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## Moving Picture News





New Nation Issues Statemen Calling for Recognition.

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## Cattle Buying For Swift \& Company

Swift \& Company buys more than 9000 head of cattle on an average, every market day

Each one of them is "sized up" by experts
Both the packer's buyer and the commission salesman must judge what amount of meat each animal will yield, and how fine it

Both must know market conditions for live stock and meat throughout the country. The buyer must know where the diferent qualities, weights, and kinds of cattle can be best marketed a beef. If the buyer pays more than the animal is worth, the packer loses gets it away from him gets it away from him.

If the seller accepts too little, the live-stock raiser gets less than he is entitled to. If he holds out for more than it is worth, he fails to make a sale

A variation of a few cents in the price per hundred pounds is a matter of vital importance to the packer, because it means the difference between profit and loss.

Swift \& Company, U. S. A.


| $17,000,000$ JOIN RED CRO <br> Christmas Rollcall Is Expecte Reach Twenty Millions. |
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