

The Mission of Swift & Company

Swift & Company has become one of the large businesses of the world through continuing to meet the growing needs of a nation and a world.

Society has a right to ask how the increasing responsibilities and opportunities for usefulness which go with such growth are being used by the men who direct its affairs—and the men have the right to answer:

To promote the production of live stock and perishables and increase the food supply;

To reach more people with more and better meat;

To make a fair competitive profit, in order to reimburse the 25,000 shareholders for the use of their capital, and to provide for the future development of the business;

To reduce to a minimum the costs of preparing and distributing meat and to divide the benefits of efficiency with producer and consumer;

To live and let live, winning greater business only through greater usefulness, with injury to nothing but incompetency, inefficiency and waste; to deal justly, fairly, and frankly with all mankind.

These are the purposes and motives of the men who direct the policies and practices of Swift & Company.

Swift & Company, U. S. A.



Texico-Farwell Items

(From Texico-Farwell News.)

Miss Lurline Boone is in Amarillo for treatment.

Miss Vada Cannon is here visiting her father, L. E. Cannon.

Miss L. Bales has been on the sick list the past two weeks.

P. B. Abbott of Bovina was a visitor here Wednesday of last week.

Misses Chelsea Davis and Ida Vinyard were Clovis visitors Monday.

J. H. Ohlhausen, 20 miles north of here was in our city last week on business.

Mrs. R. K. Howard and son, Richard, were in Lubbock several days last week.

Mrs. Geo. Eads enjoyed a visit from her sister, Mrs. King, of Amarillo last week.

A. E. Swadley met with an accident last week which left him a badly bruised finger.

Miss Pauline Anthony of Elida is visiting at the home of Rev. Thurston for a few days.

Mrs. M. A. Roberson left Monday for Crowell, Texas, for a visit with relatives and friends.

The Wilson boys returned Saturday. They motored from Clovis. Both are looking fine.

Geo. W. Clark and D. H. Meade of Friona were business callers in the State Line City Thursday.

Miss Thelma Jones left for Las Vegas Monday morning, where she will attend the summer normal.

Miss McDonald, former postmistress of Bovina, was in the State Line City the first of last week on business.

Miss Fath Curtis, who has been visiting her sister, Miss Orail, the past week, returned to Clovis yesterday morning.

Miss Miriam Lyons of Illinois is visiting at the home of her brother, Chester Lyons for a few weeks.

F. J. Tays, formerly of this place, is visiting here for a few days. He has lately recovered from a spell of sickness.

Miss Essie Temple had a narrow escape last week when a team ran away, throwing her to the ground, dislocating her hip.

H. H. Kampf of Arminston, Illinois arrived this morning for a few weeks visit at the home of his daughter, Mrs. James R. McDowell.

Mrs. Chesler left for Lawton, Oklahoma, where she will visit for a few days, after which she will spend a few days in Kansas City.

Mr. Thomas, who has been visiting his mother, Mrs. Bradley, near Moye Chapel, returned to his home in Plainview yesterday morning.

Mrs. Florence Elton has arrived here from Hugo, Oklahoma, for a visit with relatives and friends. She may conclude to make this her home.

Misses Thelma Horn and Bertha Collins left for Las Vegas Monday, where they will attend the summer normal. Philo Horn drove them there in a car.

R. C. Hopping of Littlefield was a State Line visitor several days last week. He had been down in the Pecos Valley looking after some cattle.

Mr. Aug Geries, who has been visiting at the home of his brother southeast of town for the past few weeks, left for New Mexico points Monday morning. His home is in California.

W. C. Towne, architect, was down from Amarillo Friday. He brought with him the full plans, drawings and specifications of the Cannon Ball factory building, which is now under construction.

Word has been received from Mr. Welton, who has charge of loading and shipping the equipment of the Western Tire factory, that the shipment will require from eight to ten cars to haul it all. The loading is being done, and it should arrive here in from ten to twenty days.

Estelle Hawkins, the two year old daughter of Mr. and Mrs. R. A. Hawkins east of town, was kicked by a mule Tuesday evening. While it proved nothing serious, yet it caused quite a scare in the family. Dr. Foote was sent for and found that the child had only received a severe flesh wound.

While assisting in doing some painting last week, Harry Allen run a needle into his hand, which had to be cut out. The needle was sticking in the wood work, and was not noticed by him until it was too late. While it was very painful, yet it did not keep him from working but a short time.

Eustace Allen arrived home Tuesday of last week. Friends at the train did not recognize him at first, because of his being dressed in civilian clothes. He, like the others who have returned, seemed very glad to be home again. His pleasant manners always make him welcome anywhere he goes.

Texico-Farwell will celebrate the Nation's birthday this year in proper style. The Cannon Ball building will

PRINCE ALBERT

LAY your smoketaste flush up against a listening post—and you'll get the Prince Albert call, all right! You'll hunt a jimmy pipe so quick and get so much tobacco joy out of every puff you'll wish you had been born twins! For, Prince Albert puts over a turn new to every man fond of a pipe or a home made cigarette. It wins your glad hand completely. That's because it has the quality!

And, right behind this quality flavor and quality fragrance is Prince Albert's freedom from bite and parch which is cut out by our exclusive patented process. We tell you to smoke your fill at any clip—jimmy pipe or makin's cigarette—without a comeback!

Tippy red bags, tidy red tins, handsome pound and half pound tin humidors—and—that clever, practical pound crystal glass humidior with sponge moisture top that keeps the tobacco in such perfect condition.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

TO TEACHERS

The Curry County Teachers' Institute will be held the first week in September. All rural teachers who attend a summer school of six weeks or more will receive \$5.00 or more additional salary. The Curry County Board of Education has recommended that only teachers with first grade certificates be employed.

JAS. M. BICKLEY,
County Superintendent.

I treat all diseases and disorders of women. Dr. H. R. Gibson. 3-6-1fc

W. O. W. UNVEILING

Clovis Camp No. 36, Woodmen of the World, will have their annual unveiling of monuments next Sunday, June 8th, at 2:30 p. m. Everybody invited to attend. All members are requested to meet at the W. O. W. hall Sunday at 1:00 p. m., sharp, to get in line and march to the cemetery.

W. E. MARSH, C. C.
H. M. STOKES, Clerk.

Auto painting. Bert Curless. Phone 254.

CALLED HER FAMILY TO HER BEDSIDE

Six Years Ago, Thinking She Might Die, Says Texas Lady, But Now She Is a Well, Strong Woman and Praises Cardui For Her Recovery.

Royse City, Tex.—Mrs. Mary Kilman, of this place, says: "After the birth of my little girl...my side commenced to hurt me. I had to go back to bed. We called the doctor. He treated me...but I got no better. I got worse and worse until the misery was unbearable...I was in bed for three months and suffered such agony that I was just drawn up in a knot... I told my husband if he would get me a bottle of Cardui I would try it... I commenced taking it, however, that evening I called my family about me... for I knew I could not last many days unless I had a change for

the better. That was six years ago and I am still here and am a well, strong woman, and I owe my life to Cardui. I had only taken half the bottle when I began to feel better. The misery in my side got less... I continued right on taking the Cardui until I had taken three bottles and I did not need any more for I was well and never felt better in my life... I have never had any trouble from that day to this."

Do you suffer from headache, backache, pains in sides, or other discomforts, each month? Or do you feel weak, nervous and fagged-out? If so, give Cardui, the woman's tonic, a trial.

J. 74

have been finished by that time, which will afford shelter from the inclement weather or the burning sun. A good program is being arranged. A man of note will be here to make the principal address of the day. Plenty of music, both vocal and instrumental will be a feature of the day.

The community was shocked indeed, when about the middle of the forenoon Monday, news came of the death of one of our most esteemed citizens, Mr. J. S. Massey, whose home is about seven miles east of Farwell. He had been sick about three weeks. While he was known to be a mighty sick man, and had several severe attacks of late, yet the thought of his demise was not counted on.

There is to be a Children's Day exercise at the Baptist church Sunday, June 15th. Everyone is invited to attend. We are expecting a great time.

The Ladies' Aid is doing great work. The ladies are preparing themselves for Sunday school teachers, under the leadership of the pastor. They have just completed the first division of the S. S. Normal Manual. Now would be a good time for those who are not taking the work to start. We need trained Sunday school teachers.

On Thursday, the 29th, at the home of Mrs. Kindred and Mrs. Leftwich, the Ladies Aid of the Christian Church gave a miscellaneous shower to Mrs. Battenfield, who leaves in a few days for Ranger, Texas. After interesting readings and an inspired lesson on Faith, Mrs. Battenfield was presented with a beautiful poem "I Shall not Again Pass This Way." Mrs. Kindred voiced the heart of the Society in expressing appreciation of Mrs. Battenfield and regret that she has to move to other fields of usefulness. She has done a noble work here in the church and society and shall be greatly missed by many friends.

After the shower, which was a complete surprise, ice cream, strawberries and cake were served and the society adjourned to meet at the church on June 10th.

The new well at the tire factory has been completed, having a capacity of 50 gallons per minute. It was sunk to the depth of 287 feet, and the bottom is solid rock. This insures plenty of water for the full capacity of the factory. This particular item has been a source of worry to the promoters, but now this has been overcome, and the outlook in Tire matters become even brighter.

Header Forks, Water Bags and Repairs at

Berry Hardware Co.
THE STORE THAT STAYS

Subscribe for The News.

PLEASANT HILL FARMERS SHOW PATRIOTIC SPIRIT

(From Farm Bureau News.)

When it comes to knowing how to entertain people and make them feel good we certainly have to take our hats off to the good people of Pleasant Hill.

When war broke out they gave up their noble sons freely, without a whimper, and they supported every patriotic move all during the war. But they did not quit there. They are among the first to give the returned soldiers a real welcome home.

The program was of the highest order, every part was well rendered, but where Pleasant Hill showed her real hospitality was at the grand dinner, where the tables groaned under the heavy loads of excellent food so tastily prepared by the good mothers and daughters of Pleasant Hill.

Some idea of the affair can be gained when we tell you that there were one hundred and thirty-seven automobile loads of people present, besides nearly that many more who came in buggies, wagons and walked.

Space will not permit a detailed account of the affair, but the Farm Bureau takes this opportunity to compliment our farmer friends of Pleasant Hill on the success of their Decoration Day celebration, and their hearty welcome to the returned soldiers.

Such affairs show what real co-op-

Try This On Your Eczema

If you are afflicted with Salt Rheum, Tetter, dry Eczema Acne or Pimples, buy a jar of that sweet, odorless ointment Dry Zenzal. For the watery eruptions the only sure treatment is the soothing, healing Moist Zenzal, 75c the jar.

Mears Pharmacy
Of Course

eration and good spirit can do. Let the Farm Bureau and other organizations copy the good example set by our neighbors from Pleasant Hill.

McCormick and Deering Twine and Repairs, Harvest Supplies and Oil.

Berry Hardware Co.
THE STORE THAT STAYS

Let The News do your Job Printing

SPECIALS---

---Special Prices

now on

---Ofords

---Pumps and fancy Hose

Cash Shoe Store

F. A. Dillner, Prop.