Visitors' Reference Book

Prepared as a Souvenir of a visit to the plant of Swift & Company at Chicago, Ill., U.S.A., and as a reminder of the modern methods and activities of the American Meat Packing Industry as represented by

Swift & Company
U. S. A.
The public is cordially invited to Swift & Company's plant at the Union Stock Yards. Uniformed guides are in attendance to conduct Visitors through the plant, explaining all points of interest.

A few facts about the business of Swift & Company will help the Visitor to realize more fully the meaning of the interesting sights of the plant.

Swift & Company's Chicago plant covers forty-nine acres.

The total number of employees at all plants and branch houses is over twenty-seven thousand.

Over seven thousand people are employed in the Chicago office and plant.

The dressing capacity of the Chicago plant is twenty-five hundred cattle, seven thousand hogs and seven thousand sheep per day.

Swift & Company is a corporation with seventy-five million dollars paid up capital. The shares are held by over eighteen thousand stockholders of record.

Swift & Company's sales for 1912 exceeded three hundred million dollars.

Over eight thousand cords of hickory wood are burned to smoke meats, and about 113,000 tons of salt and over 1400 tons of sugar are used in curing.

Swift & Company's trade mark, the "Arrow S" as shown on the front cover of this book, appears on the packages of our finest products. Whenever you buy a package showing this trade-mark you may be sure you are getting the best the market affords.
Swift & Company Packing Plants

SWIFT & Company's packing plants are located at the great live-stock markets, in the heart of the agricultural sections, where are purchased the highest grades of cattle, sheep, and hogs.

The following figures give the locations and size of packing plants:

<table>
<thead>
<tr>
<th>Building Acres</th>
<th>Floor Space Acres</th>
<th>Land Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>44.75</td>
<td>92.22</td>
</tr>
<tr>
<td>Kansas City</td>
<td>8.75</td>
<td>31.50</td>
</tr>
<tr>
<td>Omaha</td>
<td>6.04</td>
<td>28.35</td>
</tr>
<tr>
<td>St. Louis</td>
<td>7.76</td>
<td>22.75</td>
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<tr>
<td>St. Joseph</td>
<td>11.53</td>
<td>30.57</td>
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<tr>
<td>St. Paul</td>
<td>8.48</td>
<td>33.0</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>4.87</td>
<td>21.48</td>
</tr>
<tr>
<td>Denver</td>
<td>1.76</td>
<td>6.66</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>93.94</strong></td>
<td><strong>256.53</strong></td>
</tr>
</tbody>
</table>

"U. S. Government Inspected and Passed"

In addition to our own careful examination, U. S. Government Inspectors pass at least three times on every animal dressed in our plants. Every inspector is a graduate veterinary surgeon who has passed a special civil service examination before being employed in the government work at the Stock Yards. These inspectors do their work scientifically, and are so careful and thorough that every piece of beef, mutton or pork sold by Swift & Company is absolutely wholesome.

The first examination takes place when the animals are unloaded from the cars at the Stock Yards, where every one is critically examined by the Government's inspectors.
The animals are held at the Yards until sold by the commission men. Those sold to Swift & Company are subjected to the close scrutiny of buyers who are keen judges of condition.

The animals have now been examined twice, once at unloading by Government Inspectors, where the commission man is vitally interested in the inspection, and once at the sale by our buyers, where the buyer has his reputation for judgment of condition to maintain.

In the first stages of dressing, a U. S. Government Inspector examines the head and throat glands of each animal. The condition of these glands is an unfailing barometer of health. On examination the Inspector knows immediately whether to pass or retain for further inspection.

Another inspection, entailing a thorough examination of important organs is made before the meat is sent to the cooler.

The least suspicion causes the Inspector to have the meat taken to a Retaining Room, where another very thorough examination determines its ultimate disposition.

Again, before being wrapped for shipment every individual piece of meat is once more carefully inspected and passed only when proved to be in perfect condition.

Every piece of meat of any kind sold by Swift & Company is thus “U. S. Inspected and Passed.” The reader now knows the meaning of the legend seen on all of Swift & Company’s products.
The Visitors' Entrance

At the Visitors' entrance a rest room with all conveniences is provided. In showcases in this room, Visitors may see some of the finished products of the processes they are about to witness. Com-modious passenger elevators take Visitors to the roof of the pork house where the real sight seeing begins.
Live Hog Pens

The hogs are not dressed the same day they are brought from the yards, but are allowed to rest until the day after their arrival. Swift & Company have yardage capacity for 5,000 live hogs.
Beginning Hog Dressing

AFTER a rest and a shower bath the hogs are driven, a dozen or more at a time, into a pen at the base of the automatic hoisting wheel. Each one is then shackled to the moving wheel which raises the hog steadily until the shackle hook is dropped to a sliding rail. On this rail the animals pass the skilled dispatcher who starts eight hundred an hour on the journey through the dressing and cleaning rooms to the vast coolers.
Hog Dressing

After passing through the hot water vat and a machine which removes most of the bristles, the hog passes a succession of skilled workmen, each of whom has his particular part to scrape and clean. Here a U.S. Government Tagger may be seen tagging the hogs which have been retained for further examination by Government Inspectors, also the Government Inspector making the final inspection of all those retained.
Hog Dressing

At this stage of operations may be seen several workmen finishing up and opening porkers. The internal organs are removed and examined by two U.S. Government Inspectors.

After this operation the porkers are weighed to compare the weight of dressed meat with live weight, which is also recorded. In this way the difference in weight is accurately computed.
Hog Dressing

Here the leaf fat is removed to be used in making Swift's Premium Pure Lard. Next, the porkers are divided into halves by steady, accurate strokes of cleavers. Just before leaving this floor the third Government Inspection is made, a very careful examination of the meat before being passed to the drying room.
**Hog Drying Room**

Twenty minutes have elapsed since the pink-coated porker started on its journey in the room above. In about an hour the meat is dry enough to be placed in the coolers, to become properly chilled.

The great number of porkers cooling in this large room gives one a comprehensive idea of the quantity of hogs that are handled in a few hours.

**Pork Cutting No. 1**

The pork has now been in the cooler, at a temperature of 32° Fahrenheit, for forty-eight hours. It is here subdivided into the various primary cuts, hams, shoulders and sides as demanded by the trade. Visitors will be impressed by the skill and activity of the pork cutters. Each has his particular cut to make with the heavy cleaver and so quickly and accurately is the work done that the side of pork seems to melt and vanish as it moves from block to block.
Station 8

Pork Cutting No. 2

The cuts from the floor above are here trimmed, pork loins removed, and the pieces which are to be cured and smoked prepared for those departments.
Smoked Meat Department

Here the hams and bacon are inspected, branded and packed for shipment. They have been cured in a pickle of sugar, salt and water, hams thirty to ninety days, bacon twelve to thirty days, depending on the size, and then thoroughly smoked.

This final inspection assures the sweetness and wholesomeness of every piece of Ham and Bacon. They
are then wrapped and packed as demanded by the trade. Hams and Bacon for shipment to tropical climates are packed in “Sealtite” wrappers which, being airtight, protect the meat perfectly under the most difficult shipping conditions.

Swift’s Premium Hams and Bacon are the choicest selection of the thousands produced. These are specially cured, smoked over hickory fires, and handled throughout by experts who know from long experience just what methods produce the finest Hams and Bacon.

The quality of Swift’s Premium Hams and Bacon is known and appreciated all over the civilized world.
Leaving the smoked meat department, Visitors pass along to the East Beef House. At the street crossing, Swift & Company's General Office Building is seen, a modern five-story brick building of fireproof construction, so set as to leave light on all sides.

This building contains every modern convenience for the handling and directing of Swift & Company's immense business. There are five floors and basement, ninety by two hundred feet in size, arranged as follows:

- **Basement**—Ventilating, heating and cooling plants.
- **First Floor**—Entrance, reception hall, mailing and telegraph departments; file rooms, where records are stored; cloak room, lavatories, etc.
- **Second Floor**—General Sales Departments.
Third Floor—General Accounting Department.

Fourth Floor—Executive Offices—Construction and Purchasing Departments.

Fifth Floor—Restaurant for office employes, with a seating capacity of three hundred and fifty; kitchen, women’s reading room, men’s smoking and reading room and barber shop.

The air breathed by the thousand office employes is drawn from the roof to the basement through a curtain of running water, warmed in winter and cooled in summer. The air is constantly changed, and even temperature is maintained.

Loading Platform

A busy scene greets the eye of the Visitor at the loading platform in the earlier hours of the day. To the left, ranged along the two hundred foot platform, stands a long line of wagons being loaded with the daily supply of dressed meat for the retailers.

On the north end of the platform, are great piles of boxes, cases and barrels containing products sold and ready for shipment. Visitors will observe the neatness and cleanliness of the arrangements here. Dressed beef in quarters wrapped in burlap for shipment is swung on an overhead trolley from the cooler to go to its destination in car or wagon.
At the right, busy men are loading refrigerator cars with meat products of all descriptions for shipment to every part of the known world. Refrigerator car service guarantees the delivery of these products in the same excellent condition in which they leave the plant at Chicago.
Sheep and Calf Cooler

This cooler is one hundred eight by one hundred six feet in size, has a capacity of three thousand sheep and one thousand five-hundred calves and is of latest construction throughout.

The refrigerated atmosphere is supplied by open brine system which permits ventilation. The construction of the walls makes it possible to maintain an even temperature in the cooler regardless of weather conditions. The seventeen-inch brick wall is backed with two layers of cork insulation, each two inches thick, protected by concrete layers on both sides. This construction is a perfect nonconductor of heat.
Station 11

Beef Cooler

When dressed, beef is held here for at least forty-eight hours before shipment, in a temperature of thirty-eight degrees Fahrenheit. The meat is not frozen, but thoroughly chilled. This room has a capacity of one thousand five hundred cattle or three thousand sides of beef.
Wholesale Market

FROM this modern market local wholesalers and retailers receive their supply of meats. Note the sanitary construction, the concrete walls, the white tile wainscot, the absolute cleanliness of the whole room, typical of the care with which Swift & Company surround the handling of meat at all stages.

From a room here at the south end of the Wholesale Market an appetizing odor greets the Visitor. Here are the fine smoked meats, awaiting distribution to the thousands of Chicagoans who enjoy meals of Swift's Premium Hams and Bacon.

From the Wholesale Market, Visitors ascend in commodious elevators to the floor on which the sheep and beef dressing takes place. When leaving the elevator see the miniature reproduction of a Swift & Company Refrigerator Car, the symbol of a system which revolutionized the handling of fresh meats, and made possible the selling of Swift's dressed meat in every part of the world.

On the way to the sheep dressing the enormous summer sausage drying rooms are visible. These rooms have a capacity of seven hundred thousand pounds of sausage.
Sheep Dressing

FROM the balcony the Visitor may witness the whole operation of sheep dressing from the beginning to the final inspection and weighing of the dressed meat. At the rate of four hundred an hour the sheep pass through the skilled hands of fifty workmen whose methods of dressing are most interesting to watch.

At one point in the dressing the pelt, or skin, is entirely removed. The wool secured from the pelts is sorted into some seventy-five grades and the skin prepared for tanning. Both the wool and skin are then ready for the use of cloth and leather manufacturers.

The sheep dressing is superintended by United States Government Inspectors. Two standard styles of dressing are used. Nearly all of the dressed sheep are shipped without being divided into smaller cuts.
Beef Dressing

THE Visitor here witnesses one of the most interesting sights of the Stock Yards. The methods and devices used in the handling of unwieldy beeves at the rate of two hundred and fifty an hour make a vivid contrast with old time methods of dressing.

The cattle are driven in runways from the rest pens to the upper floor of the Beef House. As the dressing proceeds the different parts are sent in chutes from floor to floor, a great saving of time and labor in handling.

From the runways the cattle enter small, me-
chanically operated pens, where they are painlessly dispatched by a sledge hammer blow on the head. A movement of the pen automatically deposits them on the dressing floor, where, by the aid of special machinery the dressing proceeds swiftly and with the regularity and precision of clock work.

U. S. Government Inspectors are in evidence everywhere on this floor. The first, or head inspection, takes place before the body is touched by the dressers, who begin their work only after this important inspection is thoroughly made.

As the dressing proceeds another careful inspection takes place. This passed and the wholesomeness of the meat assured, the beef passes the washers, trimmers and weighers, and in thirty-five minutes from the time it started, is ready for the drying room.

Visitors will note how perfect is the ventilation of the room, how bright the light by which the inspectors and dressers work, and how careful the dressers and washers are to handle the meat as little as possible.

Automatic machinery takes the place of hand labor all through the operation of beet dressing, lifting, lowering and moving the meat from place to place and never allowing it to touch the floor. Before it leaves this room every side of beef is thoroughly washed and trimmed. No further handling, cutting or trimming is required until the beef is sold and ready for delivery.
In the trimming and washing, handling of the meat is reduced to a minimum. The washers are provided with fountain brushes, through which a stream of clean water flows constantly. The trimmers use wooden skewers to lift the parts they cut off. In these particulars, as everywhere, the most perfect cleanliness is maintained.

Leaving the Beef Dressing room, Visitors pass through buildings used for storage purposes on their way to the next point of interest.
Oleomargarine Factory

In this modern, sanitary building, Swift's Premium Oleomargarine is manufactured. The ingredients used are: whole milk, cream, creamery butter, oleo oil, neutral and dairy salt. The milk and cream are received daily from inspected dairies. The oleo oil (pressed from beef suet) and the neutral (made from choicest leaf fat) are both refined under Government supervision, from animals that
have been U. S. Government inspected and passed.

The seventh floor of the building is the receiving room where the fresh milk and cream, oleo oil, neutral, and creamery butter are prepared for the churn.

The sixth floor contains the scale tank where all ingredients are weighed out in unvarying proportions, and the steam jacketed churns in which these pure, wholesome materials are combined.

The fifth floor holds the ice water chilling vats where the churned Oleomargarine is gathered.
On the fourth floor are the mechanical workers where salt is incorporated and moisture worked out.

On the third floor the Oleomargarine is made into prints, packed in cartons and then in cases ready to ship.

The second floor is the shipping room.

The first floor is used for storage.

The building, all materials and all operations of manufacture, are under U. S. Government control.

The building is constructed so that all floors may be washed off with hot water from a hose. In this way the building is kept faultlessly clean and absolutely sanitary.
THE guide will now conduct guests to the Visitors' Entrance of Libby, McNeill & Libby's plant, where may be seen many wonderful processes of the manufacture of cans by machinery and the packing and sealing of meat in the finished tins.
VISITORS to Swift and Company’s plant see our methods of preparing meat for market exactly as they are. A comparison of these modern hygienic methods with those of an earlier day shows how much thought and care have been expended upon the problem of supplying wholesome meats of prime quality at the lowest possible price.

Price is a matter that interests us all. The average selling price of wholesale cuts of beef for each week is recorded in the press of the principal cities.

Swift and Company’s business is conducted on the lines of a public service corporation with over eighteen thousand stockholders of record, which makes a profit sharing basis of operation.

Swift and Company shares are listed on the Chicago and Boston Stock Exchanges. Transfers are generally made in small quantities, most stockholders being content to hold a stock, which for seventeen years, has paid seven per cent dividends annually on a par value of one hundred dollars per share.
Commercial Cuts of Beef

THE average dressed steer weighs in the neighborhood of 550 pounds. Only about 144 pounds, or one-fourth of the steer, can be sold over the retailer's counter as sirloin and porterhouse steaks or rib roasts. The butcher generally buys a side of beef, or a quarter, for an average price, regardless of the cuts. With the people clamoring for the prime cuts, the butcher finds he must sell the other three-fourths of the beef for whatever he can get, often below cost, and make the profit on the whole beef on the cuts for which he has a demand.

With this economic condition explained it is easy to see why the price of "beefsteak" remains high.

As a matter of fact, the chuck, plate, flank and round are every bit as nutritious as the prime cuts, and by exercising proper care in cooking they can be made just as tasty and palatable as the juciest porterhouse steak.
THIS little booklet will serve as a reminder of the sights of the Stock Yards, and, being referred to, will enable you to see those sights again in memory.

We sincerely trust that your recollections of this visit will be pleasant and that your experience at the Stock Yards has convinced you of the fact that Swift & Company's products are first class in every respect, worthy to be used in your home and sure to hold you as a steady customer by their sterling, uniform quality.
Save the Wrappers and Box Fronts
from
Swift's Pride Soap
Swift's Pride Cleanser
Swift's Arrow Borax Soap
Swift's Naphtha Soap
Swift's White Laundry Soap
Swift's Pride Washing Powder
Wool Soap
Wool Soap Chips

They may be exchanged for Wm. Rogers & Son guaranteed table silver. A complete, illustrated list will be sent upon request.

Address,
Swift & Company
Advertising Department.
Chicago, Illinois.