

# Live Stock Center Moves West

Just as Chicago at one time looked forward to being the first live stock market, so Omaha is today looking forward to soon being able to take the place of Chicago as the world's greatest live stock center. Men of this territory believe in Omaha as the coming world's greatest live stock center because of the fact that the live stock market of the country is continually moving West as it always has done.



## Packing Industry Basis of Land Values

The price of grain raised on the farms of this territory depends on the growth of the Omaha Market, so upon the market depends the price of farm lands, and as our cities are dependent upon the success of the farmers of this territory, we are all dependent upon the Omaha market for the success of any business in this great Missouri Valley territory.

## Live Stock on Hoof of No Value as Food

The Skinner Packing Company is just completing at Omaha the world's most modern packing plant. This packing plant is really a gigantic machine built for efficiency. It has every modern convenience and has taken advantage of every efficient method for turning all kinds of live stock into food products. This plant has a modern canning department, fertilizer department, and every facility for getting all the profits there are to be had in the meat packing business. All live stock that enters this market must be put through such a machine as this before it has any real value as food.

## World's Most Modern and Efficient Plant

For turning the live stock that arrives at this market into food, a plant of this kind receives a certain profit.

The tonnage that runs through a plant in a day is enormous, and the more efficient the plant, the less this tonnage has to be handled, and the less labor used in putting live stock through a plant of this kind, the more profitable the business.

Never has a plant been built before that will turn live stock into food products as economically as will the plant of the Skinner Packing Company.

The Skinner Packing Company has a capital of \$10,000,000. Most of this capital has been placed with far-seeing, conservative investors of this Missouri Valley territory.

Such a plant has not been built in Omaha heretofore.

While there are large, successful independent packing plants at practically every other market of any consequence in the United States, there has heretofore been no real large independent packing plant on this market, which means that the Skinner Packing Company represents a real epoch to those who are interested in developing and building the market here at Omaha.

## Food Product Business Staple

All food product businesses are staple businesses. Each morning every man, woman and child in the world wakes up hungry and must be fed.

The packing business is a logical business for Omaha, because the raw material is here.

At no other point in the world can meat products be manufactured at a more reasonable price.

## Meat Packing Business Highly Profitable

The history of the meat packing business is one of big return to the original investors. There has never been a failure in the business by companies that were properly financed, but it is a business that requires large capital.

No plant in this country has ever opened up as well financed and with as large an amount of working capital back of it as is today true of the Skinner plant. Few, if any, plants have ever opened up with so strong and experienced packing house organization as is the organization that will operate the plant of the Skinner Packing Company.

As an illustration from page 811 of part 2, Government Report, the Federal Trade Commission's investigation of the Packing Industry brought out the undisputed fact that the corporation of Swift & Co. started with a capital of \$300,000, which was represented by the assets and good will of the partnership of Swift & Co.; and the stockholders paid \$240,000 cash as a loan for a year and a half, and that the first dividend was paid January 21, 1886, 6 per cent, amounting to \$18,000; and that the second dividend was paid October 11, 1886, amounting to \$913,074.27, which included the repayment of the stockholders of the \$240,000 loan, and \$673,074.27, or 230 per cent dividends on the capital of \$300,000 within eighteen months of its organization.

Most men interested in the great packing companies of today were poor men within the lifetime of men now living. Today practically every man who has been financially interested in any one of the great packing companies for the past twenty years is a millionaire, and those who had large interests are multi-millionaires.

Eighteen months ago the entire market value of the stock of Swift & Co. was \$117,020,112. Today the market value of Swift & Co.'s stock, with its subsidiaries, is \$327,362,548. In other words, if you were fortunate enough to have owned \$10,000 worth at the market of Swift & Co.'s stock less than eighteen months ago, your investment today on the market, in addition to your interest, would show a gain of over 150 per cent. This gain was brought about to Swift & Co.'s stockholders through stock dividends and the right to subscribe for additional stock in the original company and subsidiaries at far below the market value.

## Experienced Organization and Successful Men

The President and Vice President of the Skinner Packing Company are the same men who built up the wonderfully successful business of the Skinner Manufacturing Company, the world's largest manufacturers of macaroni products, and the Skinner Baking Company. Investors in the securities of these companies have always received liberal dividends.

## A Fully Participating Company

There is no promotion stock in the Skinner Packing Company, and the stock is fully participating and preferred as to assets and is sold direct by the company.

The stock that you can secure at this time, and which will never again be offered, is an 8 per cent guaranteed, preferred, fully participating stock. The company has no other class of preferred stock, bonds or mortgages.

## This Is Your Opportunity

It is the object of the management of the Skinner Packing Company to distribute the shares of the company as much as possible. We would like to see every man, woman and child in this territory at least have some interest in this great industry. That is the foundation upon which we all must work, and as there is only a very limited amount of the Skinner Packing Company's securities that can be secured at this writing, in your own interest, we advise you to take advantage today of the opportunity offered, by mailing us the inquiry coupon attached.

Do not confuse the securities of this company with those of any other company being offered in this territory. These securities stand in a class by themselves. They are fully participating in the profits of the business and they are the securities of one of the strongest financially rated corporations in this whole Missouri Valley territory. It is a home owned corporation. Any business man can secure a rating on the Skinner Packing Company from Dun's or Bradstreet's which will show that this company carries the highest financial rating and is officered by successful business men of integrity.

If you are thinking of purchasing stock in any corporation, you will find that your banker will recommend the stock of the Skinner Packing Company above any other security. Your banker knows that the Skinner Packing Company is a successful, strong financial institution with a wonderful future and that the more successful the company, the more successful will be every other business in this territory.

SKINNER PACKING COMPANY,  
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Without any obligation on my part, I would like to have you send me further information on your company.

Name .....

Business .....

Address .....