

# Armour's "Top Notch" Quality

## Food Products

### "STAR" BRAND HAMS and BACON

The Universal Favorite of High Class Caterers.

### "SIMON PURE" LEAF LARD

Absolutely nothing like it on the market. Nothing but pure leaf lard used in its manufacture. In small pails (threes, fives, and tens only). For the particular housewife.

### "DEVONSHIRE FARM" BREAKFAST SAUSAGE

"YOU NEVER TASTED ANYTHING FINER"

If it were possible to produce a better article than "Devonshire Farm Sausage," we would do it.

Our products at all first-class dealers. Remember the brands and insist upon having ARMOUR'S.

# ARMOUR and COMPANY, South Omaha

#### SIDE TRIP TO ARMOUR'S HOME

Great Packing Plant Invites Corn Show Visitors to Call.

#### MUCH TO INTEREST THE PUBLIC

All the Processes for Producing the Famous Star Brand Meats Are Open and Visible Will Be Furnished.

One of the very interesting features of the Omaha Corn exposition will be the splendid moving pictures and stereopticon views. These pictures, taken from the middle west and especially featuring Omaha, the Union Stock yards and the packing houses, are splendid reproductions and cannot fail to interest everyone.

Among these pictures is the reproduction of the largest cold storage warehouse in the west. It will be easily recognized, as the warehouse bears an immense sign, the letters of which are thirty feet in height and spell out the well known name of Armour. This is just a sample of the big way in which Armour does business.

This warehouse is eleven stories in height, is nearly one block square and contains 250,000 square feet of floor space. It is, however, but one corner of Armour & Co.'s mammoth South Omaha packing plant, which covers twenty-three acres, employs 2,000 people and has a daily capacity as follows:

One thousand eight hundred cattle.  
Six thousand hogs.  
One thousand calves.  
In visiting such a colossal establishment one is liable to overlook what is really one of the most interesting to the public, namely,

the preparation of the many food products which are obtained from the animals slaughtered therein. Your attention is especially called to the care and cleanliness exercised in all departments and processes of manufacture.

You will note one of the three pictures shown in connection with this article is the photograph of the United States government inspectors on duty at the Armour plant. These men are all eminently qualified for their work, and it is under their personal direction that the inspection is carried on, from the ante-mortem examination to the microscopic tests on the various parts of each carcass. When these inspectors affix their stamp reading, "U. S. Inspected and Passed," it is an absolute guarantee to the consumer that the product is made from clean and wholesome meats. No product can be used for food unless this stamp is affixed, and as the stamp is placed on many different parts of each carcass, it is not a difficult matter for the consumer to ascertain whether or not he is getting inspected meats.

One of the other pictures shown is that of the inspecting and branding of the celebrated "Star" Hams and Bacon. The "Star" brand is the pride of Armour & Co., and is not used except on goods of the highest quality. To give you an idea of the careful selection of "Star" Hams and Bacon, there is but one hog out of every fifteen good enough to produce this brand of meats. The hog must be young, properly fed, in the proper condition, and just the right size. This, in connection with the well known fact that no market gets better hogs than South Omaha, will give you an idea as to the superior qualities of Armour's "Star" brand meats.

After the "Star" meats have been selected, then comes the process of curing. It is a superior treatment, resulting from the many years of Armour experience, and



GOVERNMENT MEAT INSPECTORS AT ARMOUR'S.

the Armour people feel that the result is without an equal. After the "Star" hams and bacon are cured just right, then comes the smoking. Nothing but hickory wood is used for this process and the visitor will be readily convinced of this fact upon visiting the Armour smoke house.

The third picture shows a group of young women at work wrapping the "Star" hams and bacon in parchment paper packages bearing attractive labels. For the protection of the consumer every piece of "Star" ham or bacon is branded both on the skin and on the outside of the package.

One of the strongest testimonials as to the merit of "Star" hams and bacon is the fact that they are to be found in every high-class store and market where food products are sold at retail. They are also found on the menu cards of the finest cafes, hotels and dining cars of the country. The visitor will be impressed with the



THE COLD STORAGE WAREHOUSE AT ARMOUR'S.

without experiencing any discomfort or the inconvenience of changing cars. Any car marked "West Q Street" coming toward South Omaha will bring you to the door of Armour & Company's general offices. Guides, whose duty it is to conduct visitors through the packing establishment and explain its various departments, are furnished free of charge. It is the aim of the management to show visitors every possible courtesy.

#### IAN MACLAREN AS HE WAS

Some Bits of Life Illustrating the Personality of the "Literary Parson."

Modest Dr. John Watson was, and yet hypersensitive to any reflection on the fidelity of his own drawing of Scottish character, I ventured to say that in my

opinion his pictures of life in Drumrochy were too idyllic, and that they would have been stronger if he had not excluded the grimmer strain which, without being as prevalent as in "The House with the Green Shutters," does not hide itself in the people themselves. He would not have it, for he was out of his chair at once, storming me with instances to the contrary. It was plain that he took himself for a realist, who in these amiable little stories milked the cow of human kindness until it tottered.

When he was in New York on a preaching and lecturing tour I invited him to luncheon at one of the gayest uptown restaurants. I and David Munro of the North American Review, who had been a classmate of his at Edinburgh university, called for him at the old "Everet" house, and he came downstairs to go with us in a fancy tweed suit and a scarlet scarf. I suppose there was not another man in the city that day who looked so little like a cleric as he did.

We boarded a car and put him into the only vacant seat, while we, ease-hardened, hung by straps and bent over him, laughing and talking. We were absorbed in ourselves until the shrillest voice I ever heard said: "If you want to lean on anybody, lean on your friend. Ain't he big enough?" Unconscious of transgression, we were shocked and stared into one another's faces. The voice was that of an untidy, vinegarish, waspish woman seated next to Watson. "Did you speak to us?" I asked, abashed.

It repeated the remonstrance even more sharply: "If you want to lean on anybody, lean on your big friend here."

Mine or Munro's had unconsciously touched her elastic and pliant knees. She sniffed at our profuse and humble apologies, as we meekly straightened ourselves, and we had not recovered from our

shame and mortification when she, arrived at her destination, flounced out of the car, withering us with a final poisoned arrow from her eye.

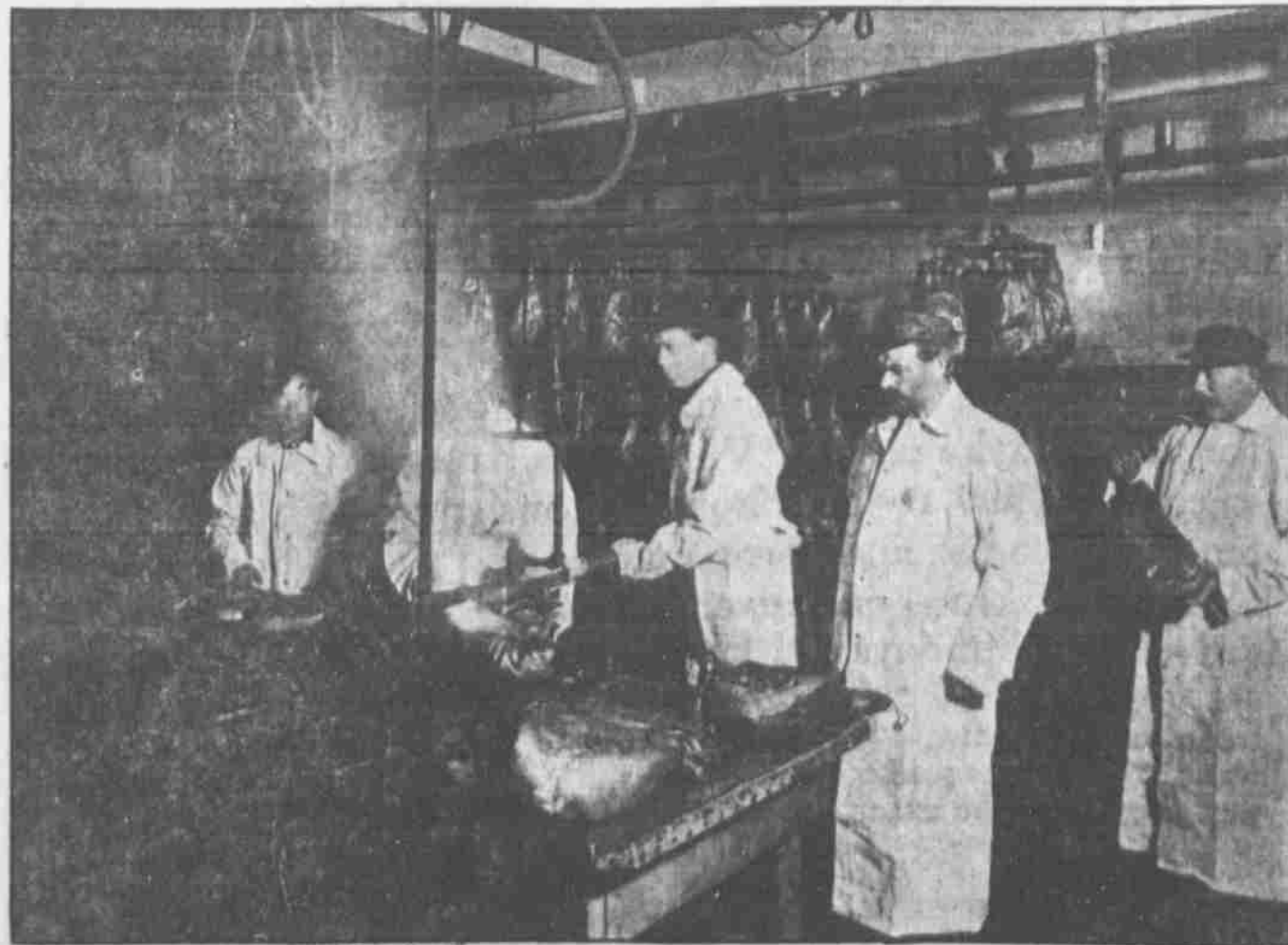
Watson's face filled with amazement. "I couldn't have believed it," he panted. "Why, I have always supposed the Americans to be the politest people in the world," and over his cigar after luncheon he gave us an instance to justify that opinion.

"As I was coming over in the Teutonic, I sat down in the library one afternoon, when the ship was rolling and pitching a good deal, to write some letters. Almost immediately a diffident-looking young man dropped into a chair by the desk and fixed his eyes on me. An hour or more passed and he was still there, returning my occasional and discouraging glances at him with a foolish, ingratiating smile. I was inclined to be annoyed. I had a suspicion that he was a reader of my books, perhaps an admirer—God only knows why I have admirers!—or an autograph hunter. He could wait. They are always with us, like the poor, but at last he rose, swept the air with his cap in his hand and spoke:

"Excuse me, Dr. Watson; I'm real sorry to disturb you, but I thought you'd like to know that just as soon as you left her Mrs. Watson fell down the companionway stairs and I guess she hurt herself pretty badly. The surgeon's with her now."

"After I had found out that she was only a little bruised and had had time to reflect on that young man's conduct, it seemed so considerate, sympathetic and delicate that I said to myself only an American could have been capable of it. Never mind that drop of vinegar. Americans are the politest people in the world."

His thoughts were not envisaged, and whether he was quite in earnest or stily sarcastic, the reader may decide for himself. William H. Rideing in McClure's.



BRANDING HAMS AFTER INSPECTION AT ARMOUR'S.

variety of by-products which are manufactured in the Armour plant. It is safe to say that any merchant will find something in which he is directly interested. You will see samples of various grades of glycerine, which by a peculiar process comes from beef fats. Samples of several grades of neatfoot oil are shown and will be explained, so that one will be able to distinguish the high grades from the low grades. There are lard oils, tallow oils and cooking oils on display.

Armour & Company are possibly the most extensive manufacturers of all grades of glue and gelatine. This will interest not only the cooks, but any one engaged in any process of wood manufacturing, from the furniture repairer to the piano manufacturer. The same people will be interested in the large variety of sand papers and garnet papers.

The emery cloths will claim the eye of the machinist.

Armour & Company produce anhydrous ammonia, not only for their own use in refrigerating their cold storage plants, but are a big factor in supplying the country with this product.

Armour & Company are among the foremost in the manufacture of laundry soaps, toilet soaps and talcum powder.

From the skin bones of cattle come many useful and ornamental articles in bone, such as buttons, pipe stems, knife handles and ornaments.

There is an attractive display of hot drink supplies, the most important of which are malted extracts, beef extract, vitamin and bouillottes.

It will doubtless be a revelation to the visitors to find that Armour & Company are extensively engaged in the manufacture and distribution of soda fountain supplies, among the most prominent of which are concentrated syrups and extracts, crushed fruits, cocoa, mineral salts and pure grape juice.

Armour & Company's penicillin and digestive ferments are recognized as standard by the druggist and physician.

We feel safe in saying that no man, no matter what his business or profession, can feel that his trip to the Corn exposition is complete without seeing this enterprise, which, after all, is so closely allied to that of agriculture.

The visitor can reach the Armour plant