# When You Need <br> ग Gob of Printing 

Ring up 14, Carrizozo News

The standing of a business man is estimated be the char acter of his printed stationery, whether it is good, bad, or the rubber stamp kind. It therefore pays the business man to have his stationery as neatly and artistically printed as his big city correspondents. The beat is always the cheapest.

This office is equipped to do all kinds of printing, plain or in colors


## The Price of Pork Chops and Bacon

Here are reasons why the fine, fresh pork tenderloins and pork chops, or savory ham, or crinkly bacon, which you enjoy for breakfast, cost much more per pound than the market quotation on live hogs which you read in the newspaper:
An average hog weighs 220 pounds.
Of this, only 70 per cent ( 154 pounds) is meat and lard.
So, when we pay 15 F a pound for live hogs, we are really paying more than'21f a pound for the meat which we will get from these animals, even after thing into account the value of the by-products,
But people show a preference for only one-third of the whole-the pork chops, fancy bacon, and choice cutr from juicy hams.
This means that when we are selling Premium bacon at $431 / 2 y$ per pound wholesile and Premium hams at 30F, there are other parts for which we get as low as $6 \%$ or $8 \%$ per pound. The net result is an average profit to us of less than if a pound.
The choice cuts are higher because of a demand for them.
Another thing: Only 35 pounds of the entire hog-or about $1 / 6$ th-is usually marketed at once. The rest must be pickled, cured, or smoked. This taken months, and adds to the couts which must be met.

## Swift \& Company, U.S.A.



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