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## Swift \& Company's 1918 Earnings

How They Affected You

During the twelve months ended Nov. 2, 1918 (its fiscal year), Swift \& Company transacted the largest volume of business on the smallest margin of profit in its history.

Profits of the meat business-under regulations of the 'United States Food Administration-were limited to a maximum of 9 per cent on capital employed but not-to exceed $21 / 2$ cents per dollar of sales.

Swift \& Company in the regulated departments earned 7.57 per cent on capital employed and 2.04 cents per dollar of sales, out of which had to be paid interest on borrowed money and taxes. Here is how these earnings affect you.

## Live-Stock Raiser-

Swift \& Company killed $14,948,000$ head
of livestock, which weighed alive, $4,971,500,000$ pounds.
Swift \& Company made a profit of only a fraction of a cent per pound liveweight.

## Consumer-

The sales of our meat departments were $4,012,579,000$ pounds on which our earnings were less than $1 / 2$ cent per pound.

The per capita consumption of meat in the United States is given as 170 pounds. If a consumer purchased only Swift \& Company's products, he would contribute only about 78 cents a year, or $11 / 2$ cents a week as profit to the company.

## Swift \& Company, U.S. A.

