

Making Omaha a Still Better Place to Live In

The Buying Power of Twenty-Eight Hundred Families

IN Omaha is located one of Armour and Company's largest food producing plants. It transacts with the country a business of \$84,000,000 annually. The investment in buildings, machinery and equipment is enormous. To operate this plant requires an army of 2,800 employees. These workers, together with their families, make up an aggregate of approximately 14,000 people. Their wages amount to \$4,000,000 yearly. Have you, as a resident here, ever stopped to consider the significance of this big local industry and its bearing upon the prosperity of this part of producing America?

These Armour employees must be fed, clothed, sheltered. They spend the greater part of their wages with local grocers, clothing and dry-goods merchants, druggists, shoe-dealers, furniture stores. They buy or rent houses and property. It would not be far out of the way to say that fully one dollar in every ten spent over the counters of trades-people in the Omaha trading circle comes from employees of the Armour plant or from producers who sell to Armour.

And this large group of workers and those dependent upon them represent a permanent part of the district's spending power. There is nothing so stable as the preparation and distribution of food and by-products. It ranks among the first of essential industries, and the United States Government wants essential labor to anchor in essential centers. The money Armour pays out to workers and producers may be depended upon for continuous support in the further development and growth of this locality.

At the present time, a third of the labor of the Armour employees is directed to war activity, preparing food for our Army and the Allies. They are doing their part in the winning of the war.

While a unit in a large national organization, the Armour Omaha plant is essentially a creative industry, located here permanently, providing a living for thousands of families and people who serve them in trade, paying local and state taxes, and aiding in the progress and up-building of the whole community, using these words in their broader sense.

As a matter of self-interest and local pride such an institution is worthy of your steadfast support. When you purchase Armour meats and other Armour products you are doing more than assuring yourself utmost value for your money. You are helping build up the part of the country in which you live!

ARMOUR AND COMPANY

W. C. Armour General Manager.

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

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