



Making Omaha a Still Better Place to Live In

The Value of Your Home Is Governed by the Business Activity of the Locality

WHEN you go into a dealer's store, and ask for "Goods that have a large part of their origin in this district," you are getting considerably more than the actual worth of the purchase itself. Though they are not wrapped up with the package you carry away, you receive with these goods, good roads, modern schools, efficient police protection, safety against fire, adequate water supply, proper street-lighting and scores of other benefits.

A part of the cost of these you pay for yourself, it is true, through your municipal taxes. But only a part. The cost is divided with you, not only by manufacturers with their heavy investments in plants, factories, equipment, etc., but by their thousands of employees, who spend their wages where they earn them.

There is yet another point to be considered. Industries must have raw material to work with. Much raw material is produced in Omaha territory. Armour and Company, for example, pay to live stock producers in territory tributary to Omaha, over \$75,000,000 annually for cattle, sheep and hogs. And of this huge sum, a very considerable portion eventually finds its way through the district's trading channels, either in the stores and shops of the city itself, or is paid to Omaha merchants, jobbers and manufacturers for goods sold in outlying towns and trading centers.

Hence it is that when you specify goods produced in your home market, you are not only getting good value in the commodities you buy, but you are building up your community, making your home and your property worth more, and making possible better public service for all concerned.

Among Omaha industries, the institution of Armour and Company occupies a prominent place. Buildings, machinery and equipment represent a huge investment. Some twenty-eight hundred employees gain their livelihood here. They receive over \$4,000,000 annually in wages. And all this is permanent. As long as farmers and stockmen produce meat and people eat it, the Armour plants will be in operation, and the Armour business a contributing factor to the prosperity of the Omaha territory.

With these facts in mind, when you purchase Armour meats, Armour's Oval Label Foods, and other Armour Products, you are directly supporting a concern which directly supports you.

ARMOUR AND COMPANY

R. C. Hour
General Manager.

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