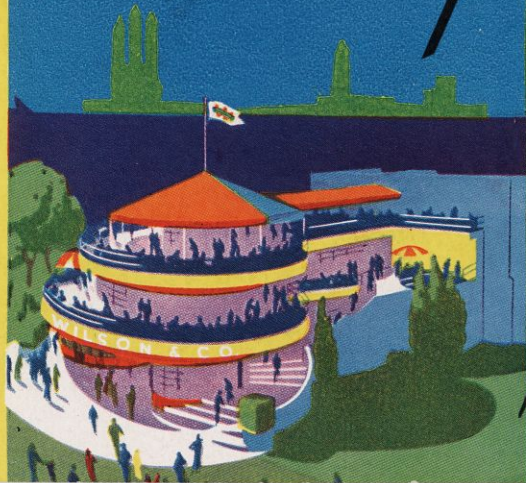
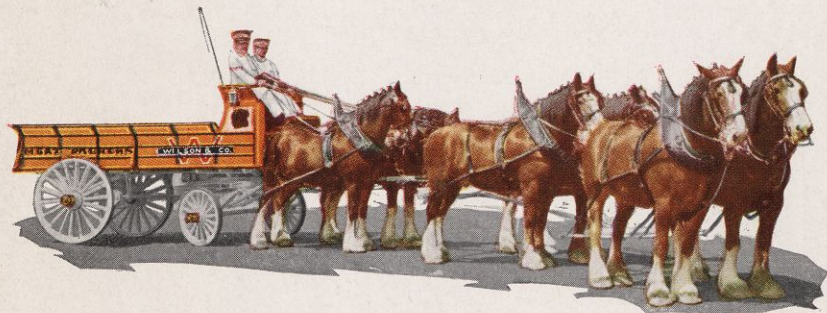


140

Visiting the
WILSON
Exhibit
Building



... ON NORTHERLY ISLAND
IN THE HEART OF THE MIDWAY



CHAMPION SIX-HORSE TEAM

True lovers of horses will delight in the beauty of this prize winning six-horse team. They participate in the "Wings of a Century" Pageant daily and are also on exhibition in their own Wilson & Co. stables nearby.



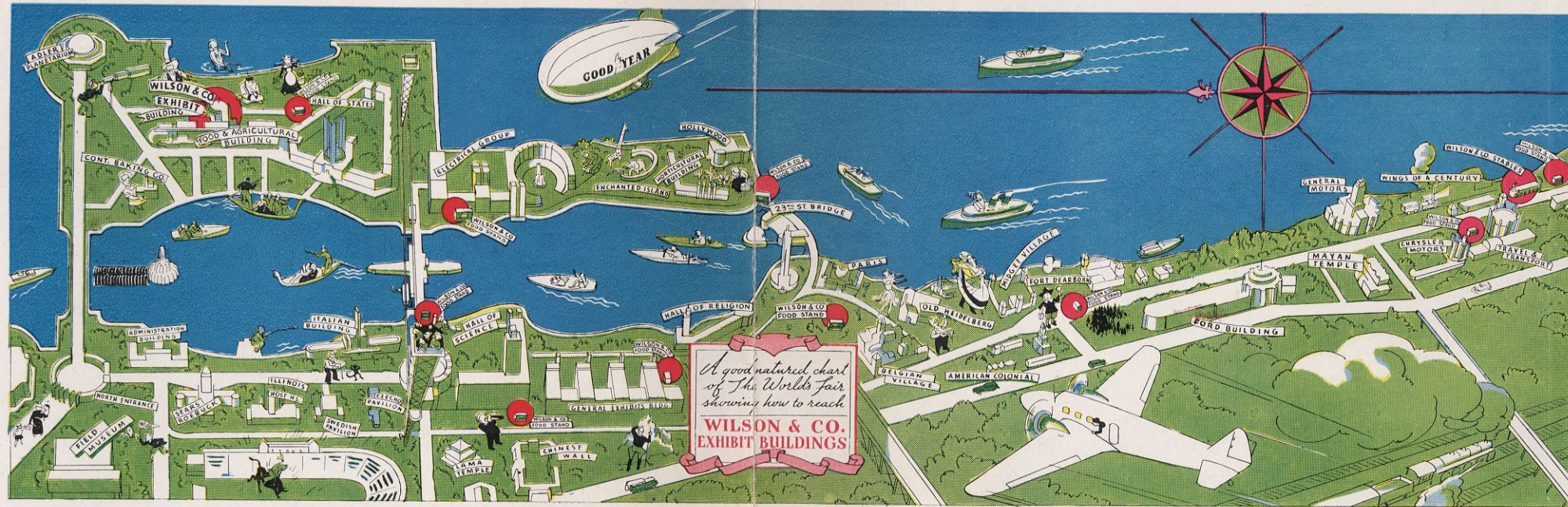
Wilson & Co. extends a cordial invitation to all its customers and friends to see the Wilson & Co. Exhibit Building on Northerly Island, in the heart of the Midway at A Century of Progress.

Unique in the history of the Meat Packing Industry, a complete Bacon Slicing Room is in continuous operation in this beautifully designed building. Lovely girls, in trim uniforms, slice and pack 8000 pounds of Certified Bacon daily, under the same sanitary conditions found in all Wilson & Co. plants.

Arranged around the corridors of the Certified Bacon Slicing Room are the interesting and instructive exhibits of all Wilson & Co. by-products, from soap to sporting goods and hair insulation.

On the second and third floors are found the Wilson Terrace and Roof Garden, where wholesome, satisfying plate lunches or steaks can be had at moderate prices.

A new conception of a basic industry awaits you at the Wilson & Co. Exhibit Building.



BUILDINGS IN RED ARE WILSON & CO. EXHIBIT BUILDING, FOOD STANDS AND PRIZE 6-HORSE TEAM STABLES

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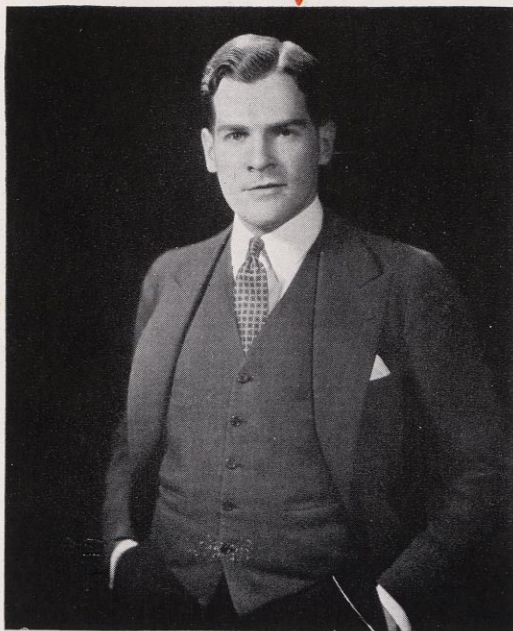
THOS. E. WILSON, Chairman of the Board and founder of Wilson & Co. Mr. Wilson's progressive activities in the meat packing industry are reflected in the success of his company and the world-wide acceptance of its products. As National Chairman of the 4-H Boys and Girls Club movement for many years, Mr. Wilson has contributed in full measure to the development of these boys and girls.



OUR IDEAL

"To make well and to trade fairly . . . To profit not alone in dollars but in the good will of those with whom we deal . . . To correct our errors . . . To improve our opportunities and to rear from the daily work a structure which shall be known for all that is best in business." *Thos. E. Wilson*

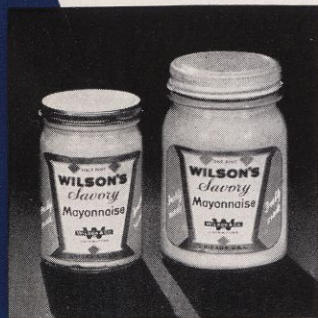
EDWARD F. WILSON



EDWARD F. WILSON, the President of Wilson & Co. began his packinghouse duties soon after the ink on his Princeton diploma was dry. He began at the very bottom of the industry, driving, sorting and check-weighing cattle, sheep and hogs in the Chicago stockyards. Executive responsibility in the various operating departments of the company followed. He then tackled the sales and distribution problems among the company's plants, branch houses and car routes scattered through the United States, South America and Europe. The only son of the founder of the company then chose as his special responsibility the Small Stock Department, which includes lamb and veal. Three years ago Mr. Wilson was elected a vice-president. Early this year, the 29-year-old young man was elected to the Presidency of Wilson & Co.

WILSON & CO. is closely associated with the lives of the many millions of people who have come to know the unvarying quality of its products. An opportunity presents itself here to acquaint you more fully with the interesting and instructive phases of this industry.

Through the following pages we hope to convey to you the extent of Wilson & Co., its importance as a source of pure foods, and its importance to the industrial growth of our country. The company policy is best expressed by the words of Mr. Thos. E. Wilson when he set "Our Ideal" as the ideal to maintain in our contacts with those whom we serve.



Wilson's Savory Mayonnaise and Salad Dressing Products are delicious.

The company's headquarters are at Chicago, with other plants and branch houses throughout the United States, Canada and Europe. In 1916, Mr. Thos. E. Wilson founded the company, heading it until 1934, when his son, Mr. Edward F. Wilson succeeded him. The elder Mr. Wilson was then elected chairman of the Board, the position he holds today.

Wilson's meat packing plants are located at Chicago, Kansas City, Los Angeles, Oklahoma City, New York City, Albert Lea, Minn., Cedar Rapids, Iowa and Nebraska City, Nebr. Wilson & Co.'s Butter and Cheese factories are located at Abilene, Lubbock and Amarillo, Texas; Wichita, Kansas; Altus, Oklahoma City, Blackwell and McAlester, Oklahoma;

Continued on page 10



Wilson's Lasting-Flavour Chicken in tin, packed in the most scientific manner.



Certified Sliced Bacon—Government Inspected—Quality-Controlled.



8,000 POUNDS OF CERTIFIED BACON

The picture above represents the Wilson de luxe Certified Sliced Bacon room which is in full operation on the first floor of our Exhibit Building. The huge slicer is cutting 8,000 pounds of Certified Bacon daily—400 slices each and every minute. Girls are packing these slices of Certified bacon with chrome tongs. No human hand touches Certified bacon until it reaches the homes of consumers. This room is glass enclosed and kept at a uniform temperature of 55 degrees. The same degree of efficiency

and cleanliness is maintained in this Certified Bacon Slicing Room as is in effect in every one of Wilson & Co. plants in the United States. Wilson's Certified Sliced Bacon is Wilson Selected, Government Inspected, and Quality Controlled. It is the finest bacon that science can produce. Millions of housewives take great pride in serving Wilson's Certified Bacon at their tables. Dealers everywhere are as proud to handle a product of its exceptional quality and goodness.



Wilson's Lasting-Flavour products are appetizing and economical.

Ottumwa, Cedar Rapids, Eagle Grove and Reinbeck, Iowa; Dixon and Lanark, Illinois.

The Company has upwards of 90 branch houses in the United States, in addition to the afore-mentioned plants, and has branches, subsidiaries and agents in the United Kingdom, Norway, Sweden and Denmark, as well as at other points in Continental Europe, Mediterranean Countries, South America, Central America, the West Indies, Mexico, Canada and Newfoundland, China, the Canary Islands, Singapore, Bangkok, Siam, Manila, and Batavia. There are approximately 25,000 persons employed by the Company, of which upwards of 1,000 are salesmen.

Wilson & Co.'s highest grade brands are

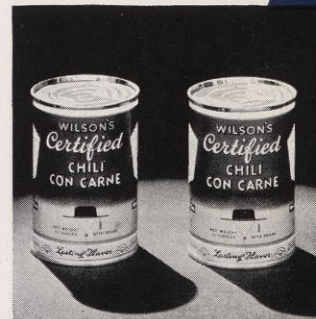


Wilson's Refinery products are used by those to whom quality is paramount.

Certified and Clear Brook. Other leading brands are Lake View, Majestic, Oakwood, Wilsco, Laurel, Economy and Advance.

From its inception, Wilson & Co. has been noted for its progressive policies and efficient methods of operation. It has built an enviable reputation for efficiency of service, integrity, and high business ideals, and the same cardinal company characteristics have been instilled into all of its thousands of employees.

Mr. Thos. E. Wilson is a notably outstanding figure in the meat packing industry, who, in addition to making many valuable and constructive contributions to the industry, was the founder of the institute of American Meat Packers, and its first president.



Wilson's Certified Chili Con Carne is seasoned to please all palates.



Wilson's Certified Tamales, deliciously spiced and zestful in appetite appeal.

Thos. E. and Edward F. Wilson have always held the quality of the products manufactured by the Company to be of paramount importance. Their intense personal interest in the Company's maintenance of their high standards of quality is felt throughout all its plants and branches. Their personal influence and insistence upon these standards have been responsible for the enviable position which Wilson & Co.'s products have achieved throughout the world. The Wilson personality and character stand as a bulwark behind Wilson & Co.'s products.

As Chairman of the Board, and as President of the company, both Wilsons are loyally and efficiently supported in the conduct of the

business by the following divisions: Executive; Livestock Purchasing; General Plant Operating; Sales (including Branch Houses and Car Routes); Traffic; Accounting and Finance.

Since the beginning of time man's first requirement has been food. Down through the ages his first thoughts and efforts were directed to supplying himself, and those dependent upon him, with life-sustaining food. Because of environment, of changing seasons, an acute problem of retaining a sufficient supply presented itself, and methods, primitive indeed, were devised to answer it. This was the beginning of the meat packing industry, yet so great have been the strides since, toward perfection, that earlier efforts seem futile in com-

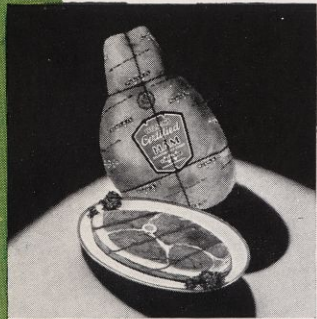


Wilson & Co. manufactures more than 50 varieties of Sausage products.

parison. Meat Packing received its greatest impetus in the last several decades, as the tide of civilization surged westward. The manufacturing centers of the East, exhausting their food resources, looked to the agricultural Middle West for its food supplies.

Today, Wilson & Co., in the very center of this vast food-producing area, stands preeminent in the field of modern meat packing. The more rapid strides of the last few decades in modern packing methods are best exemplified by those used in all Wilson & Co. plants, where the latest processes perfected by science are used.

The visitor here sees selected hogs, cattle and sheep become food products of excep-



Wilson's Certified Ham is the result of Scientific Quality Control.

tional quality and goodness. Every step in the processing of meat products undergoes strict and rigid government inspection. Our meat buyers, trained through long years of application of the strict Wilson standards, select only the best animals. This selection, government inspected at every point, coupled with our own inspection, assures the millions of users of Wilson's products, the very best in meat products, at all times.



Select Clear Brook Butter and Eggs complete satisfaction.

OK WILSON & CO

YOUR STANDARDS OF
SANITATION, PURITY
AND QUALITY OF PRO-
DUCTS ENTITLE YOU
TO MY CERTIFICATE.



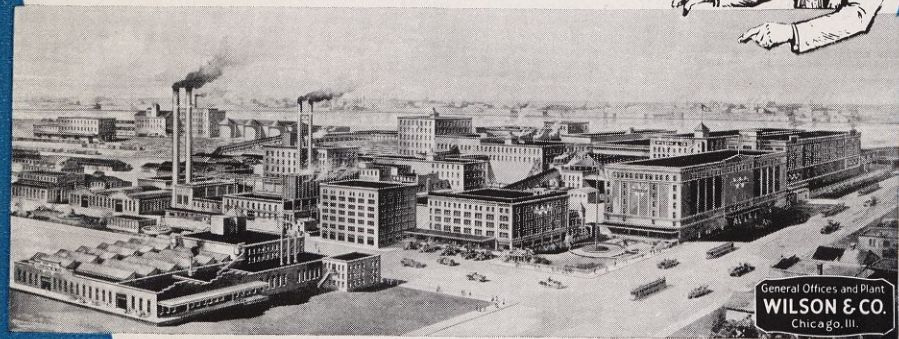
The picture above shows only one of the big Wilson & Co. packing plants, where Certified and other Wilson brands of pure foods are produced under the most sanitary conditions.

For tasty "snacks" visit any of the ten Wilson Food Stands at the Fair.

The Wilson label protects your table.

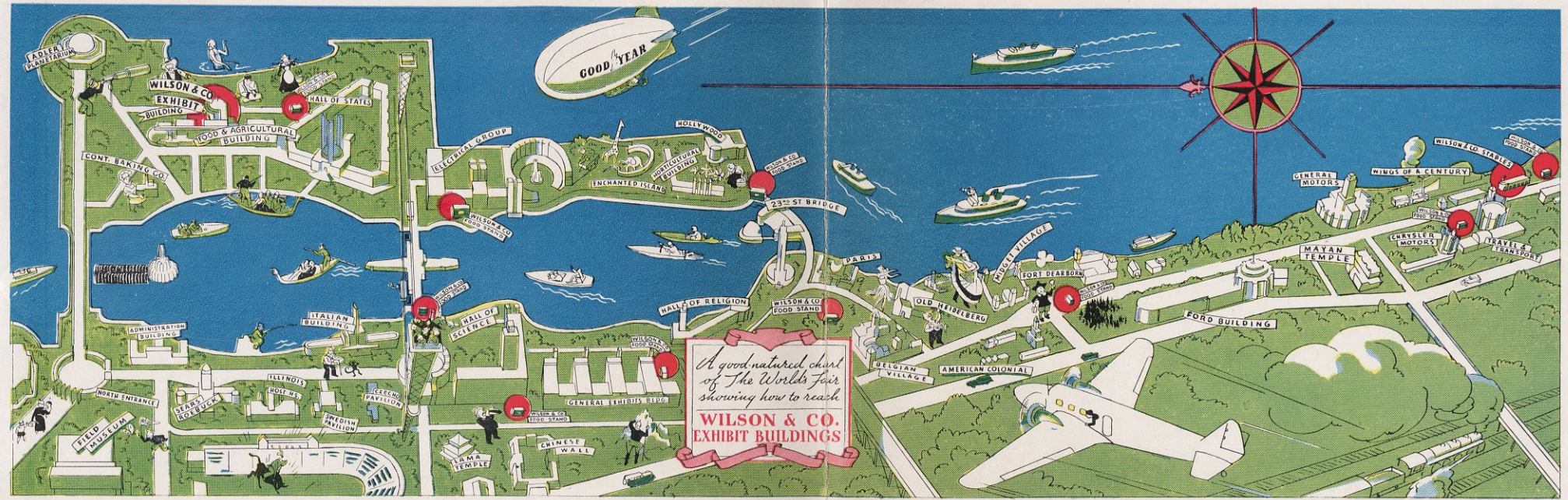
OK WILSON & CO

YOUR STANDARDS OF
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General Offices and Plant
WILSON & CO.
Chicago, Ill.

The picture above shows only one of the big Wilson & Co. packing plants, where Certified and other Wilson brands of pure foods are produced under the most sanitary conditions.



BUILDINGS IN RED ARE WILSON & CO. EXHIBIT BUILDING, FOOD STANDS AND PRIZE 6-HORSE TEAM STABLES



CHICAGO, ILL.