The Mission of

## Swift \& Company

Swift \& Company has become one of the large businesses of the world through continuing to meet the growing needs of a nation and a world.

Society has a right to ask how the increasing responsibilIties and opportunities for usefulness which go with such growth are being used by the men who direct its affairs-and hemen have the right to answe
o promote the production of live stock and perishables and in-
这
Co reach more people with more and better meat
To make a fair competitive profit in order to reimburse the 25,000 shareholders for the use for the future development of the business;
To reduce to a minimum the costs of preparing and distributing of efficiency with producer and consumer;
o live and let live, winning greater business only through greater usefulness, with injury
to nothing but incompetency, inefficiency and waste; to deal justly, fairly, and frankly with all mankind.
These are the purposes and motives of the men who direct the policies and practices of Swift \& Company.

Swift \& Company, U. S. A.

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