Not such a bad come-back at thot


## CIGARETTES

## 

 A NEW LIGHT


## Large Apples



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## COLDS

 GRIPGROM
Buinine

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Our Dry Cleaning saves your clothes - saves your money.

## Ampeviab

Our Anto Will Call Phone 977

## Choice Cuts <br> -and Others



Afew weeks agoa news aper man visited one of Swift \& Company. He wanted to company. He buy a loin of beef and then watch the retailer sell the porterhouse and his counter. He thought this would make a good story.

The head of the mar eet took the reporter into how er where he side of beef. With off the loin and said, "That would cost a retailer just 40 cents a pound, but it's only 8 per cent of the weight of the whole side

This piece, (and he marked off about one-fourth of the carcass) is the chuck and IIl sell it at wholesale for ? sides of beef. We also have beef which sells for half as much."

This wide variation in the price of various cuts from the same side of beef is caused largely by demand for wholesome.

It seems as though more people than ever are demanding choicer cuts, and their demand sets the price. If few people ask for the forequarter cuts, the price of forequarters will automatically drop to a figure lo
enough to induce people to buy because of cheapness.

Even though certain cuts sell for relatively high prices, other cuts, due to lack of demand, sell so low that our profit from all sources over a period of five years averaged only a fraction of a cent a pound.

It is competition between consumers for the choice cuts that keeps prices for those cuts relatively high; an benefit producer, packer, retailer and consumer.

Our average wholesale seling price of all pr
as fallen about 40 per cent since September 1920 .
Swift \& Company; U. S. A.


## Exceptional

## Used Car Values

Cars that are mechanically right-new car
appearance of finish.

## 1916 Dodge touring.

1919 DODGE TOURING
1917 ChEVRolet touring
DELLVERY
Late model Oldsmobile speed wagon. TERMS IF DESIRED
J. O. Newland $\otimes$ Son Deates in Dodses Bros. Vatictes


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