



Through standardizing the product Armour and Company has helped to standardize the market for the materials that go into the product.

Armour Standards of Quality Bring Increased Returns to the MIDDLE WEST

ONE of the most jealously guarded assets in the whole Armour institution is the "Armour Oval Label." For under this mark are advertised and sold the highest grade products prepared in the modern Armour plants.

Through national advertising this label has been made known to millions of consumers all over America. It has come to stand for reliable assurance of quality and full purchase value.

Better Returns Through Improved Standards

Better livestock, better seed, more irrigating activity, the improvement of waste land---these are benefits which higher standards of quality have brought about. And naturally with them have come additional profits to producers and stock-raisers. By advertising quality Armour and Company have opened the way for better production that brings better prices to producers.

The Importance of National Distribution

The vast size of the livestock industry makes national distribution a prime necessity. Without this national distribution Armour and Company could not have paid to stock-raisers in Omaha's territory over \$72,000,000.00 as they did last year.

Without a country-wide outlet, the maintenance of Armour's Omaha plant with its 3,100 employes, whose wages amount to \$4,050,000.00 annually, would have been impossible.

Only one twenty-fifth of the total production of the Armour plant here is sold in this territory. The balance is marketed elsewhere---all over the country. Thus Armour's *national* distribution cannot help but make Omaha a figure of greater *national* prominence, and attract attention to the resources of this section.

Thus, while a *local* institution as far as plant operation is concerned, the Armour industry brings national advantages and national recognition to Omaha.

For Your Self Interest

As a citizen of Omaha have you ever stopped to realize how much of your income depends upon the \$88,000,000.00 business Armour does from the Omaha plant? Because Armour is in business here, you benefit through the expenditure of many millions of dollars paid to livestock producers, to Armour employes, and to manufacturers, merchants and others from whom Armour buys supplies, material and equipment. It is safe to say that virtually one dollar in every ten is spent in this trading territory by reason of Armour being here.

Realizing this, it is evident that such an institution is entitled to your hearty support. The use of Armour products is support of a tangible kind, and one that benefits both you and the community which you have chosen for your home.

ARMOUR AND COMPANY

O. C. WILLIS, Gen. Mgr.

Omaha, Nebraska



This is the Mark Under which Our Best Products Reach the Consumer

