CORPUS CHRISTI CALLER

CALLER PUBLISHING COMPANY

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Friday, November 22, 1918.

## Casualty Lists

## HOW DOCTORS TREAT COLDS AND GRIPPE

## ROLL OF HONOR UNITED WAR FUND CAMPAIGN


# Liberty Theatre Today

Carlisle Blackwell

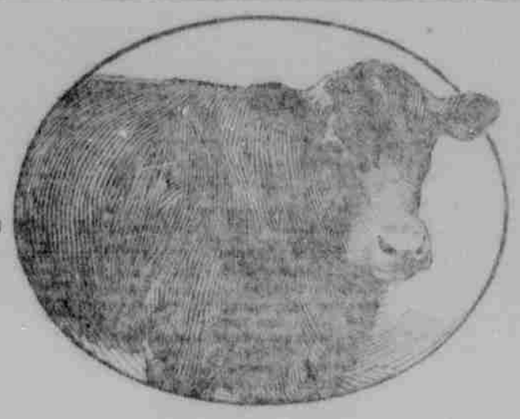
In

## "HIS ROYAL HIGHNESS"

This is filled with kings and queens—but the modern strain runs through it all and makes it a mighty interesting picture.

Coming Saturday—a travesty on the Kaiser "THE GEEZEL OF BERLIN"





## What Determines Meat and Live-Stock Prices?

Some stock men still think that Swift & Company—and other big packers—can pay as little for live-stock as they wish.

Some consumers are still led to believe that the packers can charge as much for dressed meat as they wish.

This is not true. These prices are fixed by a law of human nature as old as human nature itself—the law of supply and demand.

When more people want meat than there is meat to be had, the scramble along the line to get it for them sends prices up. When there is more meat than there are people who want it, the scramble all along the line to get rid of it within a few days, while it is still fresh, sends prices down.

When prices of meat go up, Swift & Company not only *can* pay the producer more, but *has* to pay him more, or some other packer will.

Similarly, when prices recede all down the line Swift & Company cannot continue to pay the producer the same prices as before, and still remain in the packing business.

All the packer *can* do is to keep the expense of turning stock into meat at a minimum, so that the consumer can get as much as possible for his money, and the producer as much as possible for his live stock.

Thanks to its splendid plants, modern methods, branch houses, car routes, fleet of refrigerator cars, experience and organization, Swift & Company is able to pay for live cattle 90 per cent of what it receives for beef and by-products, and to cover expense of production and distribution, as well as its profit (a small fraction of a cent per pound), out of the other 10 per cent.

Swift & Company, U. S. A.

Corpus Christi Local Branch, Fitzgerald and Tiger Sts.
C. C. Womack, Manager



## All Restrictions Have Been Removed On Building

During the past few months the War Industry Board saw that it was necessary to the welfare of the country in the time of war to restrict in virtually every line, all building.

Although this ruling worked more or less of a hardship on the lumber industry in Corpus Christi, every dealer in lumber and building materials gladly complied. Now the ban on building has been lifted. Homes and buildings costing up to ten thousand dollars may be built without permit, while those from ten thousand to twenty-five thousand may be built on a state permit.

One of the most vital things during "over the war times" is the construction of homes. If you have been putting off building until a more opportune time—that time has now come and we stand ready to do whatever may be in our power to help the man who intends building or remodeling.

L. D. GARRISON LUMBER COMPANY
STEVES SASH AND DOOR COMPANY
SOUTH TEXAS LUMBER COMPANY
SOUTHLAND LUMBER COMPANY
SIDBURY LUMBER COMPANY
NUECES LUMBER COMPANY



## When Itching Stops

There is one safe, dependable treatment that relieves itching torture and skin irritation almost instantly and that cleanses and soothes the skin.

Ask any druggist for a 35c or $1 bottle of zemo and apply it as directed. Soon you will find that irritations, pimples, blackheads, eczema, blotches, ringworm and similar skin troubles will disappear.

A little zemo, the penetrating, satisfying liquid, is all that is needed, for it banishes most skin eruptions and makes the skin soft, smooth and healthy.

The E. W. Rose Co., Cleveland, O.



## A GOOD PLAN

If you have not been satisfied with the meats you have been getting, patronize this market. You don't have to be an expert judge of meats to get a delicious Roast or Steak here.

We take the greatest of pains in buying our meats and you get only the best.

You will find it quite different when you buy your meats from us.

Corpus Christi Meat Market

Phone 685 203 Staples St.