



Making Omaha a Still Better Place to Live in

Support the Community That Helps Support You

YOUR personal interest, judged from a standpoint of what is best for you and your family, cannot be anywhere but where you earn your living. And to get fullest value from every dollar you earn, it is there that you should spend it.

For instance, the combined yearly earnings of those who are directly working for the Armour plant here are over \$4,000,000. Indirectly thousands more who work for concerns from which Armour buys supplies, who help the railroad companies to transport Armour products, who benefit in one form or another by the millions of dollars of business that Armour does in this trading territory are earning hundreds of thousands more. Spend it in your own community.

Buy homes. Pay taxes—add them to the Local and State Taxes which Armour pays and help provide yourself with better streets, better parks, better schools, a better place to live and to bring up your families.

Do your trading where you make your money. Enable your grocers, butcher, hardware or dry-goods store, furniture dealer or other retailer with whom you do business, to carry a better stock for you. Help him increase his volume so he can sell you better values at fair prices.

By doing these things, you serve your own best interests.

Armour pays the producers of this section for cattle, sheep and hogs \$75,000,000 annually—money which is brought into this territory from every part of America. The producers who spend their share of this money here at home

and recognize this more and more as their natural market center, will make this community still more prosperous.

Do not overlook the fact that every dollar of your own income that you spend here plays a very direct part in helping to attain this end. You cannot expect others to trade here and make this district a better place for you to live in, if you who earn your living here, fail to make it your own trading place.

This is not merely disinterested advice. Armour's interests here are similar to yours. Armour and Company have a huge investment here in plants, machinery and equipment and do a yearly business locally of around \$84,000,000. The more of this eighty-four millions a year that stays in Omaha trading territory the more stabilized does our investment here become. The principle works out for us exactly the same as for you.

ARMOUR AND COMPANY

R. C. Armour
General Manager.

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