Printed hin Terry County, on the South Plaina, the last stand of the Cattleman and the future home of the most prosperous Farmers in the United Statea VOLUMN TWENTY-EIGHT



OUR 23 YEAR COLUMN



Both in the Same Boat

> Swift \& Company has more than one hundred produce plants, where poultry, eggs and dairy products are bought, prepared and shipped to far-off markets. In each plant is an ambitious, hard-working loeal resident- - the manager. In his community that man is "Swift \& Company".

He has the producer viewpoint. He rejoices when prices are satisfactory to his patrons. In this his interest is selfish. He is in the same boat with the farm producer. His advancement in business, in his own organization,
depends on how much produce he purchases and how well depends on ho
he handles it.

Your Swift produce plant manager strives for steady operation at full capacity; only under such conditions is his plant most efficient. He wants volume and full pay-
rolla. Nothing pleases him better than to pay the cash rolls. Nothing pleases him better
price for more and more produce.
That price is governed by demand, by what consumers can and will pay. But when the local manager is ready to ship his prepared products, demand is not awaited; is
not left to chance. Swift \& Company enhances demand for produce by advertising brands of high quality: Swift's Premium Milk-Fed Chickens, Golden West Fowl, Swift's Brookfield Butter, Eggs, Cheese and many other products. An army of Swift \& Company salesmen, working from
400 branch houses and along hundreds of car routes, searches daily for bigger and hungrier markets. The local
manager buys to supply those markets. Thus continually manager buys to supply those markets. Thus continually same army of salesmen sells both meat and produce. The same railroad cars transport both. Thus, costs of market-
Swift a Company has developed a national sales force
and a national buying organization-striving to lower costs between the farm and the retail store. The personal welfare of each man depends on how well he does that job. That's why the charges for the service are low.
Profits have averaged, over a period of years, less than a Profits have averaged, over a period of years, less than a
half cent a pound for all products sold.

Swift \& Company

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WEST TEXAS GAS CO.


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TO OUR CUSTOMERS

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at the Railroad Crossing and we would appre-
ciate meeting our customers there.

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