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SSOURI RANCHER ownor of Ardmore, which dlod reIN CENTRAL OREGON ceatily. This purebred Hereford was A. Plckering Has Fine Herd of States untll his death. The ranch of
Registered Hereforls-Was Mr. Ptckering at Harreldson, MisOwner of Ardmore.
 well known mlddle states lumber- peater, VII, one of the tamous bulls Mis. Plekerng ts a thorongh beAlthough generall known as liever that the only way to ralse live-
lumberman, Mr. Plckerlng is one stock is to raise purebreds, and ad-
the best known lumberman, Mr. Plckering is one stock is to raise purebreds, and ad-
the best known ranchers and vises every rancher not to waste his
otherman of hls state. He was the time with poor stock.-Bend Bulletin.

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Deicate Mechanism
Despite its scope Swift \& Company is a business of infinite details, requiring infinite attention.

Experienced men must know livestock buying with a knowl edge of weight, price, the amount and quality of meat the live animals will yield.

Each manufacturing operation must be done with expert skill and scientific precision. A highly perishable produc must be handled with speed and care to avoid loss.
Chemists, engineers, accountants, and other specialists are required to take care of our intricate problems.
Alert wisdom and judgment must be used in getting stocks of goods into the open channels of demand through Branch house organizations must how activity and energy to sell at the market in the face of acute competition from other large packers, and hundreds of small ones.
All these requirements of intelligence loyalty, devotion to the task, are me in the personnel of Swift \& Company Yet the profit is only a fraci. of a ce per pound

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Do you believe that Government irection would add to our efficienc producer and consumer?

| Let us send you a Swift "Dollar". |
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| Chicago, III. |

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