AGRICULTURAL BUILDING AT CHICAGO'S 1933 WORLD'S FAIR—A CENTURY OF PROGRESS EXPOSITION.

In this building, on Northerly Island, are the exhibits of the leading food manufacturers, the great panorama of the livestock and meat industries, and an agricultural implement display depicting progress during the past 100 years. Visitors to this building see just how the good things to eat are produced, manufactured, processed, packed, distributed and marketed in living dramatic displays.

The Agricultural Building is adjacent to the Federal Building and the Hall of States. It is of steel-frame construction, 600 ft. long, 180 ft. wide and 40 ft. high, with roof terraces equipped with observation lounges extending the full length of the building.

A Century of Progress Sees Meat Industry Grow Out of Butcher Business

Greater strides have been made in the development of science, industry and commerce in the past one hundred years than in any ten centuries since the dawn of civilization.

This present high state of scientific development and its reflection in industry and commerce constitute the central theme of A Century of Progress, Chicago's second World's Fair, which opened on May 27, 1933, and will continue until October 31.

Interest in this exposition is as world-wide as the contributions to the great developments of the past century which have been made by every civilized country of the world. Many of these countries have joined with the United States at this Century of Progress exposition in visualizing present-day developments of their principal industries, of agriculture, of transportation and of commerce.

Telling the Story of Food

One of the most interesting stories being told is the story of man's never-ending search for foods. This story tells how he tills the vast prairies and plains to get grains; how he searches the tropical jungles, the islands of the seas, "the waters under the seas," and even through chemistry reaches into the air for nitrogen and oxygen to feed animals and plants so they, in turn, may feed him.

Man is a hungry creature, ever consuming, that he himself may live. He builds and tears down, ceaselessly, endlessly — to eat.

Billions of dollars are spent every year, in the United States alone, for foods. The meat packing industry, one of the chief sections of the foods division at A Century of Progress, estimates its annual output at more than $3,000,000,000. Cereal products, including the flours, breakfast foods, cereal drinks, dietetic foods and other specialized items for the table, run into other billions. The dairy industry runs into still more billions.

Man reduces liquids to powders, dehydrates meats and fruits, seals foods in glass and tins. He cures foods so that they will keep in the open. He changes their flavors and odors chemically. He colors foods so that they will please his eye. He ferments foods and pickles them.

Exhibits a Graphic Picture

Hundreds of companies and individuals, all identified with food producing, have given of their money, their time, and their products to tell the story of foods at the fair. The secrets of digestion are laid bare. Experts have prepared graphic exhibits which, with light and shadows and mechanical equipment, show the chemistry of digestion and the movement of the digestive organs.

A ten-foot robot, a mechanical man, gives a twenty-minute lecture. As he talks he points to a bright-lit chart. Finally he opens a door in his stomach and, pointing with iron fingers, describes his own digestive processes.

Dramatic interest in the food exhibits is aroused and sustained by the use of dioramas — lifelike pictures in three dimensions — length, breadth and thickness — and by the actual preparation of food
products. Modern refrigeration as employed in protecting meats and other foods is shown in actual use; modern refrigeration in transportation; quick freezing.

Among the developments pictured at this Century of Progress is the story of meat as developed in this country. A century ago little but locally slaughtered meat was available. The First Packing Center

In 1833 we find several pork packing plants in Cincinnati, then the largest meat packing center in the country, a position it held for many years through the winter of 1832-33 some 85,000 hogs were packed there.

Meat packing in Chicago, which later became the meat packing center of the world, began in 1822, when it is recorded that between 150 and 200 head of cattle were slaughtered, and 297 barrels of beef were packed for shipment to Detroit, Mich. During the same winter 358 hogs were slaughtered in Chicago, but as no barrells were available the meat was dry packed in salt until barrels could be made.

Chicago packing houses of that period were little more than ware houses devoted to meat packing during the cold months only. About the only equipment they contained was the large vats in which the pickles were kept, the slaughtering and dressing done by hand in the warehouse yard. Packing operations were confined to the cold months because there was no refrigeration available.

A Story of Progress

It is only within the past fifty years that the science of refrigeration has developed to a point where fresh carcasses and cuts can be laid down in consuming centers hundreds of miles from the point of slaughter, carrying the same freshness and bloom as those slaughtered and chilled at the point of consumption.

With the building and expansion of railroads, the trend in population from agriculture to industry, and the development of refrigeration, meat packing has made greater strides in the past one hundred years than in all the preceding centuries.

What was once merely a butchering business has become a highly specialized manufacturing industry. Its present high state of development embodies an unusual record of progress in the sciences of chemistry and engineering.

Inviting, attractive, factually correct and with no attempt to advertise—but rather to portray the story of meat—the panorama of the livestock and meat industry presented to the visitor at A Century of Progress is one of the most fascinating features of the great exposition.

Everything—from the time the visitor enters and throughout his entire trip from the ranch and feedlot to the final visualization of meat in the well-organized, simplified display—reflects the high level on which the meat industry operates.

Range and Feed Lot Scenes

Strategically located to attract the attention of the visitor as he enters the main hall of the Agricultural Building, dioramas on each side of the entrance to the Livestock and Meat Exhibit contain the word "Meat" in unique design. Each letter is made of one or more cuts of meat. For the letter "M" two rib lamb chops form the outside posts of the letter. These are fastened together with a draped slice of bacon forming a perfect "M." The letter "E" is a pork chop, "A" is made of frankfurters and "T" is a T-bone steak. This design is unique and unapproachable of widespread use in the meat industry. It is in process of being patented at the present time.

Conforming to the plan of this exposition—that so far as possible it would portray progress in science, industry and business rather than being merely another show of materials and products—the Livestock and Meat Exhibit contains no show of meat products, either fresh or processed. Instead, the story is told in dioramas and in artificial reproduction of product in the various steps in distribution. No brands are displayed, and no packages exhibited, but the names of all contributors and participants appear on a roll of honor in a conspicuous spot in the exhibit space.

Modern Meat Cooler

Each set at an angle, the dioramas at the entrance directly the visitor into the next feature of the exhibit, a model cooler in which hung hog and lamb carcasses and sides of beef. These are plastic models colored so effectively as to deceive the eye of even the most experienced. Chilled air is circulated through this room, the walls of which are insulated with two inches of a new type of hog hair insulation.

A mirror covers the entire end of the cooler, which doubles its aim in the eye of the observer. So realistic is this effect that one of the early visitors to the exhibit started down the cooler and swung himself in the mirror endeavors to get out of the way of the man he supposed to be coming toward him from the other direction.

On a table in this cooler wholesale cuts of beef, pork and lamb are exhibited. To the visitor's right are piled boxes of product such as might appear in any packinghouse cooler, boxes carrying the names of many kinds of summer sausage—Gottsch, Gams salami, pepperoni, Holsteinier, farmer—as well as bologna, braunschweiger, cooked loin roll, minced ham, liver, pork livers, beef livers, pork shoulder, hams, bacon, smoked cottage roll and other products.

At the end of the cooler is a track scale over which there is a legend stating that "Meats are weighed on track scale before loading in refrigerating car." This cooler has given the visiting meat packer a feeling of satisfaction that his meats are handled under such ideal conditions in the packinghouse, and the packer visitor a feeling that he might be at home in his own cooler, the only thing lacking being his own trade marks on
REFRIGERATION MAKES STORAGE AND TRANSPORTATION OF MEAT POSSIBLE.

Leaving the visualization of livestock on the range, and in the feeder, the veterinary visitor enters a packhouse meat cooler of a Century of Progress exhibit. Here hanging carcasses of beef, pork and lamb in refrigerated coolers are hung in such a manner as to show the visitor the various cuts of meat and trimmings of beef, showing the consumer a method of shipping fresh meat long distances.

The balance of the exhibit is given over to meat in the retail market and in preparation for the consumer's table, also visualizations of the place of meat in the diet.

Retailer to Consumer.

Ham and eggs, "the great American dish," is portrayed graphically. In the center of an effectively-lighted show-case is a large revolving ham, and on each side a magnified egg. The latter are in a reflecting directing light on the ham. As it revolves, it suggests "Buy a whole ham, boil the shank; fry the center slices; bake the butt."

In modern refrigerated cases in the model retail market are models of cuts of beef, pork and lamb chops, rolls, steaks, roasts. Another refrigerated case has realistic models of sausage, including fresh pork sausage stuffed and in patties; haggis; blood sausage; and other pork meat specialties.

Meat in Preparation for the Well-Balanced Diet.

On the right side of this side are charts showing the protein, sodium, phosphorus, vitamin and other values of meat and vegetables. For example, beef, pork and lamb, showing the wholesaling costs of meat.