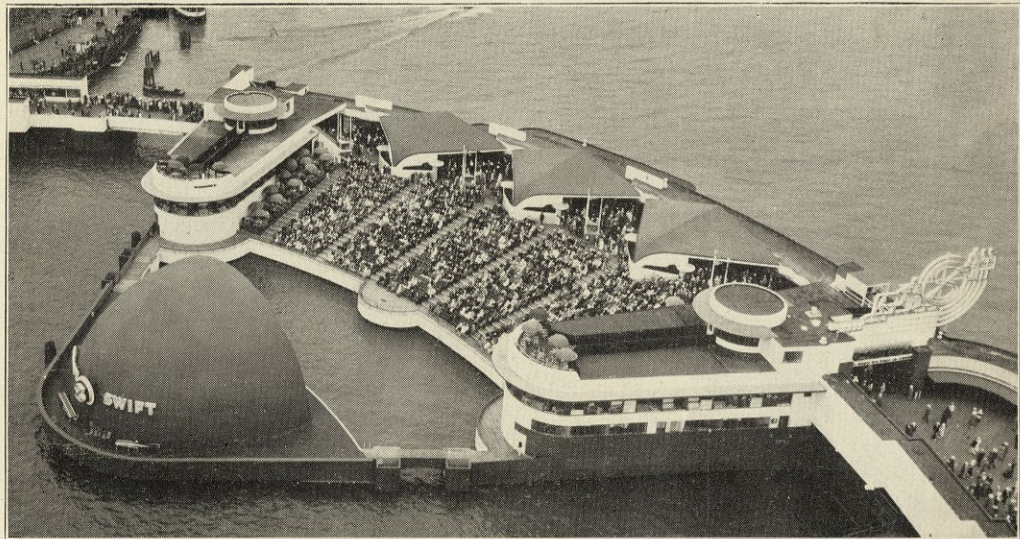


THE SWIFT BRIDGE OF SERVICE

at

A Century of Progress—1934



THE Swift Bridge of Service is the heart of "A Century of Progress, 1934," from both geographic and entertainment standpoints.

To this mecca come seven out of every ten persons who enter the turnstiles of the Fair. Those who also visited the 1933 Exposition find a vast change on the old 23rd street bridge which connects the mainland and Northerly Island.

Here, on the bridge proper, is unfolded in a hundred interesting ways the story of Swift & Company's service to the producer of livestock, poultry and dairy products; the retail dealer; and the consumer.

To the north, where last summer gondolas and launches tossed on lagoon waves, nestles a large open-air theater.

From its free seats, visitors may see and hear the best of entertainment presented daily from 12 noon to 10 p.m. on the bandshell stage.

Built Over Water

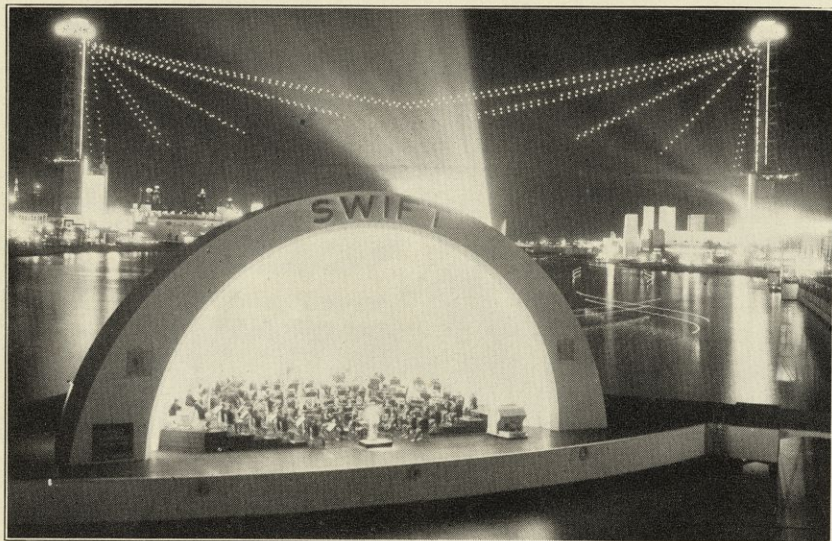
To make this transformation possible, many additional piles were sunk into the lagoon to support the amphitheater and bandshell stage. Seventeen hundred comfortable seats are in terraced rows within easy view and hearing of the shell. A pool of water 64 feet wide, 125 feet long and 22 feet deep, separates the stage from the first row of seats.

Two tiny drop-leaf bridges with seven-foot leaves and said to be the smallest of the bascule type in the world, are the only links between stage and auditorium. They can be raised for

traffic of gondolas, sampans, and speed-boats.

The bandshell surmounting this over-water stage is 40 feet high and easily houses the great Chicago Symphony Orchestra.

Fair visitors are greeted with something new every minute. In addition to the 70-piece symphony with its corps of noted guest conductors, choruses, organ recitals, diving exhibitions, puppet shows, special pageants, demonstrations, and interesting displays pass in review.



Night Scene

The daytime visitor finds an entirely new Exposition when night falls. He will see the lagoon aglow with illumined water craft, the northern lights in many colors shooting skyward from the giant fountain, the Skyride towers linked with ropes of glowing bulbs, and a blaze of white on buildings to the north and south.

The Swift Bridge of Service, the center of this panorama, has its own aura of color. More than 1,500 bulbs play brilliant combinations of color on the background of the bandshell during the evening entertainment. While the orchestra plays, the shell is a reflection of soft blues and greens. When the tempo quickens, the scene also changes

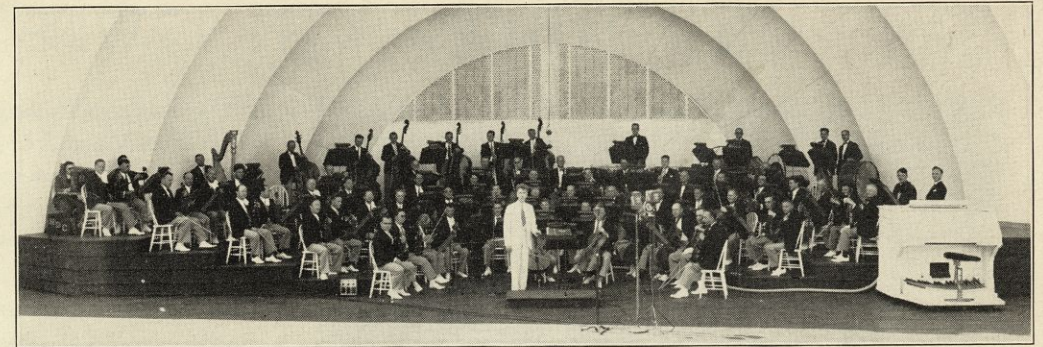
to brighter hues, of reds and yellows. A monitor (control box) is operated either automatically or by hand to provide almost any color combination desired. Late in the evening, after the orchestra has departed, the "symphony of color" entertains the nocturnal visitor with its own program.

Dine to Entertainment

Stepping into the restaurants on either side of the Swift Bridge, guests may listen to the entertainment from the adjacent aquatic theater while being

served with refreshments and food including the finest steaks and roasts in America. These steaks and rib roasts come from select cattle purchased each week by Swift & Company especially for the World's Fair table. The choice cuts are carefully aged for a period of from four to five weeks before delivery to the Crown Food Company which operates the two restaurants.

In addition to the restaurants which seat 600, two outdoor terraces serve 300 guests. More than 3,000 persons can be accommodated at one time in the auditorium, restaurants, and exhibits. The total daily attendance ranges from 20,000 to 200,000 depending on the size of the World's Fair gate.



Chicago Symphony Orchestra in daily concert from July 1 to September 8.

FEATURES IN SWIFT THEATER

CHICAGO SYMPHONY ORCHESTRA—in a 10-week engagement beginning July 1. Frederick Stock, conductor, and Eric DeLamarter, associate conductor of the 70-piece orchestra. Four concerts daily, two in the afternoon between 3:30 and 5:30 p.m., and two evening concerts from 8 to 10 o'clock. Concerts under the direction of Dr. DeLamarter, who alternates at the baton with renowned guest conductors. Dr. Stock, in Europe during the early part of the engagement, will conduct his famous group during the final two weeks, August 26 to September 8.

NOTED GUEST CONDUCTORS—including Karl Krueger, conductor of the Kansas City Philharmonic (July 8 to 14); Carl Bricken and Henry Weber, young Chicago conductors (July 15 to 21); Willem Van Hoogstraten, conductor of Portland (Oregon) Symphony (July 22 to 28); Jerzy Bojanowski, Polish conductor, and Frank St. Leger, former conductor of the Chicago Civic Opera (July 29 to August 4); Henry Hadley, noted composer and associate conductor of New York Philharmonic Orchestra (August 5 to 11); Sir Hamilton Harty, conductor of London Symphony (August 12 to 25).

JESSE CRAWFORD—radio and theater star, at the console of the Kilgen organ, largest of its type to be used for outdoor recitals. Four concerts daily during afternoon and evening programs.

CHORUSES AND GLEE CLUBS—presenting weekly programs under the general supervision of George L. Tenny. Concerts in music shell each Sunday afternoon and evening.

PALMER CLARK and his 30-piece "sophisticated symphony" and mixed chorus of seven voices, featured in Swift Theater from May 26 to July 1. Second engagement beginning September 9.

WATER EVENTS—diving exhibitions, swim meets, water polo and canoe tilting in the Swift Pool week-day afternoons.

SYMPHONY IN COLOR—a nightly production in lighting effects from bandshell.

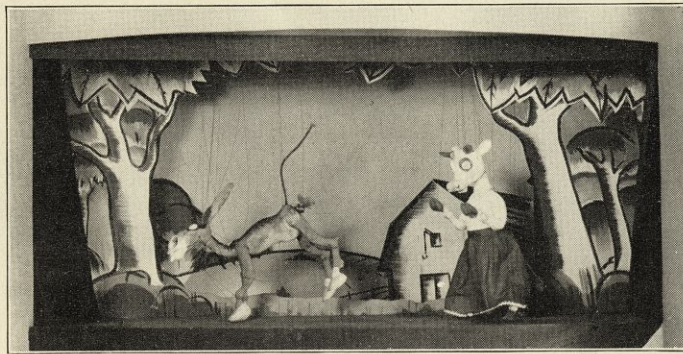


Right, Palmer Clark, conductor of the 30-piece "Sophisticated Symphony."

Left, Jesse Crawford at console of Kilgen organ.



EXHIBITS ON SWIFT BRIDGE OF SERVICE



The two puppet shows, "Brooksie and Her Pals" (left) and "The Masked Hero" (right) draw large audiences to their side-shows located at each end of the Swift Bridge, and call attention to Swift's Brookfield Butter and Sunbrite Cleanser, respectively.

Brooksie is being rescued by George, the buzzing bee, who can be seen to the rear of the donkey.

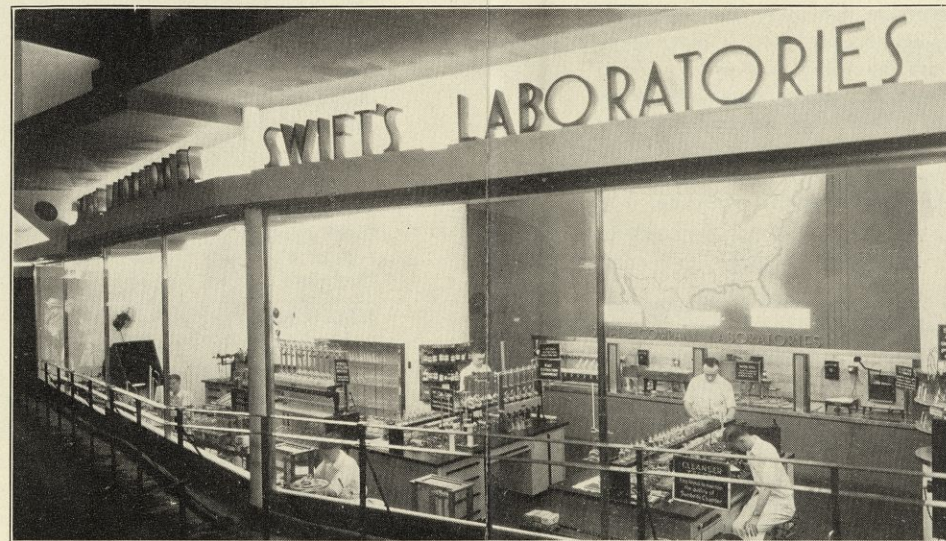
After the Masked Hero (unmasked as Sunbrite) dealt the death blow to Smudge, the dirty villain who ruled so long over pots and pans, three of the latter are talking over their bright future.



A completely outfitted research laboratory is one of the central exhibits on the Swift Bridge of Service. Here is shown the great amount of experimentation and research necessary to find new and better methods for the preparation and uses of Swift & Company products.

Not only does the laboratory engage in analytical research. It also exercises constant control over the processing of Swift's Premium Meats, Swift's "Silverleaf" Brand Pure Lard, Swift's Brookfield Butter, Swift's Delicatessen Meats, Swift's Brookfield Cheese, and other products for which quality must be maintained.

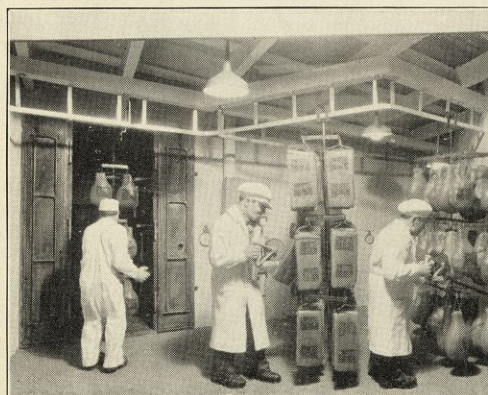
In the maze of test tubes, burners, scales, and chemicals, one sees the scientists at work developing new products, new processes, and studying effects of plant operations.



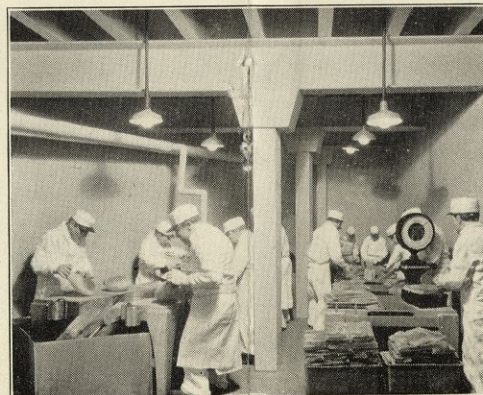
The exhibit includes several dioramas showing the careful processing necessary to prepare Swift's Premium Ham and Bacon for the consuming public. As depicted below, thorough inspections are made by plant experts as well as by Federal Government inspectors.

Later, the various cuts are trimmed and sent to the Curing Department. Select hams and sides of bacon are placed on trolleys and wheeled into the smoke houses. By means of the newly developed "Ovenized" process, they come out of the ovens with a distinctly mellower flavor, tender, and more appetizing in color and taste.

Changes are being sought out and made daily with a view to improving the cuts of meat, milk-fed poultry, butter, eggs, cheese, and other products sold by Swift & Company.

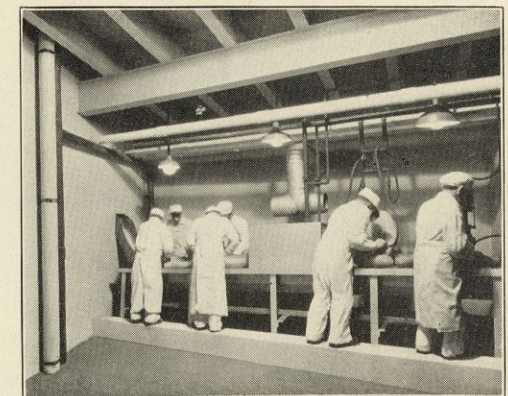


Left, Swift's Premium Hams and Bacon coming out of the smoke oven.



Left, Pork Trimming Room.

Right, inspection and branding of choice cuts.



A HALF CENTURY OF SERVICE

More than fifty years ago, a young Yankee came to Chicago from Barnstable, Mass., with an ideal and only limited means.

He entered the packing business in a small way.

Today, that business is the largest of its kind in the United States, proof of the sound economics of that ideal—Service and Quality—on which Gustavus Franklin Swift staked his savings and life-long effort. The business grew to its present size not only because large-scale operations in meats are both economical and necessary, but by reason of its insistence on quality of product, and the greatest possible service in bridging the gap between producer, retail dealer, and consumer.

By-product Economy

One of the principal economies in operating a large plant or group of plants, is that by-products can be completely utilized, thereby giving to the producer's product its greatest value. In the larger packing plants of today there is little waste; a use is found for every product.

Approximately two-thirds of the livestock of the country (80 per cent in the case of beef cattle) is produced west of the Mississippi River, while 69 per cent of it is consumed east of this river. Under these conditions, the larger packer having facilities for nation-wide distribution can, with the greatest efficiency, buy the animals in the markets of the west, do the processing, save the by-products, and then transport the meat in refrigerator cars to the larger consuming centers.

Distribution

The efficiency with which Swift & Company distributes meat and other products is shown by a report of a committee of the National Distribution Conference, which relates that out of seventeen trades investigated, packer branch houses (which distribute products to retailers) had the lowest cost of operations.

The low cost methods of distributing meat are a direct result of years of experimentation in the construction and use of refrigerator cars and delivery equipment, in the location of refrigerated branch houses, in the selection of car routes, and in directing its flow to market so

that it will follow the straightest and shortest possible course on its way from the producer to the consumer. The search for the most economical and efficient methods has been carried on throughout the history of Swift & Company.

Meat is, of course, the principal product handled, but the company also distributes such products as poultry, eggs, butter, and cheese. Greater economy results from dealing in these products, inasmuch as they are perishable and require the same equipment and facilities used to refrigerate and transport meat. They are also sold to the same class of retailer.

The effect of great development in by-product utilization, efficiency of manufacture, and the savings accomplished in distribution, is to increase the value of livestock. As a result, the livestock producer gets better prices for his meat animals than he could possibly obtain without these manifold economies. At the same time, meat prices are lower to the consumer than they otherwise would be.

Packer's Profits

Because of its nation-wide distribution and high degree of specialization, Swift & Company is able to prepare and distribute its products at an extremely small margin of profit.

During the last eleven years, the company's profits have averaged less than 2 cents on the dollar of sales, or less than 6 per cent on stockholders' investment. The significant fact is that packers' earnings are so small as to have no appreciable effect upon meat or livestock prices. The profits of all federally inspected and uninspected slaughterers during the eight years, 1925 to 1932, inclusive, have not exceeded 1c per person per week; 4c per family per week; 15c per farm per week.

Packers' profits for 1933 represented less than one-quarter of a cent per pound of all products sold.

The comparison with profits of all manufacturing industries is equally striking. According to statistics of income tax returns, all these industries had an income of nearly 5 cents per dollar of sales for the 10-year period ended 1931. The entire meat packing industry in the same period showed a return of less than 1 cent per dollar of sales.

PERTINENT FACTS ABOUT SWIFT & COMPANY

Founded by Gustavus Franklin Swift in 1868, incorporated in 1885.

Maintains a daily cash market for livestock, poultry, and dairy products.

Handles approximately 15% of the total meat produced in the United States.

Owned by more than 55,000 stockholders, of whom, approximately, 23,000 are women and 12,000 are employees. At least 2,600 shareholders are required to vote a majority of the outstanding stock.

Operates more than 50 packing plants, 100 produce plants, 400 branch houses and 700 car routes.

Serves producer, retail dealer, and consumer for an average profit, from all sources, of only a small fraction of a cent per pound.

Purchases in more than 3,500 markets.

Is in daily touch with every meat, poultry and dairy consuming city, town, and hamlet in the United States.

Provides work for more than 60,000 employes, 7½% of whom have 20 years or more of service, and 400 are 35-year employes.

Cooperates in employe representation plan assuring harmony and understanding between employes and management.

Makes daily, hourly studies of the wide-spread markets of the country, to match supply of producer with demand of consumer.

WE HOPE that your visit to "The Swift Bridge of Service" has been an enjoyable one. The exhibit symbolizes the nation-wide organization which has grown into a "bridge" of service to producer, retailer, and consumer.

Come again to visit us at "The Swift Bridge" or at any of our operating units.

Swift & Company