



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

## How Armour Links the Middle West with Eastern Markets

In less than 30% of the area of the United States covered by the territory east of the Mississippi River dwell 70% of the entire population. Thus, the great consuming centers of the country are away from the points of production a thousand miles or more.

Imagine for a moment the problem that would be presented to farmers and stock growers if there were no large packing plants such as Armour's in Omaha, and if Western producers had to sell their livestock where it was consumed. Their profits would be lost in their cost to sell.

Or again, if all the cattle and hogs grown in Omaha territory had to be consumed at home? The seriousness of such a situation is better realized when it is appreciated that of the \$88,000,000.00 yearly business of the Armour Omaha plant, **only \$3,520,000.00, or less than 4% of the total sales, are made in Omaha.**

### Keeping Trade-Channels Open

Lacking the outlets that such concerns as Armour and Company provide, stock raisers would have to find and develop their own markets for 96% of their own production!

By linking the Middle West with Eastern markets, the Armour Omaha plant must be regarded as a prosperity builder, not only for stock growers, but for the citizens of Omaha

themselves. For whatever benefits producers in this section also adds to the general benefits of Omaha as a whole.

During the past twelve months, for example, Armour and Company paid to producers in the Omaha territory \$72,000,000.00 for livestock—Eastern dollars brought back to enrich the West. In addition Armour paid packing house workers \$4,050,000.00 in wages, spent \$6,700,000.00 in supplies, much of which were bought locally and expended still further sums in state and local taxes.

### A Country-Wide Organization

All of this, however, would be impossible without **national distribution**, accomplished through Armour's country-wide organization—a chain

of branch houses extending from coast to coast, a system of refrigerator cars plying between plants and branch houses, a corps of nearly 4,000 salesmen selling to independent retailers, and heavy national advertising to standardize and stabilize the consumer market.

Thus Armour helps nationalize Omaha. It is of far-reaching significance to citizens of Omaha and producers in Omaha territory, that while a part of country-wide distributing system, the Armour plant here is a local institution.

Realizing this, when you buy Armour products from your retail grocer or marketman, you are directly contributing to the general welfare of your own community.

## ARMOUR AND COMPANY

O. C. WILLIS, Gen. Mgr.  
Omaha, Nebraska.



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

469

