



Making Omaha a Still Better Place to Live In

Help Market the Yield of Omaha Territory

To Retail Merchants:

TO SELL your customers as many as you can of the foods which are produced nearby is both practical patriotism and sound common-sense. First, you are helping the Government by assisting to relieve transportation. Second, you are providing consumers with products that help produce their own incomes.

Reasons such as these should urge you to push the sale of Armour Products. Armour does a business here of around \$84,000,000 yearly. Of this total, \$75,000,000 is paid right back to producers of cattle, sheep and hogs in the Omaha territory. Of the remainder, \$4,000,000 a year is distributed regularly in wages to people who buy from you. Over \$3,500,000 more goes into the purchase of supplies, much of which are bought from concerns in and near Omaha. And another heavy sum goes into local and State taxes.

Directly or indirectly, at least one dollar in every ten that goes into your cash register, comes to you through the fact that Armour has a huge plant here.

If you have not already looked at Armour's large investment in plant, machinery and equipment in Omaha from this angle, think of it this way now. In every practical way, Armour is a local concern—paying out millions to your customers, paying taxes to help build up local improvements, has an investment here that

gives them the same interest in the development of the Omaha district as you yourself have. To help stabilize their own investment, Armour and Company are anxious to co-operate with you in every way for the betterment and up-building of our community.

In selling Armour products, you are helping to make a market for \$84,000,000 of the yield of farm and field in Omaha territory. You are aiding to make a sure market for producers. You are helping them to dispose of their output. And you are, thereby, widening your own trading circle.

But, more than this, you are offering your customers foods, which, because they already know them, they are ready to accept. From a purely business standpoint, it is sound common-sense for you to sell Armour Quality Products; they move off your shelves at lowest sales cost. And, because each is highest quality of its own kind, Oval Label Products make satisfied customers for your store and bring housewives back for more.

ARMOUR AND COMPANY

R. C. Armour General Manager.

Don't Sell Your Liberty Bonds!
They're the Best Investment on Earth