

# 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, Union Stock Yards, Chicago, Illinois

Swift & Company, U. S. A.

## SOCIETY

By CAROL S. DIBBLE

Captain and Mrs. Harvey Slater of American Lake, enjoyed a visit with Salem friends over the week end, being entertained as guests at the residence of Judge Webster. They returned to Camp Lewis Monday. Eugene Slater, a brother of Captain Slater, who has recently returned from a two years' stay in Cleveland, Ohio, was also a visitor in the city the latter part of the week. Mr. Slater expects to enlist in the radio department of the service shortly. He is the guest of his parents, Judge and Mrs. W. T. Slater of Portland, at present.

The Aid society of the Presbyterian church will entertain the new members and friends of the church Friday afternoon at a silver tea to be given at the Z. F. Moody residence on Court street. Miss Lucy Stoughton will preside as hostess, assisted by Mrs. W. H. Steusloff, Mrs. H. Clements, Mrs. F. Powers, Mrs. R. Downing and Mrs. Elizabeth Lamb. All ladies interested in the church are extended a cordial invitation.

In Musical America for April 27, is nearly a page interview, with pictures, with Hartbridge Whipp, baritone, now of New York City, and recently of Portland. He says that because he read Musical America he was inspired to become a singer. He thinks that the present war will change American composition. One of the pictures of Mr. Whipp is when he was 2 years old and the other is as he is today. Mr. Whipp is well known in Salem musical circles, having appeared here in concert.

The Red Cross auxiliary of the Congregational church will hold an all day meeting Friday, in the church parlors. Assembling at ten o'clock, the members will devote the entire day to Red Cross sewing. Any one, who is not working with other auxiliaries is cordially invited to attend the meeting Friday.

Mrs. Melvin Plimpton spent the day in Portland, as the guest of Mrs. Asahel Bush, who is passing a few weeks in the city.

Mrs. J. W. A. Moyer and daughter, Miss Mable Moyer, are passing the day in Portland. They will return this evening.

Mrs. T. O. Campbell of San Francisco, who has been spending several months in Salem as the guest of relatives, left for California this morning.

The Aid society of the Woman's Relief Corps will meet tomorrow afternoon at the armory from two to five. A good attendance is desired.

Former Dallas residents, Mr. and Mrs. Robert Ewing, who have been spending the winter at Portland, are now located in Salem, at 1311 State street.

**Rose Real Beauty**  
Toilet Preparations  
supply the very best nature requires. They rectify morbid skin conditions—then from the source of skin health, springs loveliness of natural beauty. Don't confuse Marinello Preparation with ordinary cosmetics. They're different. They correct faults—and foster natural "Rose Real" Beauty.  
J. LOOS ENGINE SHOP  
125 N. High St.

### RED CROSS BEGINS

(Continued from page one)

ant manager is one who has made a record previously in liberty loan, Red Cross, Y. M. C. A. or similar drives, and in some cases, in all of them.

**Managers of New Drive**  
These assistant managers are:  
A. E. Doyle, Portland—Clatsop, Columbia, Washington, Yamhill, Tillamook, Clackamas and Multnomah counties.  
Fred H. Strong, Portland—Marion, Polk, Linn, Benton, Lincoln and Lane counties.  
Ira Powers, Portland—Douglas, Coos and Curry counties.  
P. L. Chambers, Eugene—Josephine, Jackson, Klamath and Lake counties.  
E. C. Pease, The Dalles—Sherman, Wasco, Gilliam and Wheeler counties.  
Louis Enderud, Hay Creek—Jefferson, Deschutes and Crook counties.  
J. O. Elrod, Portland—Moro, Umatilla, Union and Willamette counties.  
Paul C. Bates, Portland—Baker, Grant, Harney and Malheur counties.  
Elton Watkins, Portland—Hood River county.

**Some Pertinent Facts**  
The headquarters of both the city of Portland and the state campaigns will be at Liberty Temple, Portland.  
The Red Cross war fund dollar is really \$1.02 for of every dollar subscribed to the Red Cross in the drive last year. \$1.02 has been available, the two cents representing interest.  
The funds subscribed will be deposited 75 per cent to the credit of the American National Red Cross for war work abroad and 25 per cent for the war work of the local chapter.  
Not a cent will be expended from the war fund for the expenses of the campaign in any way. Eleven hundred dollars was allowed to Oregon by national headquarters from membership dues and this has been expended on

# NEW APPAREL

for Spring and Summer

New items of wearing apparel and accessories are arriving each day by express which added to our present abundant stocks make  
**A WONDERFUL SHOWING OF NEW MERCHANDISE**  
and the prices conform to the present day standard of economy.

<b>New Silk Sport Suits</b> Old Rose, Reseda Green, King Blue and Gold with Combination of White Prices \$24.75 and \$34.75	<b>New Waists</b> New shipment just arrived. Neat designs lingerie Waists from 98c to \$7.50	<b>New Middy Blouses</b> Misses' and Women's middy blouses in white with plain or navy serge collars, from \$1.48 to \$4.98
<b>New Black Silk Coats</b> Sizes from 18 to 44, extra quality of good serviceable silks. Prices \$24.75 and \$34.75	<b>New Silk Hosiery</b> Phoenix Silk Hosiery, all leading colors, full fashioned ..... \$1.35	<b>New Silk Gloves</b> Full line Kayzers Silk Gloves, white, black, 65c, 75c to \$1.50

CORSETS RIBBONS NECKWEAR PETTICOATS UNDERMUSLINS

Where Shopping Is a Pleasure

## U. G. Shipley Company

Monday, May 6, 1918, is Thrift Stamp Day.

On Sale Everywhere

The Hun offensives are slated to grow less and less offensive as time goes on.

### Quick-Acting

The speediest remedy for sick headache, biliousness and indigestion is a dose or two of

## BEECHAM'S PILLS

Largest Sale of Any Medicine in the World. Sold everywhere in boxes, 10c., 25c.

### Information Department

## Salem Woolen Mill Store

The Sixth Annual Exhibition of the National Textile Association (Inc.) is now on at the Grand Central Palace, New York City. The greatest in its history. The Exhibit is Machinery, Dye Stuffs, Textile Fabrics in Woolens, Worsteds, Cottons, Silks and Linens.

C. M. Bishop of Pendleton is attending and will be one of the judges in certain Woolen Textiles. The Government has now on hand as of April 6th, 24,124,155 pairs of Hose for the Army and Navy. Watch this space, there will be something in it every day to interest you.

SALEM WOOLEN MILLS STORE

### To the Customers of the Salem Gas Plant

## Gas Rate Talk No. 3

The next phase of this matter to be considered is the value of the gas plant property, including distributing mains or pipes.

In 1916 the State Public Service Commission took an inventory of our gas plant and in their final report No. 191 dated April 30, 1917, they found that a reasonable value of the plant on December 30, 1916, was \$211,797.24

During the year 1917 we made additional investments in the plant to the amount of 3,779.54

Therefore the value on December 31, 1917 was \$215,576.78

The only profit or interest on the above investment that has been earned since 1907, when we purchased the plant, is that shown in our Talk No. 2 of \$1,038.50 in 1916, and \$2,353.54 in 1917. The first amount equals 0.48% and the second 1.09% interest on the \$215,576.78.

Not a very attractive investment, is it? Consider the previous years when it did not even pay expenses.

PORTLAND RAILWAY, LIGHT & POWER CO.

Don't be afraid that you're playing the baby act when you buy "baby hands." Remember that great oaks from little acorns grow.  
Contractors at Arlington are at work on a new reservoir and pipeline system, which is to be ready for use in season for irrigation uses this year.  
Anxious inquirer wants to know if the Hooverization of daylight plan is going to make any difference in the blooming time of the four o'clocks.

## THE DR. SAWYER The Shoe of Real Merit - \$7.65

Men, we sell neither cheap nor expensive Shoes. Come in and judge for yourselves. If we sell you a Shoe made of the best Kangaroo, Kid or Calf stock obtainable, genuine oak tanned soles (and that's a rare article these days), best piano hammer felt cushion in sole and every other part that goes into a shoe of the best material, workmanship of the highest order and style to boot—if we can sell you THAT KIND of a Shoe for \$7.65, is our price exorbitant under present conditions?  
We can sell you excellent Shoes down to \$4.50. Cheaper Men's Shoes than that, today—the less said about them the better, no matter where you buy them.

### MORE SILKS

TAFFETAS in plain shades, plaids and stripes. A splendid assortment of the best Spring and Summer colors and combinations to choose from, all 36 inches wide, prices, per yard ..... \$1.45 to \$2.00  
IMPORTED PONGEE and SHANTUNG SILKS in almost every quality obtainable.  
PONGEE in natural color, 33 inches wide, yard ..... 85c to \$2.25  
COLORED PONGEE in plain shades from 32 to 40 inches wide, at yard ..... \$1.45, \$2.00, \$2.25  
OYSTER WHITE HEAVY SUITING PONGEE SILK, 32 and 36 inches wide at yard ..... \$3.20 and \$3.65

EXPERIENCED SALESMAN WANTED  
Barnes Cash Store  
STORE CLOSING 5:45 8 O'CLOCK ON SATURDAYS