Thrash Wheat.

(Prepared by the United States Department of Agriculture.)

One of the greatest achievements of the farm-labor activities conducted by the United States department of agriculture during the past year in farming sections all over the country where labor was needed was the establishment of cordial co-operation and sympathetic understanding between farmers and local business men, department specialists state.

City Folks Help Harvest.

As a result of this co-operation crops have been harvested by aid of the business men from cities and towns in hundreds of localities where large losses would undoubtedly have resulted from lack of labor. About 35,000 town and city dwellers helped harvest in Kansas, 15,000 in Nebraska, 20,000 in Oregon, 10,000 in Missouri, 12,000 in Indiana, 25,000 in Illinois, and proportionate numbers in practically all other states. The farmer has thus learned that local town and city folks can assist greatly in this emergency work, and has come to look with favor

upon their co-operation. The effect has been to bring farmer and town resident into more cordial relations.

Provide Harvest Labor.

The results achieved along this line are especially helpful toward providing the harvest labor needed in a constantly enlarging agricultural program. Too much emphasis, it is believed, cannot be placed upon the phase of the labor that has to do with bringing into close co-operation and alignment all the forces which have more or less to do with the labor problem and framing a program that will eliminate as far as possible the loss due to having an over-supply of labor at certain places and shortage at others, and that will make possible the use of all the local labor to the fullest extent and thus save transportation of workers from distant areas and necessary loss of time occasioned in such travel.

The success in dealing with the farm labor situation during the past year is thought to justify confidence in meeting any situation that may develop in 1919.

FARMERS AND BUSINESS MEN

Young Man of Present Day Learns by Study and Practice of Modern Business Methods.

(Prepared by the United States Department of Agriculture.)

Farming is being adapted more and more to a business basis, and farmers are being recognized by the business men of the cities as having real business standing. The expression, "Farmers and business men," has become "Farmers and other business men." Once the young man learned the farming trade by working mostly with his father and brothers; now he learns farming in that way and also in school and college, and by the study and practice of modern business methods, so that he becomes a different type of farmer from the countryman of one or two generations ago.

The demand of the present farmer has brought about a new method of dealing with him and supplying him with any available information he may desire. It is recognized that it is not good practice to load farmers with advice—to tell them what to do and when to do it—and this changed attitude brings more satisfactory relations to all concerned. It has resulted in freer consultation and the arrival at safer conclusions and more correct practices than could possibly come from working separately.

TEMPERATURE OF THE WATER

At Depth of 40 to 60 Feet It is About 50 Degrees—Uniform Throughout the Year.

(Prepared by the United States Department of Agriculture.)

The temperature of ground water varies with latitude, season, depth and geological conditions. Ordinarily at a depth of forty to sixty feet it is about 50 degrees, and is nearly uniform throughout the year. At lesser depth seasonal and atmospheric changes are likely to affect it. Hence if there is much fluctuation in the temperature, or if the water is made turbid by rains, a supply of shallow origin is indicated. Deep ground waters are generally progressively warmer the deeper obtained, the increase running about one degree for each fifty to sixty feet increase in depth.

WOOD ASHES AS FERTILIZER

Expert Figures That Ton is Worth \$54—Crops Need Every Pound of Potash Obtainable.

Save the wood ashes. At present prices of potash an expert figures that the potash in 100 pounds of hardwood ashes is worth \$2.50, and in addition there are in the same ashes 20 cents' worth of phosphoric acid. This would make a ton of dry, hardwood ashes worth \$54. At the same rate pine ashes are worth \$30 a ton, and should be carefully saved. Give the ashes that come from the stoves and furnaces the same protection and use them on the land just as intelligently as would be given the high-priced commercial fertilizer. The crops will need every pound of potash that can be obtained from ashes and every other available source before the European mines are again operated for export.

DO YOU KNOW—

That it costs about as much to raise a 500-pound scrub as it does to raise a 1,000-pound well-bred steer?

That there is nothing better than alfalfa hay for balancing a ration?

That a dairy cow requires an ounce of salt a day?

That some form of protein (skim milk, buttermilk, tankage, or meat scrap) is needed to keep up winter egg production?

That a high tight board fence on the north and west side of the barnyard saves feed and makes a comfortable sunning place for stock in winter?

SOY BEANS QUITE VALUABLE

May Be Combined Advantageously in Many Systems of Crop Rotations—Seed is Valuable.

(Prepared by the United States Department of Agriculture.)

The soy bean may be combined advantageously in many systems of crop rotations. It is especially adapted to short rotations, taking either an entire season or a part of a season following some grain crop. The cash value of the seed is sufficient to encourage growing the beans as one of the main crops. When the whole season is thus devoted to soy beans, they may take any place in a rotation system where corn can be used. In the southern states the crop is adapted to practically the same place in rotations as corn.

The small grains may follow soy beans, and the soil requires but little preparation after a crop of soy beans. In North Carolina and Tennessee a soy bean crop is often grown between two wheat crops or between two oat crops. A rotation of corn, soy beans, wheat, and clover is practiced quite generally in many sections north of the Ohio river. In some sections the soy bean is substituted for oats in such four-year rotations as corn, oats, wheat, and clover or potatoes, oats, wheat, and clover. The soy bean can also be used as a catch crop where new seedlings or grass and clover have failed and on wheat or oat stubble fields where clover or grass has not been sown or has not succeeded. As a crop after early potatoes or canner peas and as an orchard cover crop, the soy bean is highly recommended, as it will produce a large quantity of fall pasture or material for plowing under on soils in need of organic matter.

FACTORS OF SOIL FERTILITY

Plant Feeding is Not Simple Problem of Supplying Manure and Commercial Fertilizers.

The expression, "soil fertility" is used to include the factors which make a soil productive. Plant feeding is not a simple problem of supplying manure and commercial fertilizers. An abundance of available plantfood is an essential factor of soil fertility, but there are other important factors.

When Children are Sickly

are Constipated, Feverish, Cry out in their sleep, Take cold easily, Have Headaches, Stomach or Bowel trouble, Try



MOTHER GRAY'S SWEET POWDERS FOR CHILDREN

They are pleasant to take and a certain relief. They act on the Stomach, Liver and Bowels and tend to correct intestinal disorders. 10,000 testimonials from mothers and friends of little ones telling of relief. No mother should be without a box of Mother Gray's Sweet Powders for use when needed. At Druggists. Ask to-day. The need of them often comes at inconvenient hours.

Used by Mothers for over thirty years. Do Not Accept Any Substitute for MOTHER GRAY'S SWEET POWDERS.

Acid-Stomach Now Quickly Relieved

Those painful attacks of indigestion, heart-burn, belching, disgusting food-repeating; that puffly bloated, lumpy feeling after eating, dyspepsia and stomach miseries—all point to just one awful American disease—commonly known as ACID-STOMACH.

Fortunately there has been discovered a wonderful modern remedy—called EATONIC—that brings instant relief from all these stomach miseries because it absorbs the harmful excess acid in the stomach and drives out the bloated gas. You won't know you have a stomach, so free of pain you'll feel. Besides, it saves you from more serious ailments because it is a scientific fact that ACID-STOMACH frequently creates conditions which hamper the best medical skill. Many cases of chronic stomach trouble, biliousness, severe headache, general weakness, rheumatism, gout, lumbago, intestinal ulcer, cancer of the stomach, heart

pains and even heart failure can be traced directly to Acid-Stomach.

Avoid these dangers—don't let acid-stomach wreck your health. Don't drag out your days feeling all in, down and out, weak and ailing. Keep the vital spark flashing. Eat the things you like and digest your food in comfort. Then you'll feel fine—be fit—mentally alert—have pep and punch—the power and will to do things.

Take EATONIC and give your stomach the help to put it in a fine, healthy condition so that it will digest your food perfectly and make every mouthful you eat register 100% in enriching your blood and building up your bodily strength.

Get a big box of EATONIC TABLETS from your druggist today. They taste good—just like a bit of candy. The cost is trifling. It is absolutely guaranteed. If it fails to relieve your stomach misery, your druggist will refund your money.

T A K E EATONIC T O D A Y FOR YOUR ACID-STOMACH

A Slip Somewhere.

Last winter, while walking down the street, a man fell, and picking himself up he carefully covered the slippery spot with the snow, as he saw an old enemy coming that way. When he got home his wife met him at the door with a potato masher in her hand, and exclaimed:

"I saw you cover that spot. I didn't know what it was, but fell and broke all the eggs I had just bought at the grocery omnibus."

He tried to explain, but the weapon descended upon his head, and now he puts his hat on with a shoehorn.

At birth the pulse of a normal individual beats 236 times a minute; at the age of thirty, 70 times.

But few men can stand prosperity when it comes.

A New One.

Up at the Good Samaritan hospital they are having a good laugh at the expense of a certain physician who had sent a patient home as convalescent. He instructed the man's wife to call him next morning at the hospital and report.

In due time she called up and said: "He has been feeling very badly. I do everything I can to please him, but nothing seems to satisfy him."

"But you wouldn't say his condition was critical, would you?" demanded the doctor. To which the woman replied: "It's worse than critical, it's abusive."

—Los Angeles Times.

The Class.

"Speech is a mighty engine of action."

"I must admit it is often a hot-air engine."

HAARLEM OIL CAPSULES IF YOUR BACK ACHES

Do you feel tired and "worn-out"? Are you nervous and irritable? Don't sleep well at night? Have a "dragged out" unrested feeling when you get up in the morning? Dizzy spells? Bilious? Bad taste in the mouth, backache, pain or soreness in the loins, and abdomen? Severe distress when urinating, bloody, cloudy urine or sediment? All these indicate gravel or stone in the bladder, or that the poisonous microbes, which are always in your system, have attacked your kidneys.

You should use GOLD MEDAL Haarlem Oil Capsules immediately. The oil soaks gently into the walls and lining of the kidneys, and the little poisonous animal germs, which are causing the inflammation, are immediately attacked and chased out of your system without inconvenience or pain.

Don't ignore the "little pains and aches," especially backaches. They may be little now but there is no telling how soon a dangerous or fatal disease of which they are the forerunners may show itself. Go after the cause of that backache at once, or you may find yourself in the grip of an incurable disease.

Do not delay a minute. Go to your druggist and insist on his supplying you with a box of GOLD MEDAL Haarlem Oil Capsules. In 24 hours you will feel renewed health and vigor. After you have cured yourself, continue to take one or two Capsules each day so as to keep in first-class condition, and ward off the danger of future attacks. Money refunded if they do not help you. Ask for the original imported GOLD MEDAL brand, and thus be sure of getting the genuine.—Adv.

BLACKMANS MEDICATED SALT BRICK

STOCK LICK IT

FOR HORSES, CATTLE, SHEEP & PIGS

STOCK LIKE IT

DROP BRICK IN FEED BOX

CONTAINS COPPERAS FOR WORMS, SULPHUR FOR THE BLOOD, SALT/PETER FOR THE KIDNEYS, RICK VORONSKY TONIC AND PURE DAIRY SALT. USED BY VETERINARIANS 12 YEARS. NO DOING. ASK YOUR DEALER FOR BLACKMAN'S OR WRITE.

BLACKMAN STOCK REMEDY COMPANY Chattanooga, Tenn.

AVOID INFLUENZA AND PNEUMONIA

GOWANS Rub-It-On

Specially good for inflammation and congestion. Reduces fever; helps the heart. Send for sample. Satisfaction guaranteed. Gowans Medical Company, 1111 Chestnut Street, Philadelphia, Pa.

TESTED SEEDS

Our seeds are all TESTED for GERMINATION before leaving our establishment, and are of the HIGHEST KNOWN QUALITY. By planting seeds of this class you are bound to get the necessary results for a profitable crop, provided soil and weather conditions are favorable.

Send postal for 1919 Catalogue ready February 1st.

I. N. SIMON & SON

438 Market Street Philadelphia, Pa.