

Both Ends (Producer and Consumer) Against The Middle (The Packer)

The consumer wants to pay a low price for meat.
The farmer wants to get a high price for cattle.
The packer stands between these conflicting demands, and finds it impossible to completely satisfy both.

The packer has no control over the prices of live stock or meat, and the most that can be expected of him is that he keep the difference between the two as low as possible. He does this successfully by converting animals into meat and distributing the meat at a minimum of expense, and at a profit too small to be noticeable in the farmer's returns for live stock or in the meat bill of the consumer.

Swift & Company's 1917 transactions in Cattle were as follows:

	Average Per Head
Sold meat to Retailer for . . .	\$68.97
Sold By-products for . . .	24.09
Total Receipts	\$93.06
Paid to Cattle Raiser	84.45
Balance (not paid to Cattle Raiser)	\$ 8.61
Paid for labor and expenses at Packing House, Freight on Meat, and Cost of operating Branch distributing houses	7.32
Remaining in Packers' hands as returns on investment	\$ 1.29

The net profit was \$1.29 per head, or about one-fourth of a cent per pound of beef.

By what other method can the difference between cattle prices and beef prices be made smaller, and how can the conflicting demands of producer and consumer be better satisfied?



1918 Year Book of interesting and instructive facts sent on request.
Address Swift & Company,
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PATRIOTIC RALLY WILL BE BIGGEST GIVEN BY SCHOOLS

Friday and Saturday of Next Week Will Witness Largest Gathering of Children Ever Held in Eugene.

The big patriotic educational school rally to be given in Eugene Friday and Saturday, May 17 and 18, by the schools of Lane county is now drawing near and great preparations are being made for the event. The committee has about secured the amount of money necessary to assure the payment of all the prizes and there will be no contingency on that account. The Eugene grade schools are practicing diligently on the part they will take in putting on the big May festival at Kincaid field, which promises to be one of the greatest attractions the schools have undertaken. They are also preparing splendid exhibits in every department for the fair in the armory, where the space has been allotted by Fred Chess and the committee who have the matter in charge.

Many Will Participate.
Springfield, Cottage Grove, Junction City, Creswell, Wendling and many of the other town schools are planning largely for display of their war work as well as their regular school work and there will be strong competition for the big prizes offered.

Almost every school in the rural sections that has organized a Junior Red Cross society will be there with a big display of the work it has done and much of it is already on hand with the county superintendent. There are very few of the booths for the rural districts left and these will soon be taken.

H. C. Seymour, of the O. A. C., who has charge of the boys and girls industrial club work and Miss Farley, who has charge of the Home demonstration agents in the state have been secured as judges and they will be absolutely fair and impartial in their work. No fire or evergreen decorations yielding pitch will be allowed in the armory.

County Spelling and Arithmetic Contests

The annual spelling contest will take place at the Junior High school building at 1:30 p. m. Friday. Every school whether they have given contests or not may send a representative from the third to the eighth grades inclusive. Words will be chosen from the part of the speller covered by each grade during the year. Three lists of words will be used. Only perfect spellers will be retained after the first test is given. Elimination will then be made by retaining only the best spellers. In case there are more than four in any grade after giving the three lists of words from the speller, a list of words from the reading or language work in each grade will be used to reduce to the four best spellers to whom handsomely engraved medals will be given in the order of their proficiency.

In order to distinguish the representatives from each grade, the third grade should wear a small white ribbon pinned on the breast; fourth, pink; fifth, blue; sixth, green; seventh, yellow and eighth, red. Teachers are requested to be on hand to assist in conducting the contest and grading the manuscripts.

The arithmetic contest will follow and the manuscripts will be kept and graded in the office of the superintendent. It will be conducted just the same as it has been in the contests given throughout the year.

There will also be a knitting contest in the armory at 11 a. m. on Saturday under the direction of Miss Janet Gilson of the Red Cross. Contestants will be furnished with a ball of knitting cotton and needles and they will be put to work on the knitting of a war wash rag. They will knit for an hour and then put their name and school district on a card and attach it to their work and the one doing the most and best work will be presented with War Savings and Thrift Stamps as prizes.

The Big Pageant.
Saturday will be the big day. The loyalty and patriotism of the county, especially as it has been taught in the schools will be demonstrated in the most approved fashion. Already assurances of more pupils being in line are given than have ever appeared in like demonstration. The floats which will all be symbolic of some of our war activities or historical events, will vary from the expression of keenest satire of the Kaiser and the Hun to the most pathetic scenes and benevolent enterprises of the Red Cross. There will be music, marching bodies, with drills and evolution and in fact everything to stir one's patriotic sentiments. The procession will start promptly at 1:30 on north Olive streets, the school districts being lined up on west Sixth, Seventh, Eighth and Ninth according to their numerical order, to fall into the procession under the direction of the officers of the University battalion. The mayor, city council have been invited to ride at the head of the procession and the University band, and battalion will follow the G. A. R. and after that the union high schools in their numerical order and then the regular school districts.

A large American flag will be stretched across the street at Eighth and Willamette streets and every school will be halted for a moment and uncover while they give the flag salute. All citizens are asked to salute "Old Glory" as they pass that part of the street.

Altogether the event promises to be a most inspiring affair and far outdo anything yet given in the county in this regard.

Belgian Boys Are Forced to Work Behind German Lines

London, May 8.—Foreign Secretary Balfour announced in the house of commons this afternoon that the foreign office had been officially informed the Belgian boys and youths were being forced to perform labor behind the German lines.

University of California Graduate Killed in Action

Oakland, Cal., May 8.—Lieutenant Herbert W. Beach, reported in today's casualty list as killed in action, was the son of Ransom E. Beach. He was 29 years old and a graduate of the University of California civil engineering department. He went through the first officers' training camp at the Presidio, San Francisco. He went to Europe on the Tuscan, on trip before that ship was torpedoed and sunk.

McAlister Bridge Is Placed Across Race Near University

The University battalion spent the hours yesterday in setting up Professor E. H. McAlister's portable bridge across the mill race, at the point where the race course curves at University street.

The bridge will remain there the rest of the term and will afford passage across the race to the acre of ground on the other bank, owned by the University. Here it is rumored some girls have asked permission to put out a war garden. It is too late for anything but corn and beans, Professor McAlister says, but if any University girls want the land to farm they are welcome to it.

The bridge will allow room for canoes to pass under it, but one span will have to be taken down for the canoe fete Thursday evening. The distance between the water and the bottom of the bridge is but four feet, and this will not allow sufficient room for the decorated floats.

Company C under Captain Charles Comfort spent the drill hour yesterday in putting the supports of the bridge in place.

Portland people as a regular hustler and a good organizer.

Was Schoolmate Of Pershing.

Captain Kanzler is personally acquainted with General Pershing, having been associated with him at school. Definite information as to where they went to school together is lacking, but General Pershing was educated at the Kirkville, Missouri, Normal school and at the United States Military Academy.

If Captain Kanzler succeeds in securing his release from Camp Lewis in time, he will accompany Colonel Lender to Eugene, arriving here Wednesday noon.

Captain Kanzler received his commission at the first Presidio and has since been captain of one of the best regiments at Camp Lewis. The passage of the Chamberlain bill by the United States congress last Saturday makes it possible for an officer of one year's training to take charge of a University battalion to secure R. O. T. C. recognition.

"Since Captain Kanzler has had the most recent training in military tactics of the United States and experience with the American system of office work, he ought to supplement Colonel Lender unusually well," declared Karl Outhank, secretary to President Campbell.

"The University will be exceedingly fortunate to have two military instructors, one with practical experience in the trenches and the other with the latest American technical information."

"Captain Kanzler's name sounds German," continued Mr. Outhank, "and he is of German descent but since his family has lived in America seven generations, he ought to be properly disaffected."

THREE STARS TO SHINE IN SENIOR PLAY, "THE ARRIVAL OF KITTY," AT THE EUGENE THEATER, FRIDAY EVENING.



HELEN BRACHT MAURICE



RAY COUCH



EMMA WOOTTON HALL

SENIOR PLAY TO THRILL WITH STIRING EVENTS

Mistaken Identities, Traps, Complications Galore, Fill "Arrival of Kitty."

Rehearsals of the play by members of the University senior class are going steadily forward, under the direction of James Mott. "The Arrival of Kitty" places before the attention the exciting events which happen to an heiress who must marry a man with whom she is not in love or lose her fortune. Emma Wootton Hall, takes the part of Jane, the heiress.

The scene is laid in a fashionable summer resort in the Catskill mountains. The curtain rises on the arrival of Jane and her aunt. The manager of the hotel is away, and "Ting," a junior at Yale, is in charge. "Ting" expects to take on some spending money for

the coming winter through tips. The wedding of Jane is scheduled to take place in five hours. Her uncle, the villain of the play arrives—also Bobby, with whom Jane is in love. Bobby and "Ting" were friends at Yale.

The Villain Enters.

Now, Uncle William is a lover of wine, women and song and has been having gay parties with one Kitty Bender, the leading lady of the "Girl in Red" company. A telegram arrives for "old boy" announcing her arrival. Uncle William in his hurry to wire her not to come loses the telegram. "Ting" and Bobby find it and plot his downfall.

Bobby has been noted at college for his Julian Elting talents so he decides to impersonate Kitty. Uncle will give himself away by his actions. But Kitty herself arrives.

Complications begin, mistaken identities are plenty, and excitement reigns. "It is a play that will give ample opportunity for the display of much dramatic ability," said Mr. Mott. "The cast is a crack one."

The seat sale for the play will open at the box office of the Eugene theatre

Thursday morning, May 9, at 9 o'clock. All Seniors But One.

The entire cast includes:

William Winkle Ray Couch
Bobbie Baxter Harold Cake
Benjamin Moore Bill Hazeltine
Ting Lyle McCroskey
Sam Giles Hunter
Jane Emma Wootton Hall
Aunt Jane Rosamund Shaw
Suzette Ethel Newland
Kitty Helen Bracht Maurice

Southern Dobrudja Is Ceded to Bulgaria in Peace Pact

Zurich, May 8.—The peace treaty just signed by Rumania with the central powers provides for the ceding of southern Dobrudja to Bulgaria, and the ruling of northern Dobrudja by a special joint commission, pending final settlement.

Dobrudja is a part of Rumania, bounded on the east by the Black sea and on the north and west by the Danube. It has an area of 4000 square miles and a population of about 300,000.

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CAPTAIN KANZLER IS WELL KNOWN IN STATE

Officer Selected for Reserve Officers' Training Corps Is Former Portland Resident.

Jacob Kanzler, captain of G company, 11 Infantry, at Camp Lewis, has been selected by Colonel John Lender as the American army officer to be the assistant in charge of the University battalion to secure Reserve Officers' Training Corps recognition from the government.

Captain Kanzler is about thirty-five years old, has a wife and two children in Portland where he acted as secretary of the Chamber of Commerce before leaving.

He comes highly recommended by

Get Back on the Road to Health

By Keeping Your Blood Always Pure

Don't Let a Sluggish Circulation Drag You Down Hill.

Whether you earn your daily bread by the sweat of your brow, by the use of your muscles, or by tasks requiring less physical exertion, you need every ounce of strength that you can command.

It is of utmost importance, therefore, that you keep yourself in tip-top physical trim, and that you take every precaution to safeguard your health from the many pitfalls which disease has spread so promiscuously. Keeping thoroughly well and strong is simply a matter of resisting disease.

Why is it that your neighbor is always healthy and robust and strong, while you find yourself succumbing to even the most commonplace little ailments that tend to drag down your vitality? It is true that you are both liable to the same attacks, but why does he escape while you do not?

The answer can be found in the condition of the blood supply. If you keep your blood thoroughly purified and free from all substances that tend to impair its full strength and vigor you, too, will be able to promptly throw off all efforts of disease to

attack your system, and enjoy at all times the same robust vitality that your neighbor does.

When you begin to feel a loss of appetite, and a feeling of lassitude and weakness begins to pervade the system, this is nature's warning that your blood is in need of a thorough cleansing to sweep out of your system all impurities that are accumulating to clog up the circulation and make it sluggish.

S. S. S., the great vegetable blood remedy, is without question the greatest blood purifier and system-builder that you can take, and a few bottles of this fine old medicine will prove just what you need to give new vigor and strength to your system and put you back on the road to a vigorous vitality. S. S. S. has been sold by drug stores for nearly fifty years, and it is recognized everywhere as being in a class to itself for thoroughly cleansing the system of all impurities. Go to your drug store and get a bottle today, and you will find yourself enjoying the new strength that comes with an abundant supply of pure, rich blood. Send for free booklet that tells you all about the important functions of the blood, together with any free medical advice that you may need. Address Swift Specific Co., 80 Swift Laboratory, Atlanta, Ga.