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Why Compare Beef and Coal Profits?
Swift \& Company has frequently stated that its profit on beef averages only one-fourth of a cent a pound, and hence has practically.
no effect on the price.

Comparison has been made by the Federal Trade Commission of this profit with the profit on coal, and it has pointed out that anthracite coal operators are content with a profit of 25 cents a ton, whereas the
beef profit of one-fourth of a cent a pound means a profit of $\$ 5.00$ a ton. The comparison does not point out that anthracite coal at the seaboard is worth at wholesale about $\$ 7.00$ a ton, whereas a ton of eef of fair quality is worth about $\$ 400.00$ wholesale.
To carry the comparison further, the 25 cent profit on coal is $31 / 2$ er cent of the $\$ 7.00$ value.

The $\$ 5.00$ profit on beef is only $11 / 4$ per cent of the $\$ 400,00$ value. The profit has little effect on price in either case, but has less effect the price of beef than on the price of coal.
Coal may be stored in the open air indefinitely; beef must be kept
expensive coolers because it is highly perishable and must be in expensive coolers because it is highly perishable and must be refrigerated.
Coal is handled by the carload or ton; beef is delivered to retailers by the
pound or hundred weight.
Methods of handining are
Methods of handling are vastly different. Coal is handied in open cars; beef
t be shipped in refrigerator cars at an even temperature.
Fairness to the public, fairness to Swift \& Company, fairness to the packing ndustry, demands that these indisputable facts be considered. It is impossible to
isprove Swift $\&$ Company's statement, that its profits on beef are so small as to disprove Swift \& Company's statem
have practically no effect on prices.

Swift \& Company, U. S. A.
ieven Wholesale Distributing Markets
Central Office 9th and Girard Aves.
M. Hall, District Manag

## 27th Anniversary Sale Bargains! <br> All goods purchased during November will be charged on Decem- <br>  <br> Tomorrow-Another Great Purchase Swings Into the Anniversary Sale! Fur=Trimmed \& \$ 5 One Thousand for Tailored Coats BO. D Women \& Misses Actually Worth $\$ 25-$ Seven of the Many Models Are Illustrated <br> Flags \& Upholsteries <br>  <br> Household Linens <br> 

${ }^{51.50 \text { Irish Cotton }}$ ( ${ }^{50}$
$\begin{aligned} & \text { 50c All-Linen } \\ & \text { Barnaley Crash }\end{aligned} \quad ; \mathbf{3 5}^{\mathrm{c}}$
$\$ 3$ Mercerized Damask
Napkins, dozen. $\$ 2.40$
All the Fashionable Shades Are Included in the Collection, as Well as the EverPopular Navy Blue and Black. Lined to Waist or Lined Throughout With Satin.
 That Dominates Our Whole Merchandising Policy to Offer the Most for the Least

Clothing News for Every Man!


Jewelry Gifts Can Be Purchased for Least Now

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|  | Gold |

Beautiful Georgette Waists, $\$ 6.98$


Women's \& Children's KNIT UNDERWEAR


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| \$2.50 Glove Silk Vests, \$2.25 |
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