

# The New Packing Plant

## at Alliance Means Great Wealth For Our Greater Northwest

Our faith in the unlimited possibilities--the golden future--of this Northwest has induced us to organize and lay plans to establish at Alliance, Nebraska, the most sanitary, most modern and most complete packing plant that can be built to-day. Alliance is ideally situated with regard to railroads, nearness to raw material, necessary capital, etc.

### A Moving Stream of Livestock



Produced on the ranges and farms of Montana, South Dakota, Wyoming and Western Nebraska are thousands of Cattle and Hogs—a Veritable Moving Stream of Livestock—that now finds its outlet to the world market through the yards at Alliance, Nebraska, in exactly the same manner that twenty-five years ago it passed through Omaha and Kansas City on its way to Chicago and New York.

Just as Omaha and Kansas City have risen to commanding positions in the packing industry because they were closer to the raw material—best situated both to slaughter livestock and distribute meat products, Alliance is certain to come rapidly to the forefront. Success is sure to crown our efforts. This stream of livestock can easily be diverted to a Packing Plant located at Alliance, insuring prosperity and wealth for everyone concerned—the producer—the community at large—the investor.

#### Benefits the Producer

The establishment of this plant at Alliance has a special significance to livestock producers. It will stimulate production, because it provides a close-at-hand outlet for unlimited cattle and hogs. The producer will be able to market his cattle and hogs with a minimum of Shrinkage, Freight, Feeding, Trouble and Time. More buyers for your product means keener competition and top-notch prices. From every standpoint the producer reaps great benefit from the packing plant at Alliance.

#### Attractive and Profitable Investment

Few institutions make such enormous profits as packing plants. Their products are staple and the demand is steady. Regardless of the price of raw materials or finished produce the packer gets his regular profit. These returns on investment are not confined to the big five alone. The report of the Federal Trade Commission for 1917 states: "The independent packers, as measured by results compiled for 65 of the largest of them, earned during 1914, 1915 and 1916 a rate of profit as high or slightly higher, than those earned by the big packers in those years." Again, the largest packer of the big five, in their 1920 Year Book, admit that small packers are "making proportionately larger profits than the large packers," because they "market most of their product locally, and consequently do not have to go to the expense of maintaining a nation-wide selling organization. Every individual in this territory owes it to himself and the community to investigate this proposition. The Alliance Packing Company will be pleased to furnish any information on request.

*Under permit 709 of the Nebraska Bureau of Securities, we are required to make this statement: "The Alliance Packing Company is paying the legal rate for marketing its stock and is conducting its organization in strict compliance with the Bureau's mandates. The company does not in any way guarantee a return upon investment in its stock. A return is dependent upon the company making a commercial success of the enterprise undertaken by it."*

#### Growth and Prosperity for Community

With such an industry operating in our community, buying thousands of dollars worth of livestock daily, shipping food products all over the United States, Alliance is destined to become one of the country's great meat packing centers. Can this fail to result in increased prosperity to farmers, stockmen and merchants? Kindred industries must necessarily spring up, bringing in more families and business for merchants. Increased production from ranch land will result in higher land values. The result will be greater prosperity for everyone, assisted by many causes, gaining momentum as the movement becomes established and the industry grows.

# Alliance Packing Company

ALLIANCE, NEBRASKA