

HIGGINS PACKING CO.

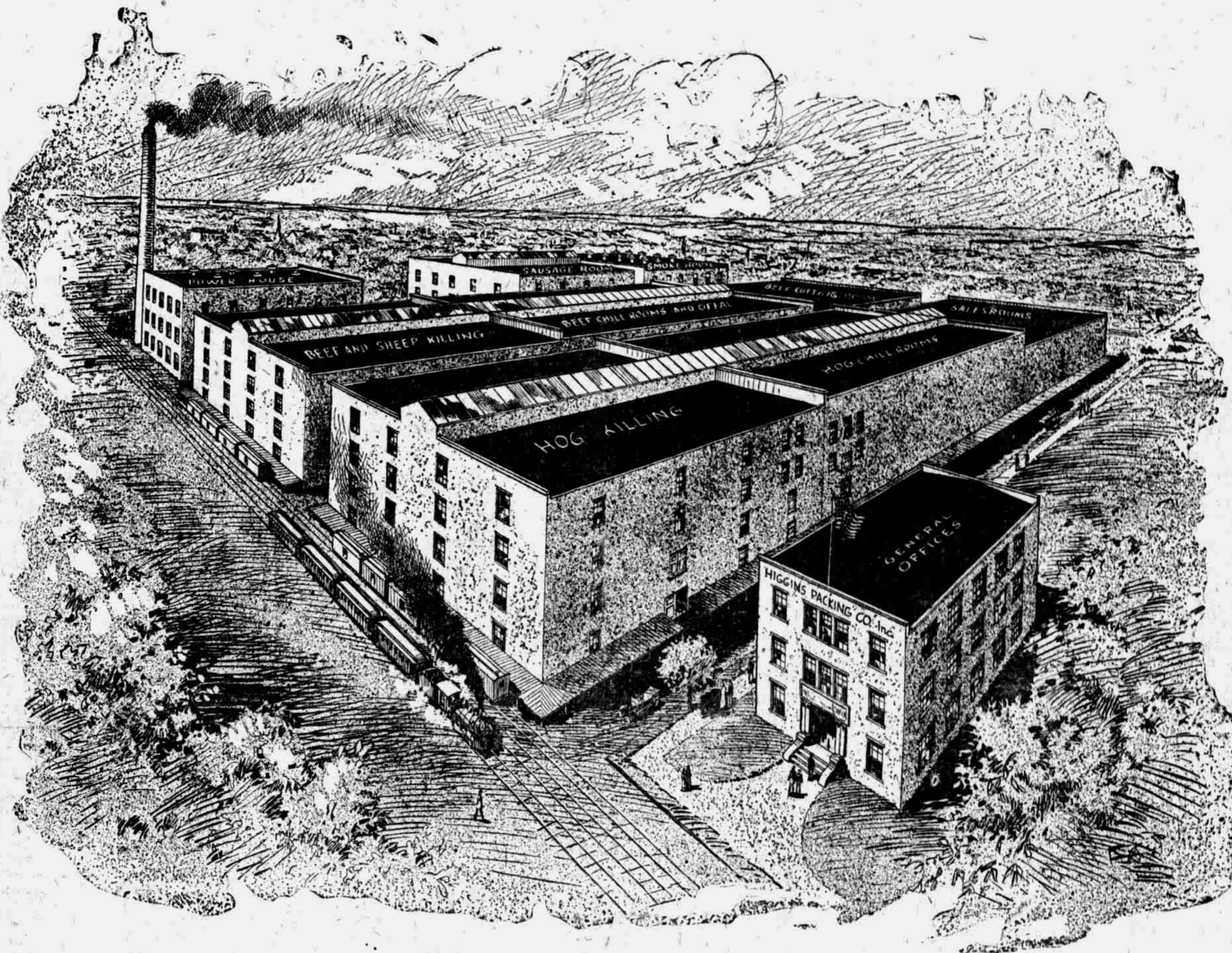
TO ENLARGE ITS PLANT TENFOLD

WILL BE LARGEST INDEPENDENT PACKERS IN AMERICA!

Authorized
Capital
\$5,000,000

All Common
Stock.

All Voting
Stock.



Independent
and
Successful
for
Sixteen
Years

Always a
money maker;
future
earnings
will grow
with a
growing
plant.

Outline of Higgins Packing Company's New Plant as Planned by Superintendent of Operation.

The Packing Business

The Packing Industry is the greatest single factor in the life of the nation.

In magnitude and demand no other business compares with it.

It is no longer a question of finding a market for its product, but rather a problem to meet the demand. Big and important as it is now each succeeding year sees a tremendous increase in output which must grow to still greater volume, unless we turn away from beef, pork and mutton, as our staple articles of diet.

A large and increasing percentage of the world's population is dependent on American packing house products for their sustenance, and the terrific struggle in Europe has imposed on packing houses, big and little, a productive responsibility greater than ever dreamed of. Europe, almost denuded of its brood stock, because of the ravages of war, must continue purchasing in vast volume in the American market for at least the next ten years. Many live stock authorities think even longer. More production is the cry and more packing houses the only solution.

Live Stock Market

In receipts, the Omaha Market ranks second in cattle and hogs, and first in sheep.

Located in the very heart of the meat producing area of the United States, it is the logical center for the packing industry. The stock yards are being constantly enlarged to meet its growing patronage, and in our opinion it is only a question of a few years when this market challenges Chicago for first honors. In fact, the yards have long since outgrown the capacity of the packers to handle the receipts.

Another Big Plant Needed

Only about 60 per cent of the receipts of the Omaha market are absorbed by the local plants. The balance has to be reshipped to other points, thus adding to the general cost. It is, therefore, evident that another Big Plant is not only needed, but absolutely imperative. It will help ease a condition that should not exist and create a healthy competitive demand in this market that means much to every farmer and stock grower, not only in Nebraska, but neighboring states, as well.

The Higgins Packing Co.

This plant was established sixteen years ago and has been a consistent money-maker ever since. Enlarged to its new proportions, it is needless to say, it will be a bigger money-maker than ever. The profits of a packing house are centered around big production, always, of course, with an eye single on the overhead.

Our new plant will have a capacity tenfold greater than its present output and will easily take rank as one of the biggest, most modern and substantial plants of its kind in the entire country. Concrete buildings throughout, with every modern equipment and facility for the handling daily of large numbers of cattle, sheep and hogs it will be a standard of its kind. Indeed, few packing houses in the country will compare with it in sanitary thoroughness. To be so constructed that additions can be made in the future, without diminishing or interfering with production, it will thus enable us to keep abreast of conditions and to meet every demand.

Beginning with a capacity of 500 cattle, 1,500 hogs and 1,000 sheep per day, we can thus increase as the business warrants without the loss of a day or the disorganization of a single department.

Management

The most important contribution to a firm's success is its ability to secure seasoned executives. They are hard to get these days because packing house managers and superintendents who have made their mark are in demand and only confidence in the future of the plant seeking their services will induce a change.

In this we have been singularly fortunate. The general manager of our new plant is a recognized expert in the business and has behind him a record of almost thirty years of continuous success. In associating himself with the Higgins Plant he comes not only to assume complete charge, but as a heavy stockholder, as well. He sees in the future of this plant, not only dividends, but a growth limited only to ability to turn out the finished product.

Location

In a huge packing center like South Omaha, site is a primary requisite.

To be worth while it must be a near neighbor of the other big packers and the stock yards; have ample trackage facilities and be on some of the converging trunk lines. The last remaining site not controlled by the big packers or the stock yards company is the one owned by the Higgins Packing company. Our site adjoins the stock yards property, is accessible and is in the zone of the yards' activities.

John F. McArdle, president. Vice president of the State Agricultural society. Interested in live stock growing. References, any member of the State Agricultural society, any banker or business man in Omaha.

Walter A. George, treasurer. Ex-state treasurer. References, any banker in the state of Nebraska.

Louis F. Langhorst, vice president. References, any bank or banker in Elmwood.

M. J. Higgins, secretary. References, any stock commission man in Omaha.

For Further Information
Address

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