To All Wilson Folks:

In our daily work we frequently lose sight of the great organization of which we are a part; we do not visualize the relationship of our work to the work of the thousands of other Wilson people.

In these pages we bring you a graphic insight into the world-wide organization of our Company. Here you see other Wilson folks at work helping to prepare the hundreds of different products bearing the Wilson Label.

We hope you will enjoy reading this book, which is dedicated to you and your fellow workers, and that it will give you an even greater pride in your work, our Company and its products.
Mr. Thos. E. Wilson

Founder of Wilson & Co., and Chairman of the Board of Directors, Mr. Wilson's progressive activities, his high ideals, and his insistence on quality and fair dealing are reflected in the success of the Company and the world-wide acceptance of its products. Known throughout America for his outstanding contribution to the livestock and meat industry, he has constantly worked for better understanding and cooperation between the industry, producer, worker, and consumer. A business man, he is also a farmer and livestock breeder. On his New Mexico ranch, he raises large herds of cattle which are finished for market on his Iowa farms, and on his Edelwyn Farms at Wilson, Illinois, he maintains an internationally famous breeding herd of Shorthorn cattle.

Mr. Edward Foss Wilson

Mr. Edward Foss Wilson, President of Wilson & Co., has been closely associated with livestock raising and meat packing since early boyhood. His active career with the Company began at the very bottom of the industry, driving, sorting, and check weighing cattle, sheep, and hogs in the stockyards. Positions of responsibility in the many departments of the Company have given him a broad knowledge of the far-flung activities of the organization. When he was elected to the presidency of the Company in 1934, Mr. Wilson, the only son of the Founder, was one of the youngest executives of a large corporation. His ability, friendliness, and democratic manner have won the friendship and respect of all who know him.
HOW fresh meats have been made available to everyone, as matter how far removed from the farm, is a story of the perseverance and progress of the livestock and meat industry. Bridging the gap from the grazing range to the kitchen range is a dream of civilization on the march. From plains, prairie, and plateau, to packing plants; then on to the family dinner table, day and night, summer and winter, through blizzard or drought, depression or prosperity, the meat parade goes on.

Wilson & Co. is proud of the part it plays in processing livestock into meat and meat food products for the nation's table. In its great packing plants, thousands of men and women work together to produce for American consumers the finest quality products in the world.

In Chicago, home of the world's greatest packing plant, thousands of Wilson employees produce hundreds of different quality products for the world.

In the Golden State of California, a modern Wilson & Co. plant in Los Angeles processes Wilson products for the Pacific coast cities.

In the heart of Minnesota's fertile farming country, is the city of Willmar, home of another Wilson & Co. packing plant.

But where the West begins, is the city of Omaha. To another Wilson & Co. packing plant.

Wide trimmed steers, in high herded yards, still furnish the finest in the West. Slaughtered on the farm, or trucked in from the plains, the steers are processed into Wilson Certified meats.

In the heart of the New York City, the huge packing plant of Wilson & Co., is the New York plant of Wilson & Co.

City offices a steady market for the Steadfast of producers on the great ranges in the west and south.
SERVING THE NATION

From the great producing states of the country Wilson & Co. receives live stock and after processing, distributes it to thousands of retailers in the great population centers.

The map shows a quick picture illustrating the old law of supply and demand. No army staff could dispose its forces more strategically to serve the greatest number more efficiently.

Meat Packing Plants
- Branches
- Produce Plants
- Car Route Points

When refrigerator cars keep products in perfect condition as they move from plants to the branches and ever volver cities.

Modern refrigerated delivery by safe, courteous drivers plays a part in distribution of Wilson products.
The Story of Pork

Every day, thousands of porkers enter the holding pens of the Wilson & Co. packing plants. After grunting and squealing, a short time later carefully packed and Government approved, ready for the home town meat market.

Besides the familiar ham, bacon, pork chops, sausages, and other meat products, the hog also furnishes gelatin for ice creams, jellies, and bakery goods; its hair becomes insulation and air filters; and various glands are made into pharmaceuticals to aid doctors in preserving human life. Whatever else remains is used for fertilizer.

A skilled ham trimmer carefully trims sides of bacon. Complete sanitation and careful trimming are required in making Wilson's Certified bacon.

The bag is not all pork chops, bacon, or hams. Here are shown skill, care of the different products from the hog. There are many others. Lord, for example, is the favorite shortening of export cooks in all countries. Wilson's Certified Lord, produced under carefully controlled conditions, is one of the finest all-purpose shortenings. The meat, hearty, flavorful, developed by Wilson & Co., mostly received national recognition as an outstanding contributor to modern packaging. In addition to the meat and meat food items, there are such by-products as gelatine and hair insulating. The effective utilization of these by-products benefits both the producer and the consumer.
The Ham You Cut With a Fork

A FEW years ago, Wilson & Co. presented to American consumers an amazing new ham—Wilson's Tender Made Ham. Prepared by an exclusive process developed by Wilson & Co. research and technical experts, this ham set a new standard in tenderness and flavor.

This ham was so amazingly tender that it quickly became known as "the ham you cut with a fork," and it was for home, everyday ham, a new place of distinction on the most sumptuous of banquet tables.

Today, Wilson's Tender Made Ham is the recognized high standard by which all ham is judged. While Wilson's Tender Made Ham is an aristocrat among meats, it is also the most economical and democratic of hams. Because it saves costly oven shrinkage, it actually costs no more than ordinary ham on the table.

Tender Made Ham is packed in three styles—bone-in—boneless Gefiltefish—boneless in tin. All are equally delicious, equally tender.

For smaller families, Lacta-Flavor Tender Made Ham, half or quarter hams, is ideal for dinner and holiday feasts.

Those who prefer to cook ham according to their favorite recipe will find Wilson's Certified Smoked Ham the perfect answer. Made by Wilson's secret process, this fine ham is tender, mild, and full flavored.

In the Day of A La George Rector's In New York's favorite restaurant, A La George Rector, food is of the utmost importance. His cuisine is as famous as his restaurant.

George Rector's famous recipe for the perfect ham is the basis for Wilson's Tender Made Ham. For example, his famous recipe for the perfect ham is the basis for Wilson's Tender Made Ham.

For the barbecue enthusiast, Wilson's Barbecue Hams are just the thing to make the most of his skill.

Wilson's Barbecue Hams are available in half and quarter hams, in addition to the full-size hams. For those who prefer to smoke their own ham, Wilson's Barbecue Hams are available in a variety of sizes.

For the gourmet, Wilson's Certifried Smoked Hams are available in a variety of sizes, including half and quarter hams. For those who prefer to smoke their own ham, Wilson's Certifried Smoked Hams are available in a variety of sizes.

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WILSON'S Certified CANNED MEATS

Wilson Bourne once remarked that all a newly married couple needed was a can opener. Humorous though he meant it to be, the fact is that canning has been so perfected that it is possible to prepare a complete meal with canned foods.

Successful preservation of meat in cans had its beginning at the time of Napoleon, who declared to the French Chamber of Deputies, "I shall give you victories but you must give me something else. You must give me meat. Meat that I can take with me that will remain fresh and insupposed with which my soldiers may be fed and nourished."

Inspired by these words, scientists began experiments which led to the development of canning. Since that time, scientific research has developed many improved methods of processing so that today the quality and deliciousness of canned meats is unsurpassed.

An important part of the Wilson & Co. food processing operations is the canning of meats. Only the choicest meats are used, and utmost care is exercised in their preparation. Whether in tin or glass, the most exacting requirements are observed to insure the very best possible products. There are more than fifty famous Wilson Certified canned meats, ranging from beef stew to chicken a la king.

Wilson chef inspects one of the stainless steel steam cookers in which each Certified item on beef tongue and pork feet are steam cooked before canning.

A battery of aluminum jacketed kettles in which Certified canned foods are skillfully prepared by expert chefs before they are placed in cans.

Automatic filling machine such as this one used for filling cans of Deviled Tender Steak, Hams, Deviled Tongue, Liver Sausage (in top),Corned Beef Hash, and Dressed Certified Canned Meats.

A selection of the latest improved varieties in which Wilson canned foods are perfectly sterilized. Each retort is equipped with automatically recording charts and temperature controls.

Certified Chili con Carne. Chicken broth, and similar delicious products are prepared in stainless jacketed kettles, then transferred to portable jacketed kettles to be delivered to automatic filling machines. This careful procedure assures uniform quality products.

An all-metal food conveying machine which automatically fills and caps cans, then sterilizes them, delivering the finished cases ready for labeling.
WILSON'S PRODUCE PLANTS

Strategically located in the great dairy and poultry sections of the country are Wilson & Co.'s produce plants in which fine quality butter, cheese, poultry, shell eggs, and frozen eggs are packed for American consumers. Milk and cream from selected dairy herds, eggs from imported flocks housed in sanitary barns, and poultry carefully bred and scientifically fed, plus Wilson's rigid quality control insures the excellence of the poultry, eggs, butter, and cheese packed under the Wilson label.

Egg sorting at work. Every egg packed under the Wilson label is carefully sorted to determine that its quality is up to the Wilson standard.

Egg Breakers preparing eggs for freezing. Selected fresh eggs are broken, then placed in machines to break eggs, yoke, or whites. They are then uniformly mixed and placed in water for freezing.

Cheese making is an art, and Wilson's cheese makers, from families who have been making cheese for generations, are true artists. Here is one of these experts preparing a roll of cheese. His skill takes an important part in this as the breed is to an artist. Modern mechanical operations on these rolls insure uniform quality cheese.

Delivering cars of fresh milk from selected herds at the Wilson & Co. cheese plant at Nixa, Missouri.

Modern equipment kept spotlessly clean—the press and vat-room is a Wilson cheese plant.

Wilson & Co. Produce Plants are located in the great dairy and poultry sections of America. Here is the Northweston, Tennessee, Wilson produce plant.

These Wilson trucks are packing certified Poultry at a Wilson produce plant.

French dressed Certified Poultry is a produce plant grading scale.

Winson's Certified Poultry packed for shipment. Left to right: turkeys, ducks, roosters, fryers, and hens.

After the eggs have been placed in this, they are frozen quickly in a storage freezer. Frozen eggs are used extensively by the better bakeries, family butchers, and other large users of fresh eggs.

Modern butter making equipment is a Wilson innovation. Only cream from selected dairy cows is used in making Wilson's butter.

Ready for the table—a Certified Turkey.

Packaging process: raw cheese. Host experts blend cheese, round cheese, then package it in convenient packages.
WILSON ACTIVITIES

A trip through a Wilson Plant is a thrilling, educational adventure enjoyed alike by distinguished royal visitors to the United States, as the youngest American school boy. Visitors are always welcome and Wilson folks take pride in receiving them through any of the Company's plants or departments.

One of the outstanding exhibits at the great Chicago Century of Progress Exhibition was the Wilson pavilion, which housed a 10-ton slicing unit, typical of those in Wilson plants. By viewing this exhibit, millions of Fair visitors, who never had the opportunity to visit a meat packing plant, saw a vivid demonstration of skilled workers preparing one Wilson product, just as thousands of Wilson folks daily prepare hundreds of products.

Mr. Thos. E. Wilson extends his greetings to the Scandinavian, Polish, Russian, Turkish and Indian crews on their visit to the Chicago Wilson plant.

World-famous persons are frequent visitors to Wilson packing plants. Among them are those who bring the famous Wilson six-horse team on the visit to the Chicago plant.

Mr. Thos. E. Wilson, famous as a Swedish breeder. He joins with L. C. Williams, one of the great leaders of his famous Shorthorn breeding firm.

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During this past twenty-five years, Wilson has worked together, solving our common problems through mutual, cooperative endeavor. To each of you I extend my sincere thanks and appreciation for your loyalty and service. I am confident that we shall continue to go forward, solving our problems in the same spirit of fairness.

Thos. E. Wilson
Wilson & Co. ... A Good Place to Work!

"I work at Wilson & Co.," you say that with a feeling of pride and rightly, for Wilson's has long been known as a good place to work. This is proved by the thousands of men and women who have been a part of the organization for fifteen, twenty, and twenty-five years.

Steady employment at good wages... good working conditions... opportunities for advancement in a progressive, growing company... friendly fellow workers... These are but a few of the many reasons why Wilson folks are proud of their jobs.

\[Image of Wilson employees and company facilities\]

Wilson folks are proud of their happy families and attractive homes. In every community, they are substantial home-making citizens.

Wilson folks take an active part in community activities. They are generous in their contributions to the Community Chest, the Red Cross, and other civic agencies. In their leisure time, they enjoy all forms of activities. Wilson employe athletic teams compete in softball, basketball, and bowling competition, winning championship after championship.

In summer, picnics, and interesting trips bring rest and relaxation.

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To these Twenty-Five-Year men and women, the entire organization expresses appreciation. By their loyalty and labor they have helped to build our Company in its position in the industry. To them we say, "Congratulations, and best wishes for many more years of active service."

BOSTON DISTRICT

George W. Balden - Winthrop
William G. Pemberton - Winthrop
William G. Butters - New Orleans
Fred P. Green - New Orleans
Tom Grimes - Atlanta
Ralph M. McComb - New York
L. V. Merrill - Pensacola

SOUTHEASTERN DISTRICT

Frank J. Anderson - Savannah
William H. Abelow - New Orleans
J. E. Ether - New Orleans
Donald P. Green - New Orleans
James A. Robards - New Orleans
T. J. Voight - Atlanta

SOUTHWESTERN DISTRICT

H. G. Bowser - Dallas
Shelby Darrell - Shreveport
John Alford - El Paso

KANSAS CITY

Robert L. Boyne - Kansas City
Roy Combs - Kansas City
Henry K. Roller - Kansas City

WILSON MEATS LTD. (LONDON)

W. A. Bottorff - A. E. Davis

1916 WILSON FOLKS THEN

Back in 1916, when Wilson & Co. was founded, motorized trucks were rapidly displacing horse-drawn waggons. World War Number One was in its second year. Buses were in its infancy and silent movies were popular. Wilson & Co. was a new name in the packing industry.

Now in 1941, powerful airplanes are threatening the supremacy of streamlined trains and trunks and a new era of transportation. World War Number Two is in its second year. Every home has its radio. Modern movies have sound and color. Wilson & Co. continues to forge ahead, a leader in the industry.

Members of the Albany, New York, branch "way back then."

A group of Wilson folks "way back then," A. C. Henderson, Oklahoma City; Henry L. Blumberg, Honolulu district manager; John F. Reilly, Oklahoma City.

Way back then, Mike Schulz, Albert Lee; Fresh Market, Oklahoma City; and district Manager J. R. Heydly of the Syracuse branch.

Times change and so do people. Horace Madey, Oklahoma City; John Reynolds, Oklahoma; and T. J. Potter, Oklahoma; as they looked "way back then."

Carl Mayer, Oklahoma City; then, and Maysie Ransdell, of New York, then and now.

Then and now, Louis Miller and Joseph Downing, New York plant. In the 1941 picture, Mr. Miller is on the left and Mr. Downing on the right.

Then and now, Harry Suggs, Albert Lee; Morris Grünewald, New York.

Then and now, W. H. Suggs, New York.

Then and now, Rachael Estes, New York.

A group of Wilson folks "way back then," A. C. Henderson, Oklahoma City; George L. Burton, Kansas district manager; and John F. Reynolds, Oklahoma City.

Three is a lucky number. Bill Biggar, Albert Lee; Fresh Market, Oklahoma City; and district Manager J. R. Heydly of the Syracuse branch.

J. S. Young, Oklahoma City; then and now.

Mr. Theo. E. Wilson with some members of the Wilson organization "way back then in 1916."
Six Horse Team

Six tons of magnificent horseflesh swirl into the arena, and thousands cheer as Wilson & Co.'s International Prize Winning Six Horse Show Team puts on an exhibition. For twenty-five years, Wilson & Co.'s prize team of Clydesdales has been exhibiting at all of the well-recognized exhibitions and fairs in this country and Canada, Cuba, and the team's sleeping quarters in Chicago are literally papery with blue ribbons.

A lover of fine horses, Mr. Thos. E. Wilson has personally supervised the selection and training of the horses in this prize team, which represents the cream of the Clydesdales in the country, Canada, and Scotland.

Not many years ago, Wilson products went from the packing plant to the market in great wagons drawn by horses. Today, efficient, refrigerated motor trucks have replaced horse-drawn wagons, but this famous team has been retained for exhibition at fairs and exhibits.

SIX HORSE TEAM

The New York plant roof dressing crew twenty years ago.

South Chicago branch folks of a dinner held eight years ago.

1916

WILSON'S FOLKS THEN AND NOW 1941

Time marches on, and a company, like a man, cannot stand still; it must either go forward or go back. Wilson & Co. has gone steadily forward. Comparison of these 'way back when pictures with those of the various operations in today's Wilson plants tells a vivid story of our Company's progress.

I might say that these horses load a pampered life, but such is not the case. When in their Chicago headquarters, they have a regular amount of work to do each day. While the plaudits of thousands are Aside to their ears, so to the grinding of street car wheels in Chicago's busy streets, where they are often seen bunched in pairs to the Company's big wagons making deliveries to customers.

The largest horses—dairies at the wheel—are 18 hands, one inch high. These weigh 2,800 pounds each. The center horses weigh 2,100 pounds each and the lead horses, smallest and lightest, are 17 hands high, and weight 1,900 pounds each. The horses are kept on a very rigid diet, and are carefully exercised and worked that they seldom vary in weight more than a few pounds.

Allison and Clydesdales make an attractive picture of the Texas Centennial exhibition, when the Wilson team was on display.
SAUSAGE IN THE MAKING

Much of the meat produced in the United States—one pound out of every twelve—comes to us from abroad, as the cow, the pig, and the chicken, the sheep, and the turkey. In the United States, Sausage is everywhere, in the form of sausage. In the job of satisfying the great American appetite for sausage, Wilson & Co. has an important part.

In the making of sausage, just as in every other Wilson product, quality is of first importance. Carefully selected fresh meats are ground or chopped, then mixed with chopped spice, pepper, and cooked, smoked, or dried in the type of sausage required.

Wilson's sausages are made by experts. Their skill is based on experience, and their mastery of the art of sausage making is a source of pride to Wilson & Co.

Wilson's meat specialties are as follows:

1. Wilson's Beef Speciality: This product is rich in flavor and high in protein content. It is sold in retail stores and at wholesale markets.
2. Wilson's Pork Speciality: This product is rich in flavor and high in protein content. It is sold in retail stores and at wholesale markets.
3. Wilson's Chicken Speciality: This product is rich in flavor and high in protein content. It is sold in retail stores and at wholesale markets.

WILSON'S MEAT SPECIALTIES

These products are rich in flavor and high in protein content. They are sold in retail stores and at wholesale markets.

SUCH delicacies as liver, ham, hearts, kidneys, sweetbreads, tongues, and brains have long been held in high regard by epicures. More recently, research has developed that these products rank high in nutritional value. Livers, for example, has proved especially valuable in the prevention and treatment of anemia. These most specialities are also rich in essential vitamins, particularly the vitamin B group, which are so essential to good health. Wilson's quality control insures that these specialities packaged under the Wilson label are the finest available with all of their nutritional value fully retained.
A FRIEND OF YOUNG PEOPLE

A great friend of young people, Mr. Theo. E. Wilson has devoted much time and substance to the furthering of projects and activities which have brought opportunities and given courage to thousands of young people throughout the nation. For almost a quarter of a century, Mr. Wilson has annually entertained the outstanding boys and girls of the 4-H Clubs, attending their annual Club Congress held in connection with the International Livestock Exposition at Chicago. Each year, Mr. Wilson, who is Chairman of the National Committee on Boys and Girls Club Work, has brought to his 4-H Club parties nationally known men and women, and outstanding actors of the American stage, radio, and screen. More than 30,000 4-H Club members and leaders from forty-eight states, Porto Rico and Hawaii have attended these annual Theo. E. Wilson Day parties in Chicago, while thousands of other boys and girls enrolled in 4-H Clubs, Future Farmers of America Clubs, and other organizations have been entertained by Mr. Wilson in other cities.

The Silver Buffalo of the Boy Scouts of America was recently awarded to Mr. Wilson in recognition of his outstanding contributions to the welfare of American young people. He has also received the Rosenberger Medal of the University of Chicago in recognition of his work devoted to extending the program and membership of the 4-H Clubs.

For years, Mr. Wilson has worked to improve the quality of American livestock. His leadership in the development of breeding standards led to a program of 4-H Club judging at the International Livestock Exposition.

The 4-H Pledge
I pledge my head to clear thinking,
My heart to greater loyalty,
My hands to larger service,
And my health to better living.
For My Club — My Community — My Country.

A group of famous sport stars at one of the Theo. E. Wilson Day parties. From left to right: Mr. Walter E. Wilson, Bill De Bresser, Mr. Theo. E. Wilson, Sonny Hooten, Albie Shanks, Mr. E. H.Keep, president of Wilson Sporting Goods Company, and Bobbie Paige.

Amelia Earhart listens to radio and is interviewed by Mr. Wilson at a 4-H Club party.

A AFL Fama en acti, which have entertained many boys and girls of Theo. E. Wilson parties.

Mr. Theo. E. Wilson annually presents college scholarships to the national winners of the Theo. E. Wilson Merit Award Project Contest and the Future Farmer Filling Contest. He also presents matches and competitions to state and county winners. Through 1955, 350,000 young people had received college scholarships from Mr. Wilson.
WILSON'S
BEEF LAMB AND VEAL

Wilson’s Brand on beef, lamb, or veal is like sealing an olive—the mark of quality. Government inspected plants guarded by all known methods of modern sanitation, and manned by skilled workers insures the quality of every cut of meat bearing the Wilson label.

CHATTANOOGA REFINERY

In Chattanooga, Tennessee, in the heart of Dixie’s cotton-growing country, a modern Wilson Refinery manufactures an unsurpassed hydrogenated vegetable shortening—Bakerite. Pure, snowy white, neutral in flavor, firm yet plastic, Bakerite is the first choice of the nation’s finest bakers and discriminating homemakers.

In the Wilson Refinery, latest improved equipment, skilled watchmanship, and scientific quality control are combined to insure the uniform, high quality of Bakerite and other shortenings.

In an attractive Wilson worker forming shortening cakes.

A unique innovation in the Bakery Research Laboratory in the plant: Bakerite in the form of a shortening stick. The stick is cut to size and sold to bakers to use in their own bakeries. The concept is based on the idea that the baker will place a special stamp on the stick which will indicate the type of Bakerite used. The baker can then send this stick to Wilson for a complete and immediate analysis of the Bakerite used.

A shortening filling and packing line in the Chattanooga Refinery.

Here’s health plus great eating—’cause Bakerite is healthily tenderloin.

Excerpt Wilson Bakerite baking beef. Bakers’ beef is used for sausages, sausages are used as luncheon meats. Beef brando beef is now used by the U.S. Army.

To packing industry folks there are few more impressive sights than perfectly dressed and vacuum-sealed cuts in a cooler. This picture of a cooler is one of the Wilson’s plants shows why.


Here’s health plus great eating—’cause Bakerite is healthily tenderloin.

Wilson products on a plant baking dock ready to be placed in refrigerated cases. Safety bakes protect workers from danger of rubber being from overhead rails.

A portion of a beef dressing floor in a Wilson plant.

Certified beef and lamb ready for shipment. To the right and left, other of beef; in the center, a land quarter; in between, Certified lamb.

This retail meat blocker gives his customer quality foods. He handles a complete line of Wilson & Co. products.
WILSON'S
PURE FOOD
GELATINE

Gelatine’s importance as a food has long been known to nutritional experts, and, more recently, through wide publicity, the public has instead of its value as an energy restorer. Widely popular in the form of delicious jellied desserts, gelatine is also used extensively by makers of ice creams, candies, and bakery goods, and in the preparation of jelled meats.

Wilson & Co., through its U-Cop-Co Gelatine Division, is one of America’s foremost makers of fine gelatine.

WILSON’S
FINE SOAPS

For years, the J. Emerson Division plant of Wilson & Co. has been famous for the fine soaps which it produces. Choice, selected fats from Wilson’s meat packing plants and carefully selected, pure vegetable oils are used to produce these fine soaps. Bridal Bouquet and Eton are Wilson soaps.
The WILSON LABORATORIES

One of the most interesting developments of the recent packing industry is the utilization of the various animal glands for medicinal purposes. In this field Wilson & Co., through the Wilson Laboratories Division, occupies an outstanding position. The use of gland extracts for the treatment of human ailments is a relatively recent branch of medicine, and the Research and Development department of the Wilson Laboratories occupies a prominent place in furthering the application of gland products in medicine.

One does not ordinarily associate the meat packing industry with the field of medicine, but thousands of individuals have been restored to good health and have had years added to their span of life as a result of the specialized products produced by the Wilson Laboratories.

Mash of the equipment, in which stainless steel plays a prominent part, is extensively used in preparing the various gland extracts.

Modern equipment. In which stainless steel plays a prominent part, is extensively used in preparing the various gland extracts.

The dog food labeling machine, which labels 300 cases an hour—more than 300,000 cases a day.

In an encircling machine in Wilson's Dog Food Canning Department, tracks of cans from the sterilizing retorts are dumped into this machine, which automatically aligns them for the labeling machine.

IDEAL DOG FOOD

Preparation of canned dog food now ranks as a major industry. The development of this product, in which Wilson & Co. took a leading part, was important to dog lovers because it assured a balanced ration for every need, which is inexpensive and easy to feed. It was likewise important to livestock producers because it opened up another outlet for meat trimmings and other livestock products.

Every can of Ideal Dog Food contains a science-proved meat meal for products, potatoes, salt, wheat, and barley, cooked ground beef and real liver of blended scientific proportions to supply all the necessary nutrients of a perfectly balanced diet.

Famous dog trainers, like Bill Watkins, use Ideal Dog Food exclusively and recommend it to their customers.

This dog recently made newspaper headlines in Southeastern United States. Each morning the dog was fed Ideal Dog Food. His owner was away, and the dog fell asleep in the bed. When the owner returned, he saw the dog and immediately purchased Ideal Dog Food. The dog was so well fed, it always got its meals on time.

Wilson's Ideal Dog Food is delivered by retail dealers throughout the country. Here is a display in a community grocery store.
It's a Wilson

In sports equipment today it's Wilson that is the by-word of thousands of dealers, golf professionals, and sport stars throughout the country. From a small beginning about twenty-five years ago, Wilson Sporting Goods Company has grown steadily in a commanding position in the sporting goods field. The careful attention to detail and skilled workmanship, evident in this pictorial tour through a Wilson Sporting Goods plant, build quality into every piece of Wilson equipment.

Football, baseball, softballs, baseball gloves, boxing gloves, and other leather goods, as well as the many different lines of golf clubs are manufactured in the Chicago plant. Golf bags, carryalls, and bowling bags are made in the Buffalo factory. The Schenectady plant is devoted entirely to the manufacture of baseballs and softballs. Highest quality standards in materials and workmanship, plus rigid laboratory and field tests insure the perfect performance of every piece of sporting goods in the Wilson line.

A few of the top-flight golf and tennis stars on Wilson's Advisory Staff who endorse, design, and use Wilson equipment are shown on these pages.

Mr. Tom E. Wilson, as head of the E. H. Furry, president of Wilson Sporting Goods Co., demonstrates the fly-wheel principle which is used in assembling the construction of Wilson golf balls.

Weighing a wood head. All component parts, such as brass, copper, iron, aluminum, cast-iron, and steel are selected by scale weight.

Ralph Kellaher, from winner of the National Open and three-time winner of the U. S. Open is a member of the Wilson Advisory Staff.

Wilson tennis courts. This section of the Chicago plant houses the leather factory. Wilson's Buffalo and Schenectady plants are shown. Thousand of golf clubs are shipped throughout the country.

Patty Berg, sensational former player who is a member of the Wilson Advisory Staff.

Designing the golf club iron head. Here is a master pattern maker forging a pattern by hand. After he approves, Wilson designers, laboratory, and Advisory Staff, it is sent to the factory to be mechanically forged on duplicating machines.

Designing an iron head. The roughing of the forging is ground away. The head goes through a lot of scraping. Each step is checked by a specific part of the head is ground.

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In this chart are indicated important by-products from the hog—head, skin, bone, and internal organs.

From cattle, the hide, hide, bones, horns, blood, and internal organs are valuable by-products.

From sheep, the wool, skins, bones, and internal organs are utilized as by-products.

**EVERYTHING BUT THE SQUEAL**

Many years ago, a visitor to a meat packing plant exclaimed, “You use everything but the squeal.” This catch phrase, which vividly describes the utilization by the meat packing industry of every part of the animal, is literally true.

Meat packing is generally thought of in terms of hams, bacon, fresh meats, sausages, canned meats, and similar products. But, as a matter of fact, the average American family daily uses more than seventy-five different items produced in whole or in part from by-products derived from livestock. These items range from soup to sporting goods, and include wool, linseed, candles, buttons, leather, glue, surgical sponges, tennis racket strings, gelatine, and pharmaceutical products; to mention only a few.

The utilization of by-products by the meat packing industry has led to reaching benefits for both livestock producers and meat consumers.

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**Animal by-products play an important part in the field of medical science.** This display shows some of the pharmaceutical products manufactured by The Wilson Company, and surgical sponges, which are made from animal by-products grown in Wilson plants. Packed on the right and left show a few of the animal plants which are used to make pharmaceuticals.

This display shows some of the by-products derived from livestock. Air filters, wool, hair, and bone, linseed (from animal hair), hogs, and manufacturing glue. To the bottom row are shown dried blood, flour, and some of the many products processed from blood—glass, edible bone, bone phosphates, dehydrated flour, gelatin, bone meal, and gluten (for dry-feeding hogs).
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
The Wilson label protects your table