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*A
business takes
the name of the family
that built
it*



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901 1980 Georgene Morris Sonos G

C. A. SWANSON & SONS

the new name for
Jerpe Commission Co.

*Headquarters,
Omaha, Nebraska*

NEBRASKA STATE HISTORICAL SOCIETY

MANY years ago our business outgrew its name. "Commission Company" is no longer adequate to describe its extensive operations in the procurement, handling, processing, packing, storage and national distribution of large quantities of foods.

A NECESSARY CHANGE

Today the business of C. A. Swanson & Sons includes plants of many types situated in various parts of the United States near the sources of raw and unprocessed foods. These main plants and affiliated plants receive a large portion of their supplies from networks of branch plants which perform some of our initial production work. Sales offices, distributing warehouses and other units are scattered throughout the nation. They are all necessary in the movement of high quality, perishable foods from the producer to the consumer.

As the business grew, developing and expanding into many fields, pioneering new methods, each added unit was integrated into our present independent, self-contained organization under the one management.

Only a general name can properly represent this business as it exists today.

Many of Mr. C. A. Swanson's friends and associates have urged repeatedly that the company name be changed. Mr. Swanson was one of the original partners over 45

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George Morris Lane

Oct. 9, 1980

years ago. Control and ownership has been within the Swanson family since Mr. Jerpe retired and disposed of his financial interest almost 20 years ago. Some people argued that the name was confusing and inaccurate. But Mr. Swanson has always desired that the company should keep its original name until it became necessary to change it.

That point has been reached, as we take our next progressive step.

We think that many of our old friends will be interested in reading about our plans for the future. We hope that new friends will also be interested, and with this thought in mind we have prepared this booklet.

THIS presentation opened with the announcement of the new name because that name has much to do with our new plans.

The kind of products we sell and the volume of foods we handle are well known to the poultry, egg and butter trade where the Swanson name is accepted as a symbol of good foods and fair business practices.

But literally millions of American families have eaten Swanson Foods without knowing who processed them because we have chosen to pack for other companies

NEW PLANS FOR TOMORROW

under their brands. We have been very busy for a good many years handling ever increasing amounts of this kind of business which developed as the result of the quality and good taste we have made an integral part of everything we produced.

Now we are introducing, directly to the consumer on a national scale, many interesting and delicious foods under the Swanson name and label. Our company has well-laid plans for intensive marketing of these products through peacetime channels of distribution.

Back of the Swanson label are many years of experience and a staff of food production people who not only are watchful in the preservation of nutritional values, but who also know how to protect the natural flavor and goodness in the foods they process. Our aim always has been to maintain high quality which is the best assurance of repeat sales. We have the facilities and the reputation for controlling quality in mass production. Most important of all, our entire organization has a real and sincere desire to do a fine job of packing and merchandising.

We shall supply Americans with some of those things which make for good living.

We shall build an even greater business to help, through the development of agriculture, to create larger payrolls and greater prosperity in the future.

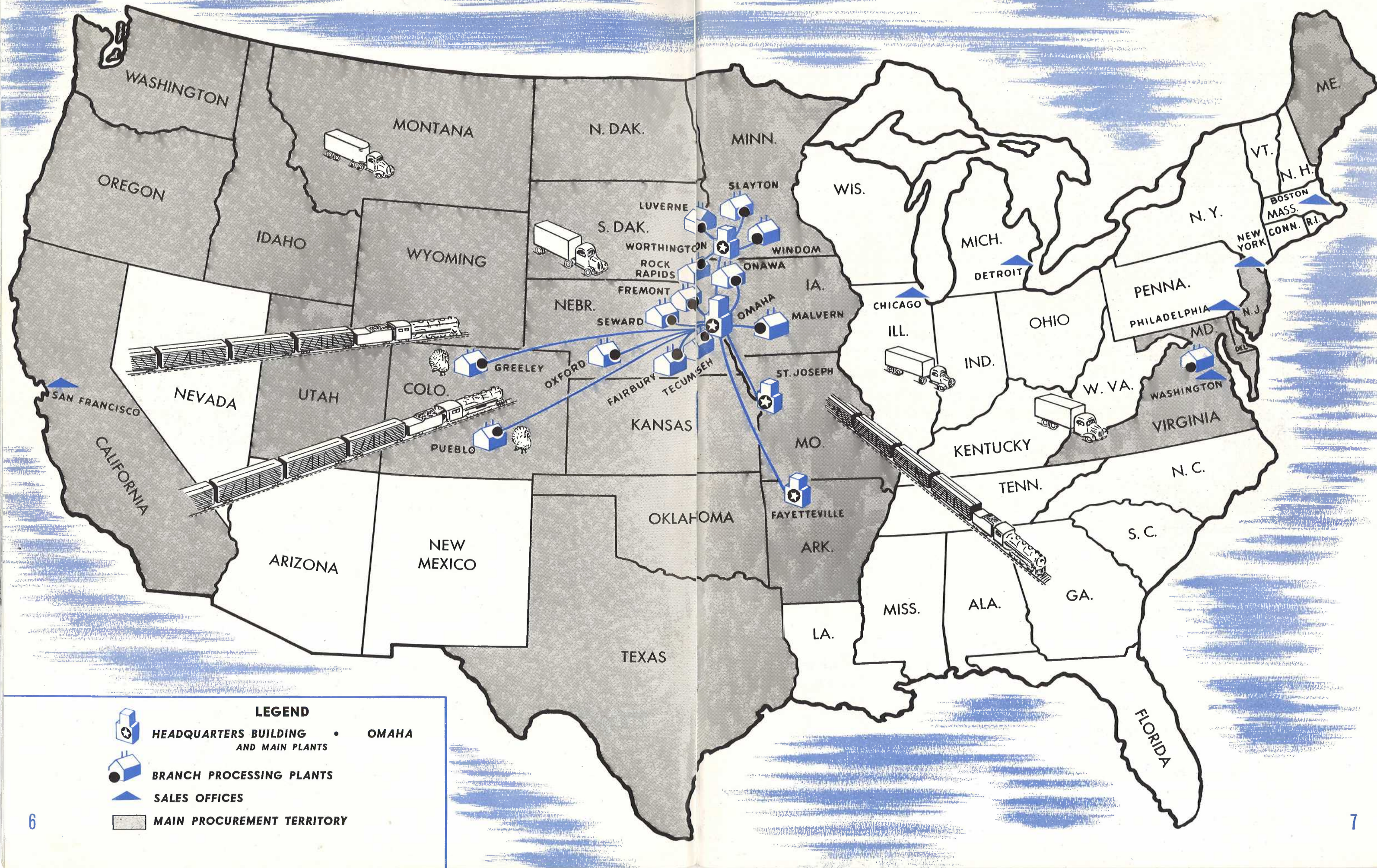
Our program is a very constructive and ambitious one.

C. A. SWANSON & SONS

(formerly Jerpe Commission Co.)

**A
nation-wide
organization
to serve
America**

*On the next 2 pages -
a map showing location
of integrated facilities...*



LEGEND



HEADQUARTERS BUILDING
AND MAIN PLANTS



OMAHA



BRANCH PROCESSING PLANTS



SALES OFFICES



MAIN PROCUREMENT TERRITORY

THIS IS A TIME FOR CLEAR THINKING

TODAY I am more convinced than ever that our country will always be the place where success is what you make it.

I have seen this principle work with individuals, and in businesses, large and small, where men and women were willing to put into their work all that was necessary to achieve their ambitions. All of us have seen this same principle solve problems throughout the entire nation, over and over again.

The return of peace in America brings a whole new set of problems. American business men must help create jobs and prosperity, providing opportunities for the kind of security and self-respect a man earns through industry and hard work. We must all help our government reduce its tremendous war debt as soon as possible, at the same time keeping this the kind of a free country our fighting men fought for—the kind all Americans want it to be.

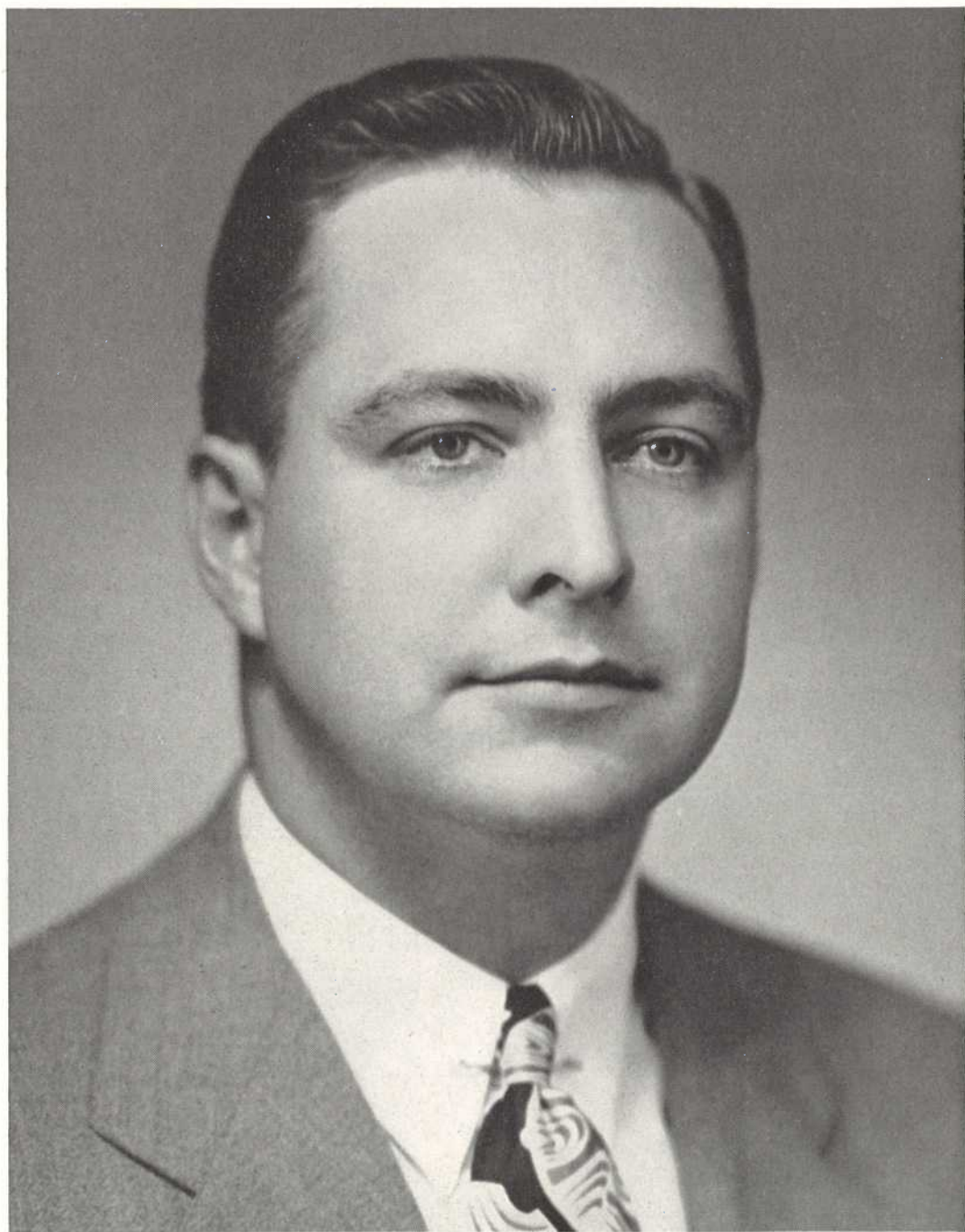
To us this is an opportunity to serve our American people better than we have ever served them before. With our plants located in the heart of America's greatest farming areas we must produce inviting and nutritious foods in great quantities, always watching and improving quality. With everyone trying to raise the American standards of living even higher than it was before the war, we must remember that good food plays a very important part. At a time when every American should do a lot of clear thinking, these are the things we have considered in making our plans.

My sons and I are very proud of our new company name and we intend to make it one of the most favorably known names in the food industry. It's a satisfaction to know that we have the support of our loyal employees and other friends in making this ambition come true.

Carl A. Swanson



C. A. SWANSON, *president*



GILBERT C. SWANSON, *vice-president*



W. CLARKE SWANSON, *secretary & treasurer*

TOMORROW IS HERE

IT is a pleasure to announce that we have given our business a new

name which more accurately describes the true ownership and management which have existed for many years. In selecting the name—C. A. Swanson & Sons—we have reached a milestone in the progress of our company. This is a fitting tribute to our father, the active head and president of our company, for his hard work and devotion to the building of this institution, as one of the original partners and founders.

During the past 20 years we have been actively engaged in the development of our business. Out of this long experience has been born a new idea . . . a forward step in a march toward the goal of greater success of our company. After giving much thought and study to the future of our business, we have decided that the scope of this business and its future successful development can best be promoted by entering the merchandising field with a quality line of quick-frozen and packaged dairy and poultry products under our own name—SWANSON'S EVER-FRESH BRAND.

We are enthused about our new plans for the marketing of these products. Our entire organization is excited and eager as we make this newest progressive move.

The purpose of this book is to acquaint you with the far-reaching plans of our company. Most of our plants and facilities have been portrayed in a previous brochure. Herein we are describing the newest of facilities and outlining for you the course of our operations.

We invite you to see, in the pages of this book, how we have planned to do our part in the fast unfolding future of America.

C. A. Swanson *Mark Swanson*

Meet
some of the
members
of the
Swanson
business family

*Heads of departments,
branches and plants...*



CLARENCE SWANSON
Assistant Treasurer and
Office Manager
Omaha, Nebraska



RAY L. HOLMES
Assistant Secretary
Omaha, Nebraska



WM. J. PURCHAS
Manager
Detroit, Mich.



RAY W. WALLER
Manager
New York, N. Y.



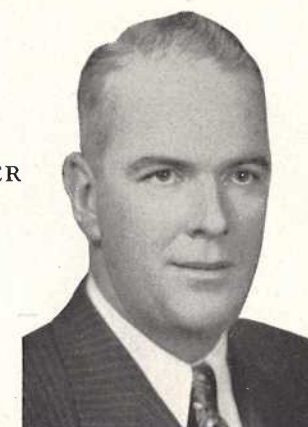
ALBERT P. OLSON
Personnel Director
Omaha, Nebraska



VERNE MOORE
Creamery Procurement Mgr.
Omaha, Nebraska



DAN J. BOEHM, JR.
Sales Manager
New York, N. Y.



NATHAN D. HOSMER
Manager
Boston, Mass.



RAY L. JOHNSON
Purchasing Agent
Omaha, Nebraska



ROGER K. BUEDEFELDT
Chief Auditor
Omaha, Nebraska



MARK W. STEWART
Manager
Chicago, Ill.



LOUIS F. NATHAN
Manager
Norfolk, Va.



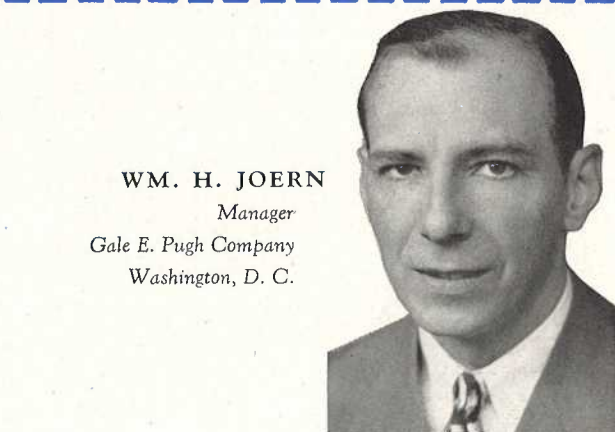
OLIVER C. ELLIS
Traffic Manager
Omaha, Nebraska



ROY J. PECK
Mgr., Cold Storage Dept.
Omaha, Nebraska



LEO MURRAY
Manager
Philadelphia, Pa.



WM. H. JOERN
Manager
Gale E. Pugh Company
Washington, D. C.



GEORGE E. MELBOURN
Manager
 Fayetteville, Arkansas



RALPH P. SHARPE
Manager
 Dog Food Department
 Omaha, Nebraska



M. F. HARRIMAN
Assistant Engineer
 Omaha, Nebraska



JAMES R. GREEN
Manager
 Fairbury, Nebraska



FRANK W. REITER
Manager City Sales
 Omaha, Nebraska



L. J. KLEFMAN
Chief Engineer
 Omaha, Nebraska



KENNETH J. FEESE
Manager Processing Plant
 Tecumseh, Nebraska



WILLIAM E. CARROLL
Manager
 Seward, Nebraska



HARRY WILLIAMSON
Creamery Superintendent
 Omaha, Nebraska



PAUL C. HAUCK
*Canning Department
 Superintendent*
 Omaha, Nebraska



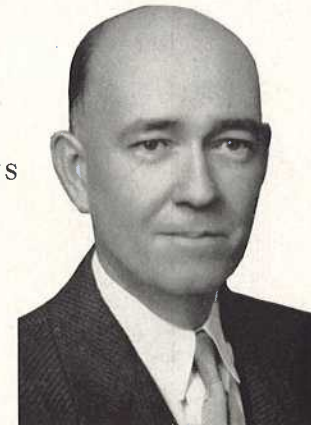
ST. ELMO CROSS
Manager
 Oxford, Nebraska



J. HERMAN DAHLBERG
Manager
 Malvern, Iowa



JOSEPH EBRIGHT
Supervisor Country Plants
 Omaha, Nebraska



WILLIAM A. SIMMONS
Cost Accountant
 Omaha, Nebraska



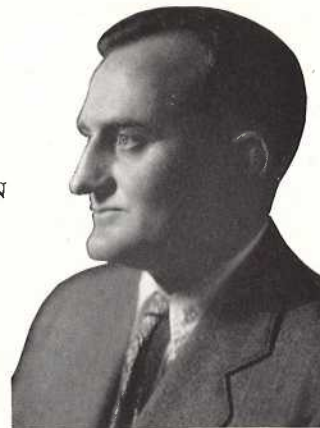
CARL W. KELLNER
Manager
 Onawa, Iowa



HAROLD J. CARLSON
Manager
 Fremont, Nebraska

AXEL C. R. SWENSON

Attorney



Mr. Axel C. R. Swenson, attorney for C. A. Swanson & Sons, is an outstanding and familiar personage in Omaha and the State of Nebraska. Mr. Swenson was born in Sweden; graduated from the Oakland, Nebraska High School and obtained his A. B. degree at the University of Nebraska and L. L. B. degree at the University of Minnesota. His entire career, 23 years of legal practice, has centered in this area and at the present time Mr. Swenson is the Swedish Consul for seven states including Nebraska, Iowa, Kansas and Colorado.

M. H. TARAS

Quality Control
Omaha, Nebraska



WM. COON

Mgr. Western Operations
Greeley, Colorado



GEORGE MAKINS

Representative
San Francisco, Calif.

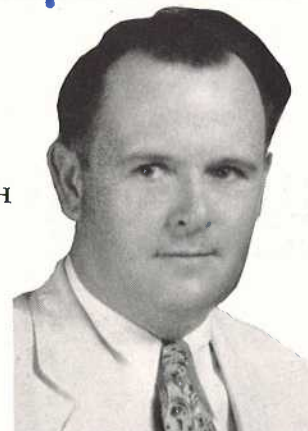
JAMES BERRYHILL

Representative
San Francisco, Calif.



NED SMITH

Representative
Hawaii



The
endless search
for
new and better ways
to provide
wholesome, delicious
foods

Views depicting
a few typical
research projects...

NO product or method is ever so perfect that it cannot be made better by someone willing to try! Guided by that truth, Swanson management, research and production departments are united in their everlasting search for ways to refine all Swanson's Foods. A delightful new food is discovered, attractively packaged and introduced—present products are improved—new processes are worked out—with constant careful attention paid to the meticulous protection of these perishable foods in their handling, shipping and refrigeration.

Two things are vital. (1) Swanson's Foods must reach the American family table in the freshest, most tasty and nutritious form. (2) They must be delicious and attractive enough to be remembered; to encourage Mrs. America to come back for more . . . and more!

To these ends, frequent conferences are held and many hours of conscientious study are devoted to . . . **QUALITY!**



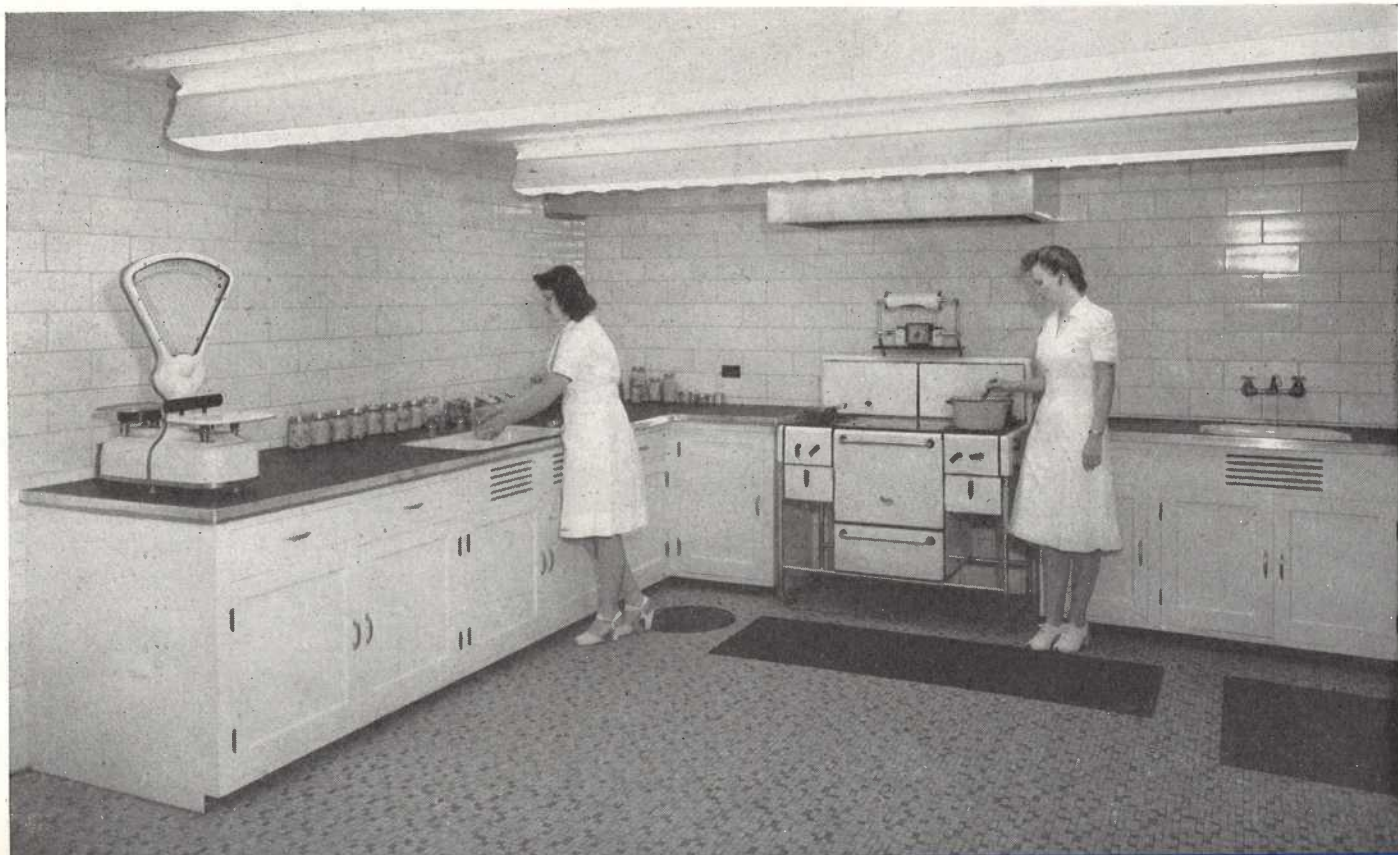
Heads together on better Swanson's Foods! At this typical conference are, left to right, E. Kavanagh, Superintendent Eviscerating Dept.; Frank W. Reiter, Manager City Sales; John H. Smith, Warehouse Superintendent; Joseph Ebright, Supervisor of Operations, Country Plants; Harry Williamson, Creamery Superintendent; W. Clarke Swanson, Secretary and Treasurer; Gilbert C. Swanson, Vice-President; Louis J. Klefman, Chief Engineer; Ralph P. Sharpe, Manager of Dog Food Department; Ray L. Holmes, Assistant Secretary; Paul C. Hauck, Superintendent, Canning Department; and Jack Fickler, Superintendent, Egg Processing Department.



The Swanson Laboratories, newest and most up-to-date of their kind in America. Staff consists of able research scientists and technicians . . . men and women imbued with the determination to keep Swanson Foods and methods always ahead.



Another part of the Swanson Research and Testing Laboratories. Here are precise instruments which make an exact science of the production of right and good foods.



The Experimental Kitchen. Susan Woodward, graduate Home Economist, shown at the right, above. Headquarters for new thrills in good taste, as well as the abundant source of information for the homemaker seeing new delights in the monotonous daily meals.



Another view of the Swanson Home Economics Department showing pressure cooker, power mixer and modern refrigerator.



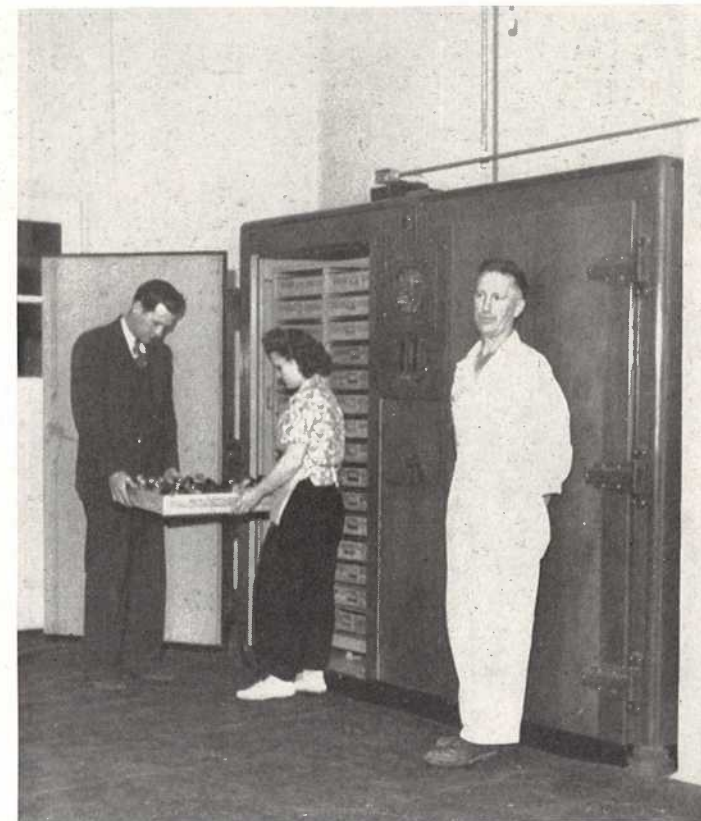
In the Egg Drying Department, the Superintendent, discusses the new re-dryer system which reduces moisture from 5 per cent, to less than 1.5 per cent . . . an innovation! With powdered eggs no longer required by the armed forces, plans are laid to convert this highly developed equipment to the drying of milk and milk products.



Flocks of Swanson's turkeys, like this one, prove the value of many years of careful research and study in matters of proper breeding, culling, feeding and housing. The result? C. A. Swanson & Sons are the largest producers of prime quality turkeys in the world!

Developing thorobreds in the poultry world

Rapidly gaining widespread interest and enthusiastic support, the Swanson Poultry Improvement Program is in operation throughout several of America's best poultry-producing areas. Swanson's own hatcheries, supplying the growers, are located in several territories. The grower benefits through the raising of finer, more profitable chickens and turkeys; Swanson outlets have quality birds to sell; America's families enjoy very choice, plump and delicious poultry meat, high in nutritive values! Broad and scientific, the Program covers breeding, culling, blood-testing, feeding and sanitation!



The Swanson Hatchery in the Oxford, Nebraska, branch plant, with a capacity of 132,000 eggs! Elmo Cross, Manager, looks over a tray of newly hatched turkey poults.



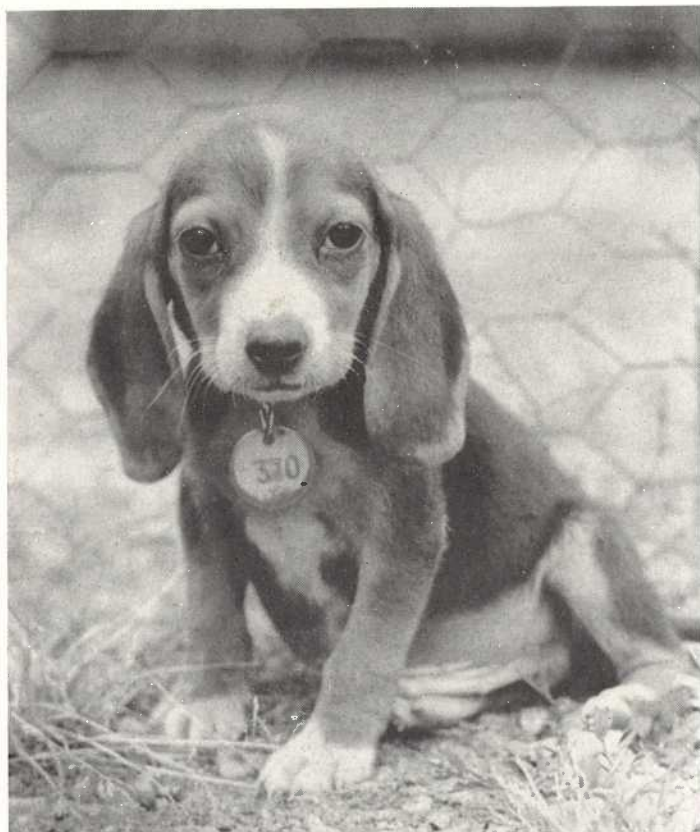
A visit to the Utah turkey country where Swanson flocks constitute the greatest single factor in the turkey growing industry. Shown above, left to right, C. A. Swanson, President of C. A. Swanson & Sons, M. C. Estes, Supervisor, Turkey Department, Harry Robbins, President, First National Bank of Murray, Utah—and three of America's big-time turkey growers, Clyde, Alvin and Abe Barker.



A tray of newly hatched turkey poults, and two trays of turkey eggs ready for the setter. Each egg is stamped with the flock owner's individual number for a check of final results.



The Program includes educational work and the recommending of correct feed, and feeding and housing equipment. Here a farmer-grower considers a new type of baby chick feeder.



We sought a better dog food ...and found it

Dogs have long needed a better food ration. The Swanson plants have had plenty of poultry by-products rich in nutritional values, and extremely palatable to animals whose wild cousins have always shown a preference for natural fowl. For two years our company has engaged in intensive study. Thousands of feeding tests, hundreds of palatability, nutrition and assimilation tests prove that SWANSON'S DOG FOOD is best to make well-fed and happy dogs. The product is right; you'll be seeing and hearing more about it. It's a natural!

"I am a healthy, fat little pup, don't you think? I have lived exclusively on Swanson's Dog Food since weaning. My mother before me lived on it, too, through breeding, gestation and lactation."



Two fine-looking members of a large group of dogs maintained at the Swanson experimental kennels, for the testing of America's newest, most sensational dog ration.

(Above) Special facilities aid in the collection of feces which constantly are analyzed for the determination of protein utilization. (Below) Healthy, normal gains are noted and carefully recorded.

The new products

PRESENTED on these pages are twenty-six of the delicious items which go to make up the partial line of Swanson's Foods.

C. A. Swanson & Sons are extremely proud to offer them to America—the food marketing trades, and a discriminating American public.

Into these products has gone the “know-how” of more than 49 years of food procurement and processing. The prepared foods have been made as tasty and appetizing as excellent chefs know how to make them, because we want America to come back for more and more. These foods are highly nutritious, because Swanson's recognize that strong, healthy people make a vigorous nation which can and shall keep its leadership among other nations.

You are invited to try these Swanson's Foods—to taste them at your first opportunity. You'll see a difference—rich, delicious, natural flavor that smacks of good quality, careful processing and a serious bid for leadership in the food field for a brand that shall always stand for honest products.

- ★ SALTED BUTTER
- ★ UNSALTED BUTTER
- ★ SUNRISE SHELL EGGS
- ★ FRESH FROZEN EGGS
Whole—Whites—Yolks
- ★ POWDERED EGGS



Product of the world's largest creamery, Swanson's Ever-Fresh Butter rates high with users who appreciate rich, full-bodied flavor . . . a butter that looks and tastes well wherever it is used. Supplies are carried at all principal points where Swanson's sales and distributing facilities are maintained.

Swanson's Eggs are of the finest, select quality . . . product of an organization which handles and processes literally billions of eggs every year. They

are supplied as Swanson's Ever-Fresh Shell Eggs for the retail trade, in convenient, clean cartons; as Fresh Frozen Eggs (whole Eggs, Whites or Yolks) for the commercial trade and institutions; as Swanson's Powdered Eggs where that type of product is more adaptable.

Ready-to-Cook Quick-Frozen Foods



Here is Frozen Prime Fowl at its very best! Swanson's have a hand in every process necessary to produce and pack these delicious, attractive birds . . . from the selecting, feeding and housing of the young chicks and poults to the killing, picking and eviscerating on production lines which are the most modern, yet the most careful in America. Every step of the way, these fowl are protected and developed for finer quality. Most interesting items

SWANSON'S EVER-FRESH
Quick Frozen Frying Chicken

- ★ BROILERS · FRYERS and
ROASTING CHICKENS
- ★ FRICASSEE OF FOWL
- ★ DREST · n · STUFT oven · ready
ROASTING CHICKENS
- ★ DRESSED TURKEYS
- ★ DREST · n · STUFT oven · ready
ROASTING TURKEYS
- ★ HICKORY SMOKED TURKEYS



are the Drest-N-Stuff Roasting Chickens and Turkeys. They are select birds which have been eviscerated and stuffed with rich, savory dressing . . . then quick-frozen. Wrapped in clean cellophane, they reach the user in a new, convenient form . . . ready for the oven through the mere removing of the wrapper. This is a new, exclusive Swanson development!

QUICK
FROZEN . . .

- ★ CHICKEN A LA KING
- ★ CHICKEN CHOW MEIN
- ★ CHICKEN SALAD
- ★ CHICKEN LIVERS
- GIZZARDS and HEARTS



SWANSON'S EVER-FRESH
Quick Frozen Chicken Livers

Swanson's Frozen Chicken Chow Mein is a boon to the homemaker who likes to keep food on hand . . . to be prepared! To serve, it may be placed in a double-boiler and heated. It is not necessary to thaw it first. With dry egg noodles, it makes the quickest of meals . . . yet it's fit food for a king. Swanson's Frozen Chicken Salad is a tasty, well-seasoned food which also offers many hours of kitchen freedom to the homemaker, yet savors of the handiwork of an expert chef. Swanson's Chicken Livers, Gizzards and Hearts offer many tempting possibilities for the enterprising homemaker who likes to whip up delightful surprises for her family and guests.

IN GLASS . . .

- ★ NOODLE GIBLET DINNER
- ★ NOODLE CHICKEN DINNER
- ★ CHICKEN A LA KING
- ★ BONED CHICKEN



New and different preparations for those who prefer ready-cooked items attractively packed in glass. This line of Swanson's foods has met a demand for flexible portioning . . . each jar serves two to three persons . . . and one, two or three jars are used in accordance with the number of servings desired. Directions on these glass-packed delicacies read, "Heat and Serve," with some further instructions about enhancing their appetite appeal through various additional steps in serving. Again the homemaker scores with time-saving, yet tasty foods which save her many hours in the kitchen.

IN TIN . . .

- ★ CHICKEN BROTH
- ★ CHICKEN A LA KING
- ★ BONED CHICKEN
- ★ SOUTHERN CHICKEN CREOLE
- ★ CHICKEN FRICASSEE with GRAVY
- ★ CHICKEN and VEGETABLE



Excellent quality, careful preparation . . . and economy are brought together in this attractive, fast-moving line of Swanson's Ever-Fresh Foods packed in tin. Most of these items bear colorful label reproductions to let Mrs. Homemaker know what kind of delicious food to expect when she gets inside. Packing in tin represents a saving in manufacturing costs and this is passed along to the consumer. This line will always meet the needs of thrifty shoppers, yet every ounce of this food is of the finest Swanson quality . . . a line destined for large volume sales.

Progress
in the
Nebraska-Iowa
area

*Completing the picture -
producer to consumer*

General offices are in Omaha, Nebraska . . . in the heart of America's greatest combined poultry, egg and cream producing area. Central plants also are located here, their operation closely coordinated with branch plants in Nebraska, Iowa, Colorado and Arkansas, and affiliated plants in Minnesota and Missouri. From a humble start, the business of C. A. Swanson & Sons has developed through 49 years of success and steady growth, building good will, making and maintaining important friendships with hundreds of suppliers responsible for a steady flow of necessary raw foods.



Interior view of the general offices.



At their desks . . . left, W. Clarke Swanson, Secretary & Treasurer, and right, Gilbert C. Swanson, Vice-President.



Above, Egg Breaking Plant at Omaha containing also drying, freezing and storage facilities. Right, typical Swanson refrigerator truck and trailer operating between branch plants and Omaha.



Freezer and storage warehouse . . . a new addition with more than 10,000,000 pounds capacity.

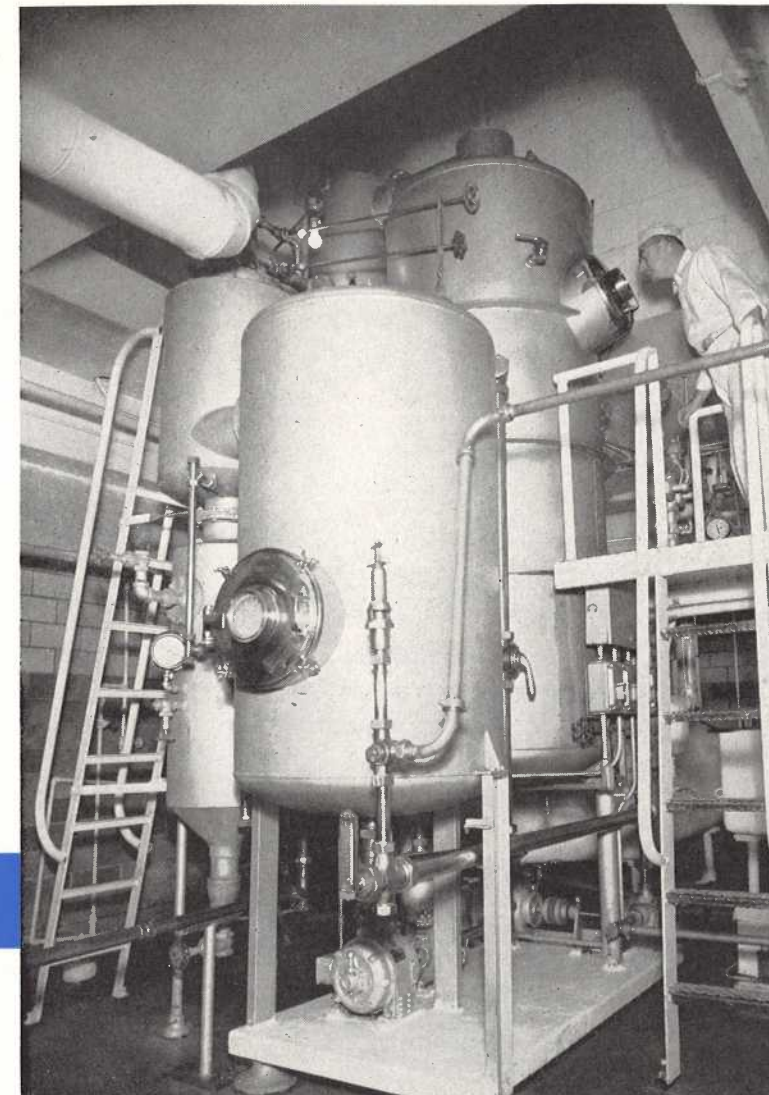


Main plant building and warehouse at Omaha, housing eviscerating, canning, cold storage and freezing facilities.

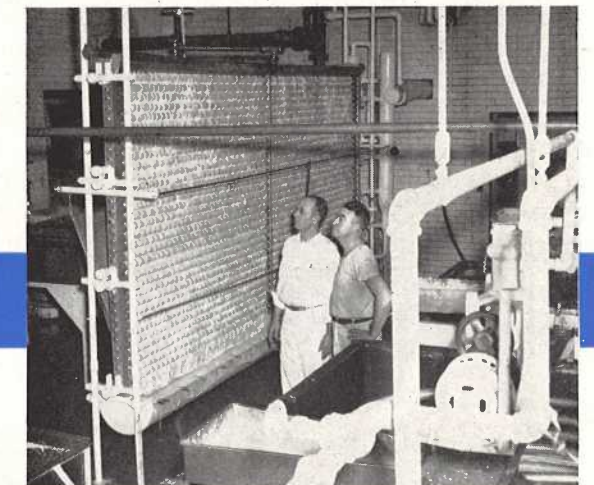
The New Swanson Creamery . . . Largest in the World!



With production of more than 12,000,000 pounds of butter annually, the new and expanded Swanson Creamery at Omaha rates as the largest operation of its kind in the world under one roof. Swanson Ever-Fresh Butter must be good, and careful quality controls are established to make sure that it shall always be good! Swanson production men are known for their ability to maintain the finest quality in large production quantities. Below, and on several following pages, are interior views of the Creamery showing every process from the input of cream to the output of the finished prints, including the preparation of by-products.



Initial processing in special stainless steel vats.

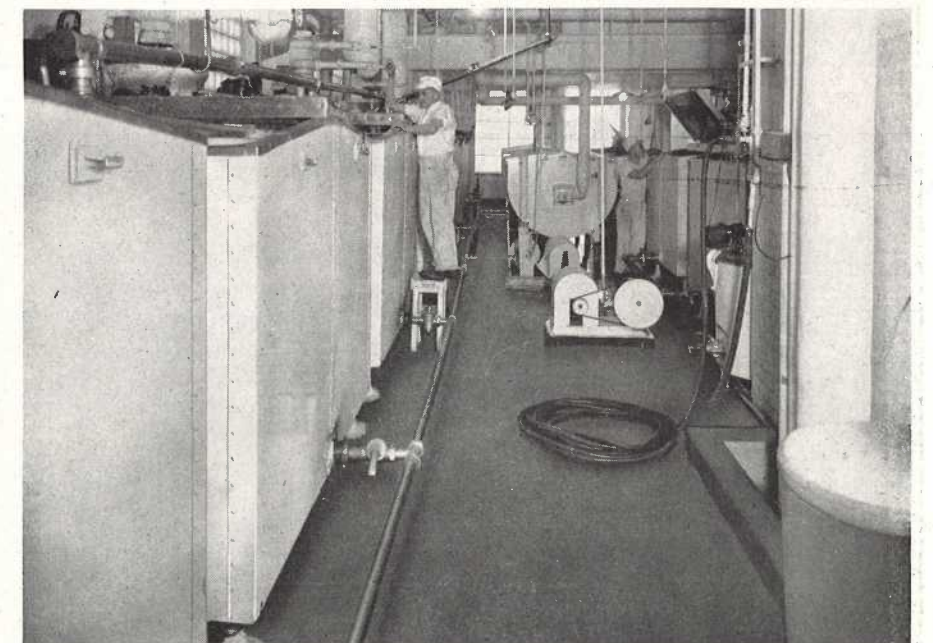


Another pasteurizing step, to assure delicious flavor and fine keeping quality.

The latest in pressure pasteurizing equipment.



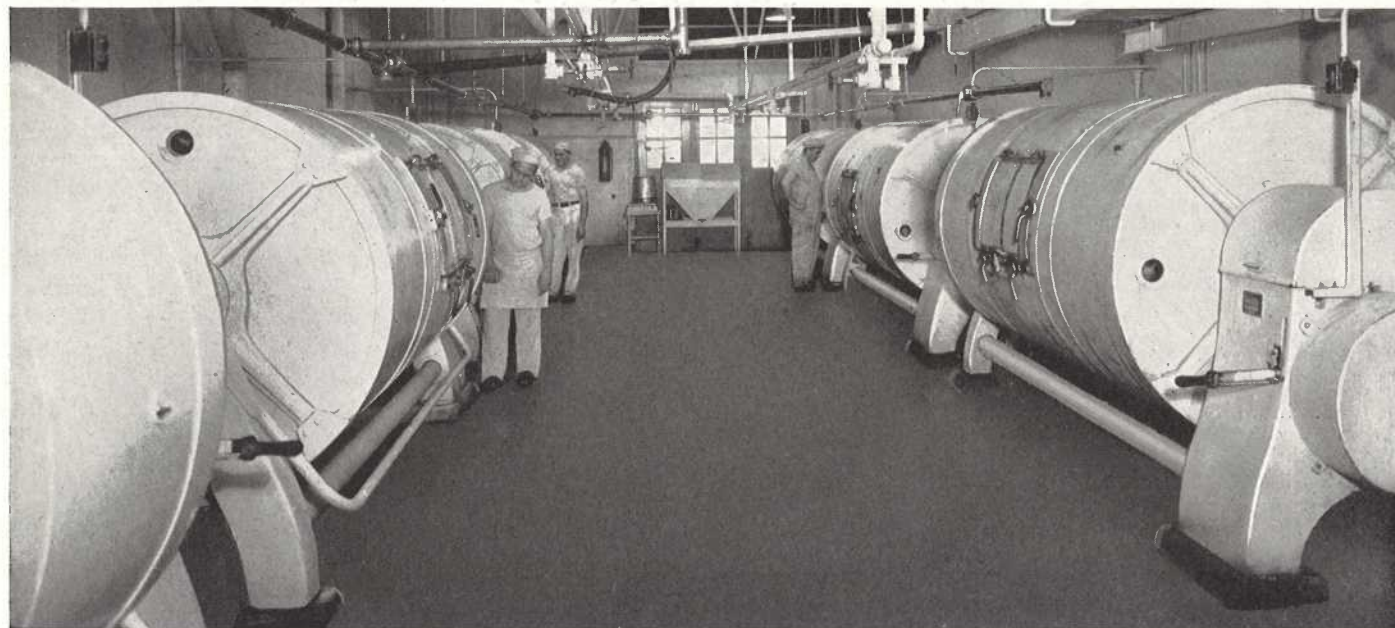
A sample of each can of cream is tested for butter-fat content.



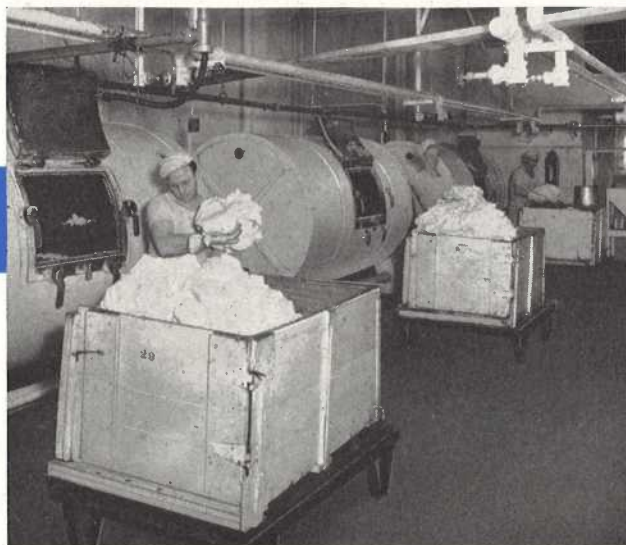
Here the buttermilk "starter" is added; then to the Churn Room.



Receiving Room, where unprocessed cream is weighed, tested and started through the Creamery.



One end of the world's largest Churn Room. Men who "know how" work here!



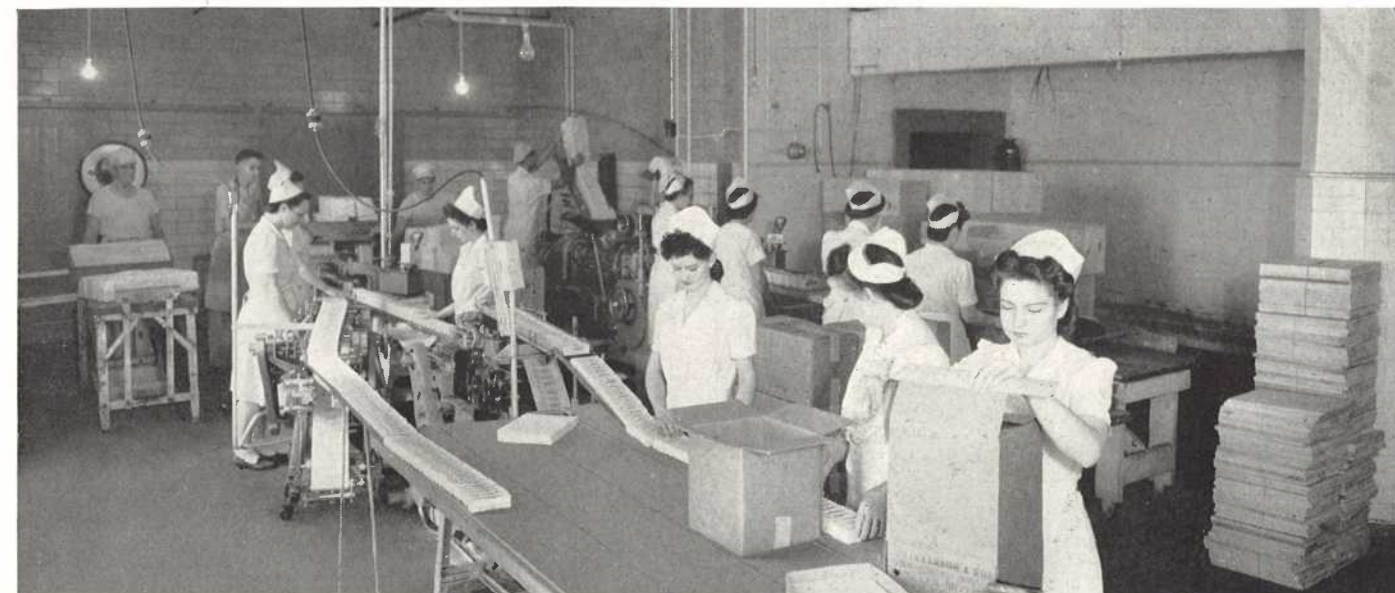
Butter at its delicious best!



Preparing the chilled butter for the print machines.



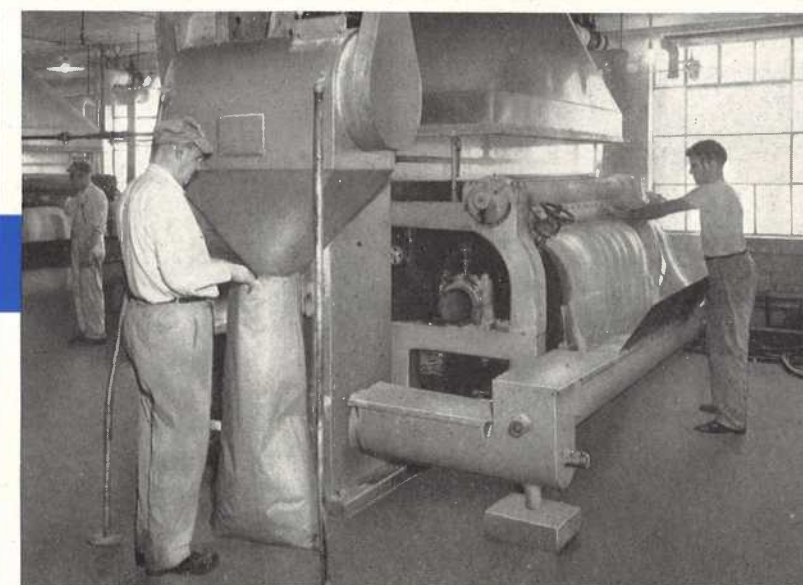
Here are 50,000 pounds of butter in one cooler, ready for the Print Room.



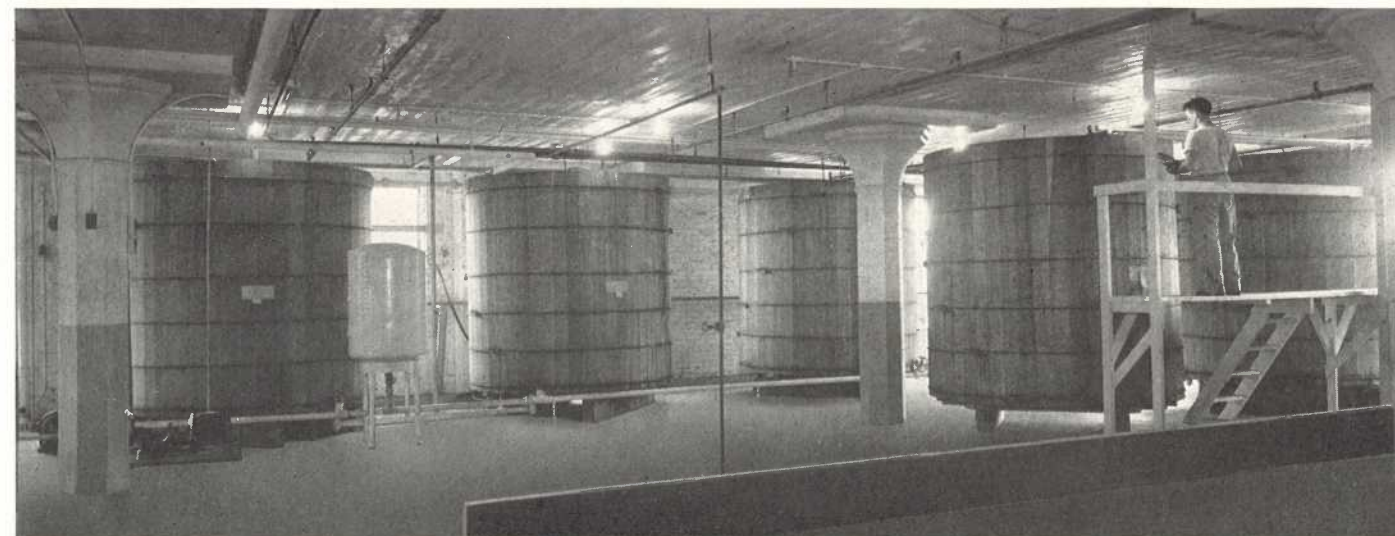
The Print Room where Swanson Ever-Fresh Butter is printed, wrapped and packed.



The weight of each pound print must be right!



Drying and flaking buttermilk for animal feed . . . a by-product.



Tanks where buttermilk is stored. Dried buttermilk is a fine feed ingredient for poultry and live stock.

Having established sources of choice "A. A. Grade" fresh poultry, C. A. Swanson & Sons pioneered as early as 1934 in the development of high grade, government-inspected, eviscerated frozen poultry. Many millions of pounds have been processed in the Swanson plants since that time. The three views on this page merely highlight this important operation which today covers a dozen complete eviscerating lines in various Swanson plants. This has been an important source for Birds Eye frozen poultry during these 11 years. Today the production is divided between Birds Eye and Swanson's own "Ever-Fresh" brand.



Weighing and marking packages of Swanson's Prying Chicken.



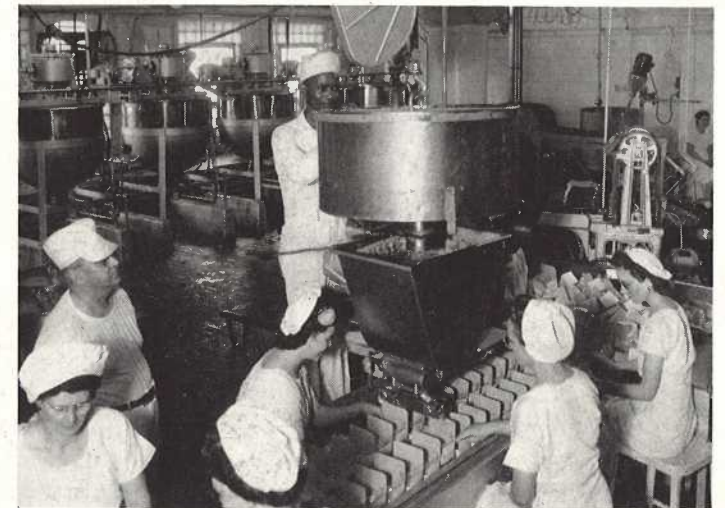
Each eviscerating line has its Government Inspector.



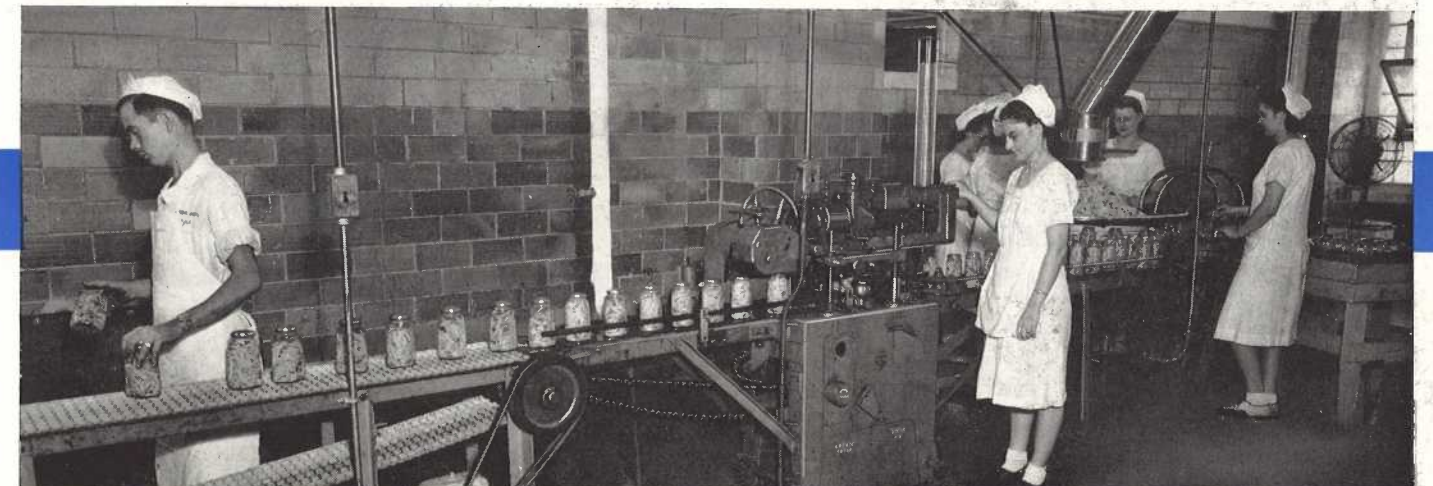
Delicious Swanson's Prying Chicken coming off the line to be fresh-frozen and distributed to America's connoisseurs!

New Swanson Canning Department . . . with Stepped Up Capacity

Since the end of the war, the Swanson Canning Department, located at Omaha, has been greatly enlarged. An important division before the war, it has been entirely redesigned and rearranged . . . reconverted for peacetime production. Many delicious canned foods are produced here, the result of research and skills sharpened by the wartime production of some 50,000,000 cans of food for the armed services and lend-lease.



Filling packages of a la King—to be frozen.



On this and other similar production lines, Swanson's Foods are packed in glass. Included are such items as Noodle Giblet Dinner, Noodle Chicken Dinner, Chicken a la King, Boned Chicken and Pate Gras. The Equipment is the most modern . . . every step directed carefully so that original flavors and nutritive values shall be preserved.



Battery of new stainless steel cooking kettles. A huge operation, but believe it or not, much of the savoriness of home-cooking is possible here.



Additional cooking kettles, where the poultry is cooked.



Left to right, basket of peppers (for a la King) and a peach!



Removing the bones from cooked poultry.



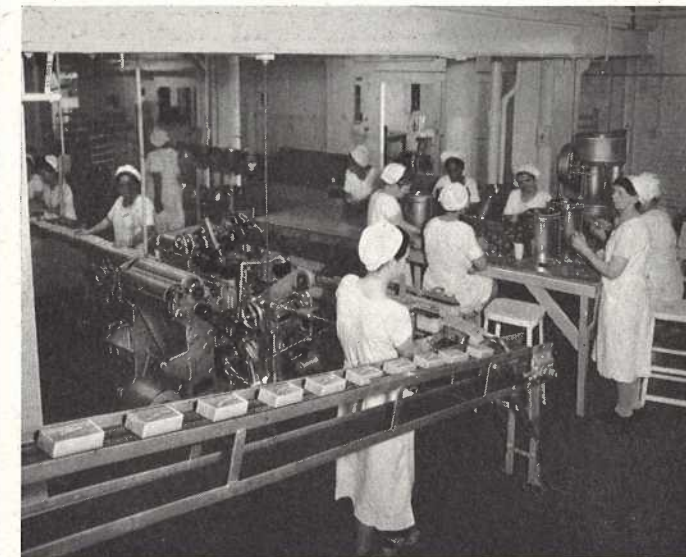
Blanching mushrooms for Chicken a la King.



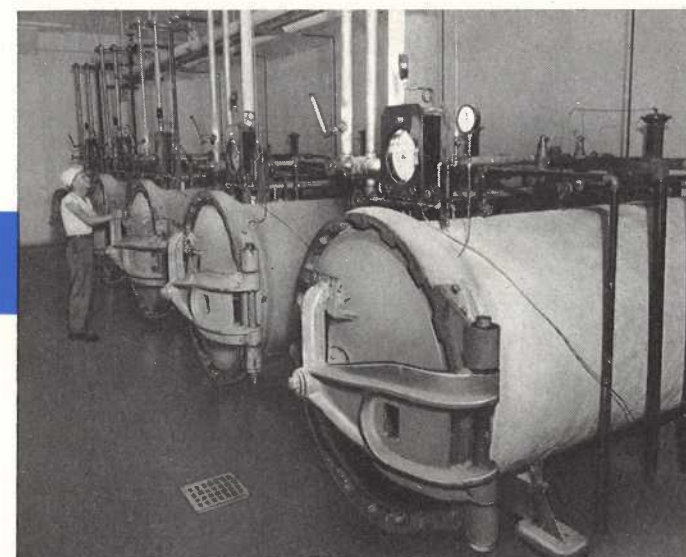
A special machine for "dicing" chicken into delicious squares.



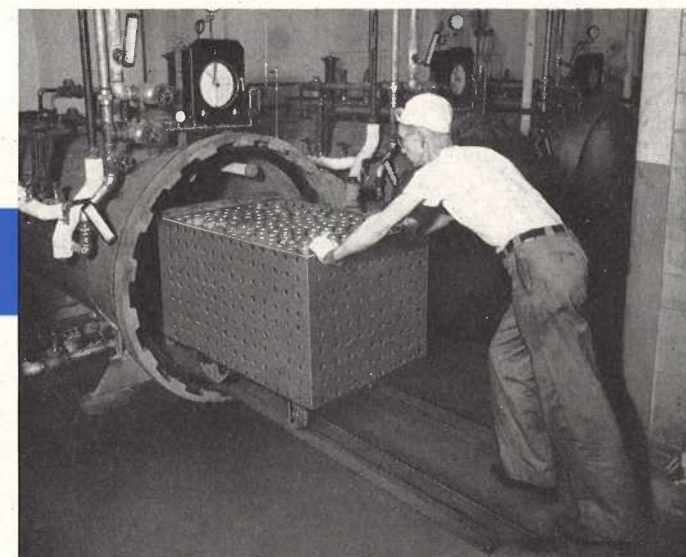
The Frozen Chicken a la King line!



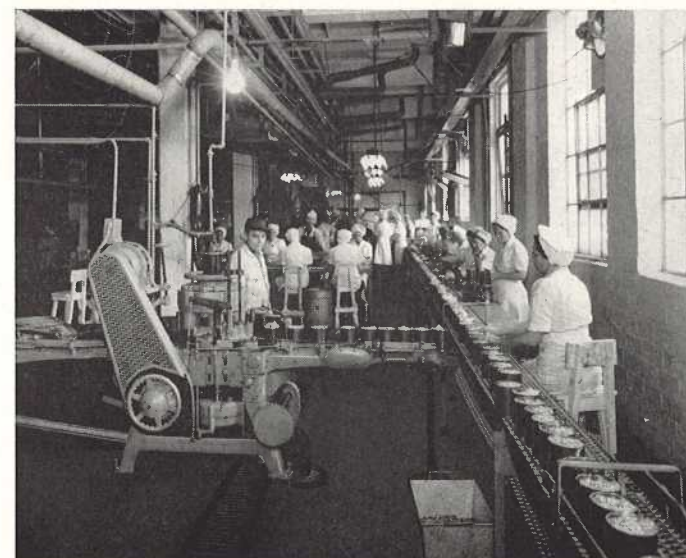
Packaged a la King on the way to the sharp freezer.



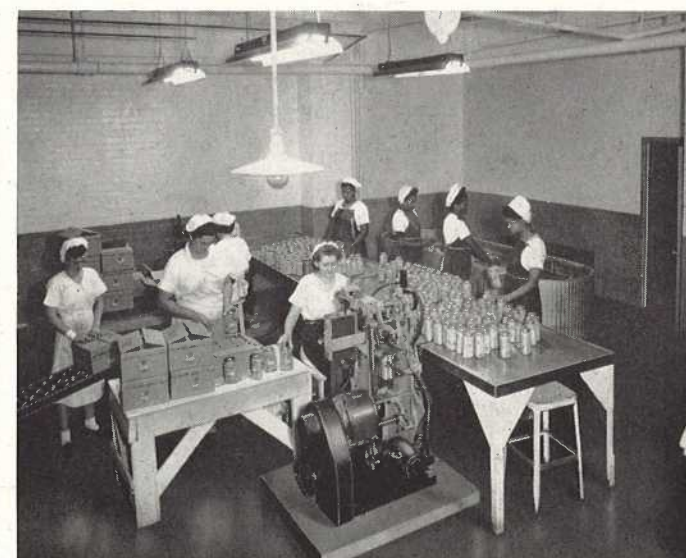
One of two batteries of retorts.



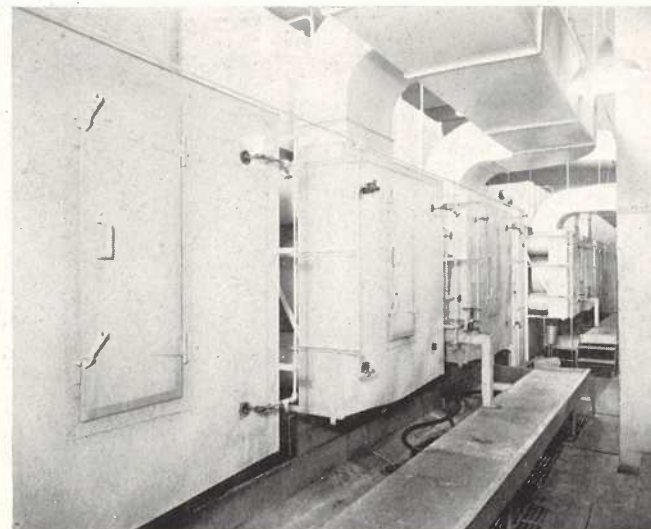
Retorting glass-packed products.



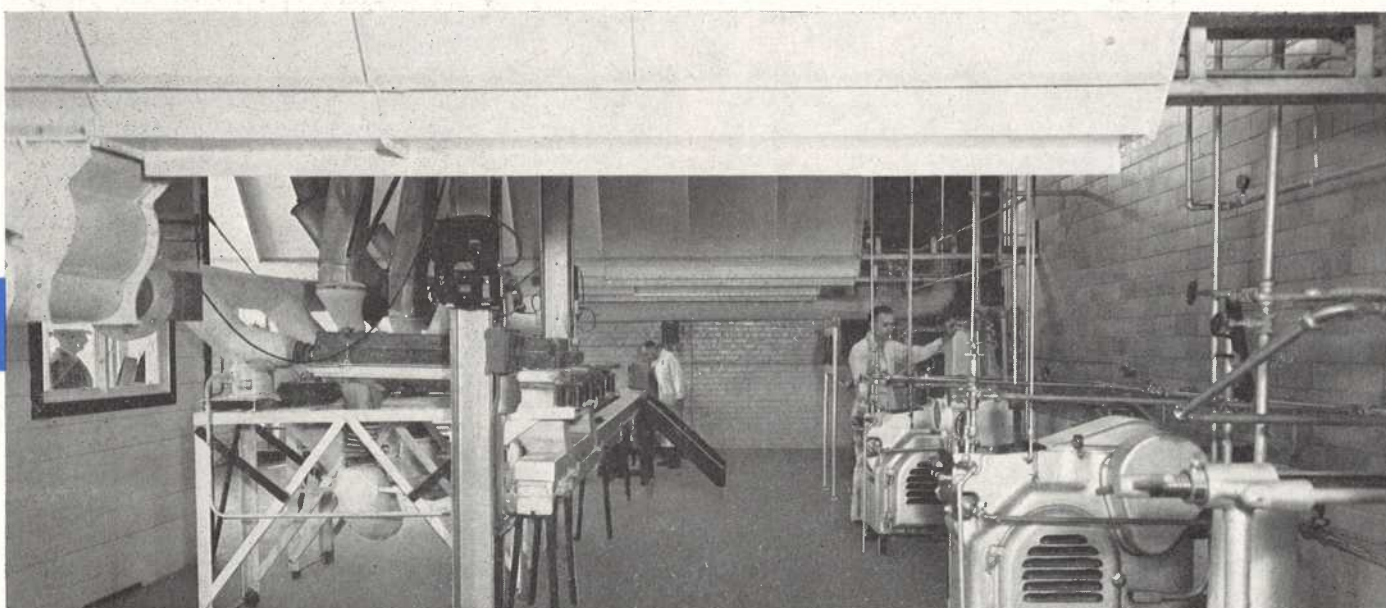
Filling Swanson's Foods . . . in tin!



Labeling Swanson's Foods; packing for shipment.



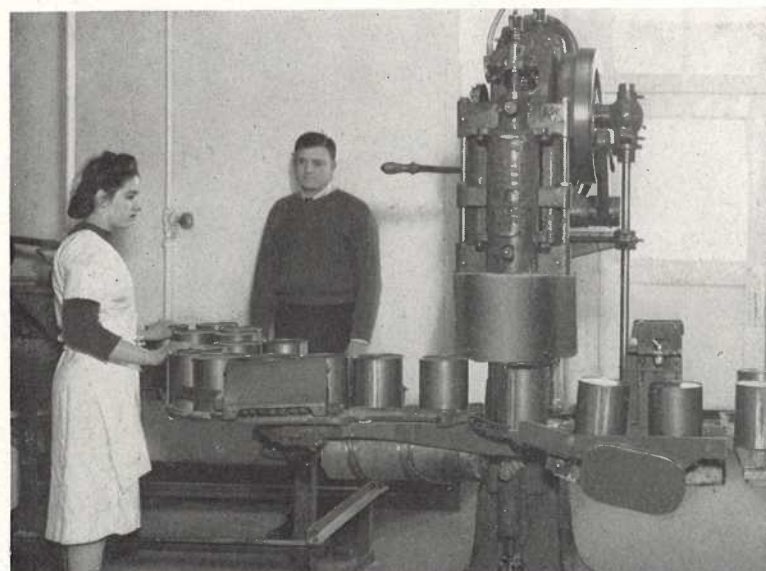
In the Egg Breaking Plant . . . left, washing eggs . . . right, the huge dryers.



Directly below the dryers, mechanism for carrying powder to be packed in tins; high pressure pumps at right force liquid eggs to drying chambers.



Filling cans of powdered eggs.



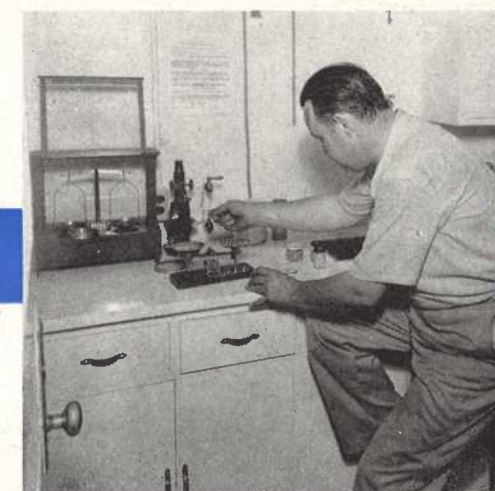
Air is removed from the cans, and the lids are sealed.



Albumen solubles being dried in air conditioned ovens at a temperature of 110 to 120 degrees Fahrenheit.

Dried Albumen!

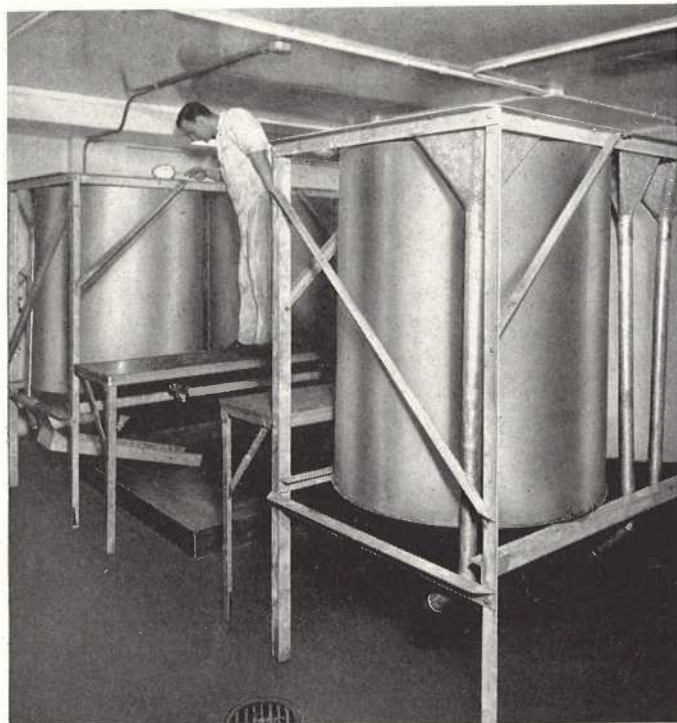
Swanson's newest product development . . . Dried Albumen for a new field of human therapy . . . Technical albumen for industrial use. In its finer form, albumen is helping to relieve many of the modern illnesses of mankind. Technical albumen is finding its way into many commercial products, paint, lithography inks, an adhesive to fasten cork to the bottle crown proper, and as a seasoning in finishing certain types of leather, particularly glazed color stock. It is a by-product of Swanson's Egg Processing Plant.



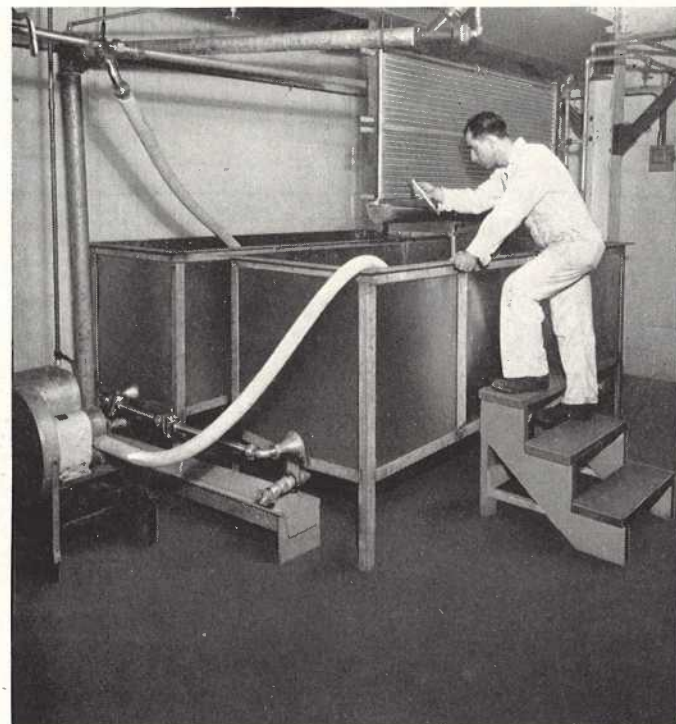
Checking quality of finished product.



Albumen undergoing treatment by which the unsoluble protein is converted to the soluble form.



Fermentation holding tanks.



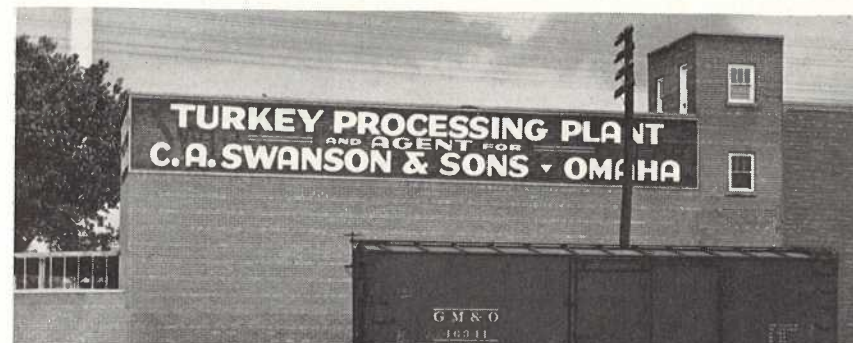
Checking thawed egg whites for desired fermentation temperature.



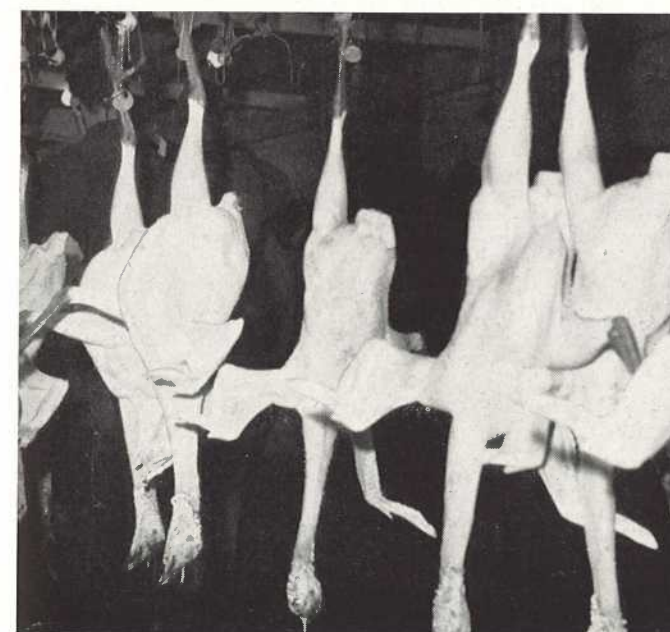
A treatment of wax prevents albumen sticking to tray.

Swanson's Prime Turkeys!

Swanson's "Ute" and "Ever-Fresh" Turkeys represent only the finest production from several parts of the nation, including Utah, Colorado, Oregon, California, Nebraska, Iowa and Minnesota. Highlighted on this page are the operations in the west where Swanson has been known for many years as the largest processors of Prime Turkeys. Breeding, culling, feeding and housing, as well as processing, are under Swanson direction and supervision. Result: the most delicious, tender birds you ever tasted!



Swanson turkey processing plant at Greeley, Colorado, for many years the principal source of famous "Ute" brand Turkeys.



Killed, picked, cleaned . . . ready for the inspector.

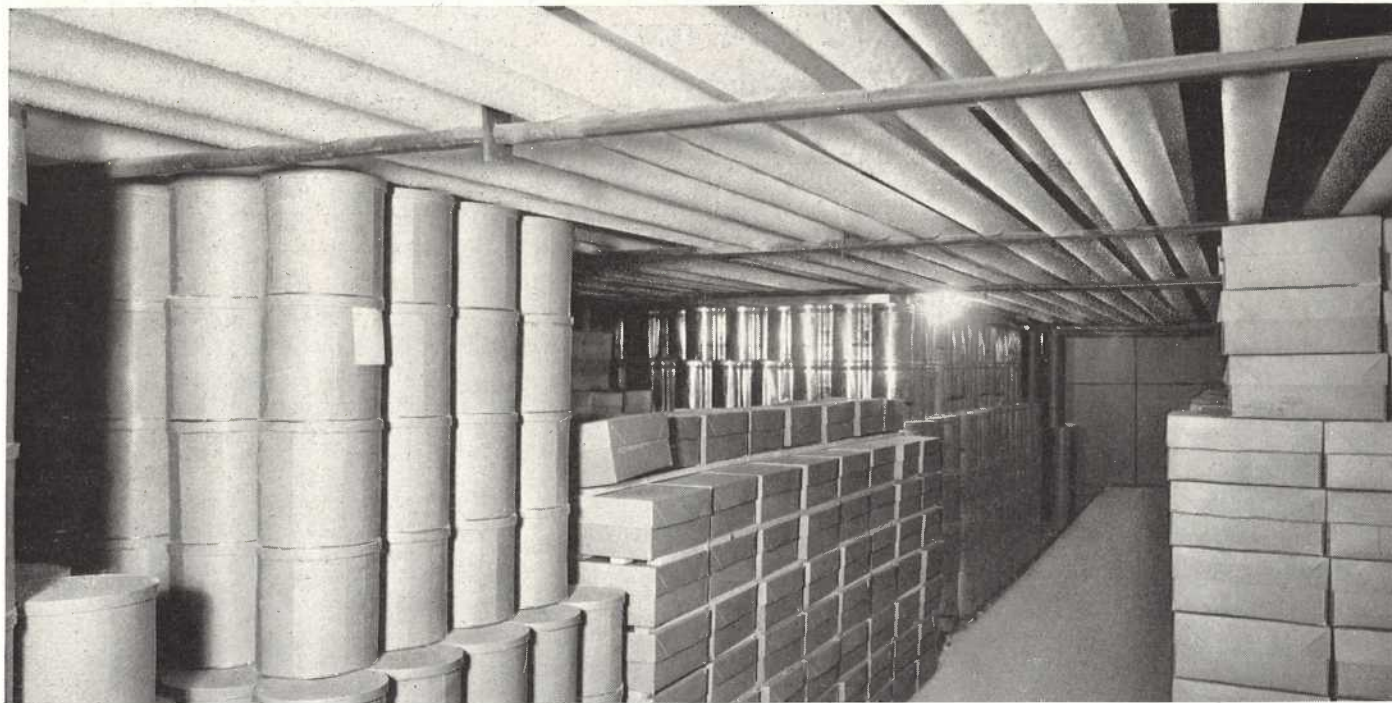
Top, a typical and justifiably proud Swanson Prime Turkey! Above, the newest of Swanson processing operations . . . at Pueblo, Colorado . . . containing the latest developments in equipment and facilities.



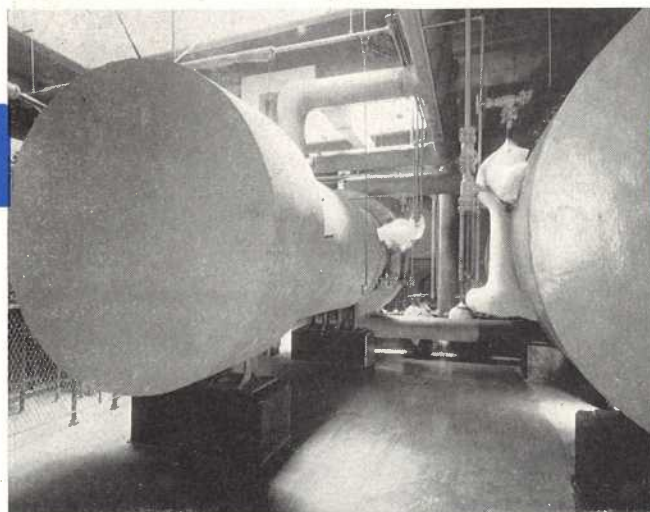
Leonard Finlayson, La Porte, Colo., and Earl Daffin, Ft. Collins, Colo., . . . growers . . . inspecting some of the birds they produced for Swanson's.



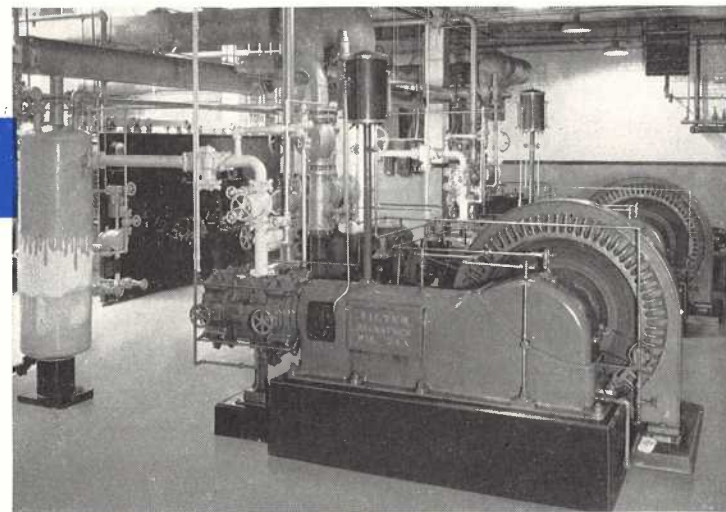
Government Inspector at work.



One of many Freezer Storage rooms maintained in Omaha, and at all branch plants and points of distribution.



Refrigeration brine tanks.



Refrigeration compressors. There are many batteries like this.



One of a fleet of Swanson refrigeration trucks . . . so necessary for handling perishables destined for all parts of the nation.



Entrance to Swanson Employment . . . 12th and Douglas Streets . . . Omaha.

Personnel

Personnel problems receive thoughtful attention throughout the Swanson organization, which employs more than 3,000 men and women. These Omaha scenes show typical facilities maintained at several points. Swanson Employment Offices are "open doors" to old-fashioned American opportunity and initiative, so aptly expressed by a motto which hangs in the reception office in Omaha . . . "Any one who likes to work can have a hell of a good time here." More than a catch-phrase, it is the personal philosophy of Mr. C. A. Swanson, applied to his own life . . . a philosophy which offers hard work and industry as the best answers to any man's problems.



Typical First Aid Station in a Swanson plant.



Applications for jobs are accepted with a liberal amount of vocational guidance applied for the benefit of the employee-to-be.

NEBRASKA STATE HISTORICAL SOCIETY

Branch Plants... Constant Progress

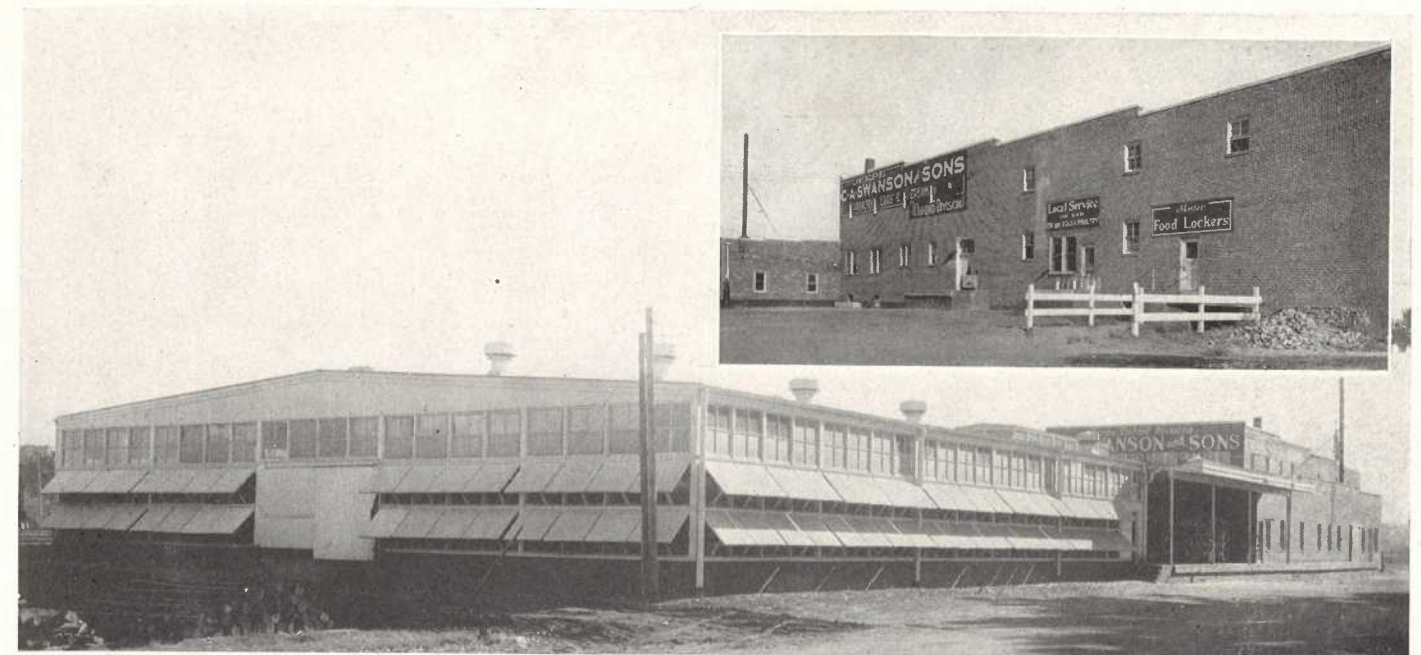
The Swanson Branch Plants obtain raw foods and do some initial processing. The improvement of methods is continual, and was accelerated under the pressure of war production so that more and more of the foods of war could be produced. The company's Research and Home Economics Departments, being ready the day Peace was declared, with new and tastier foods for peacetime civilian consumption, production went on here without interruption. The Branch Plants immediately were ready to maintain a flow of raw and semi-processed foods into other departments, in quantities far exceeding those of the war period. Looking ahead is a *habit* with the Swanson organization!



Malvern, Iowa Most recently acquired unit of the Swanson chain of branch plants, located in the heart of one of the richest poultry and egg producing areas of the Middle West.



Fremont, Nebraska An entirely new plant at one of the company's oldest branch locations. The new structure and its facilities are as modern as tomorrow.



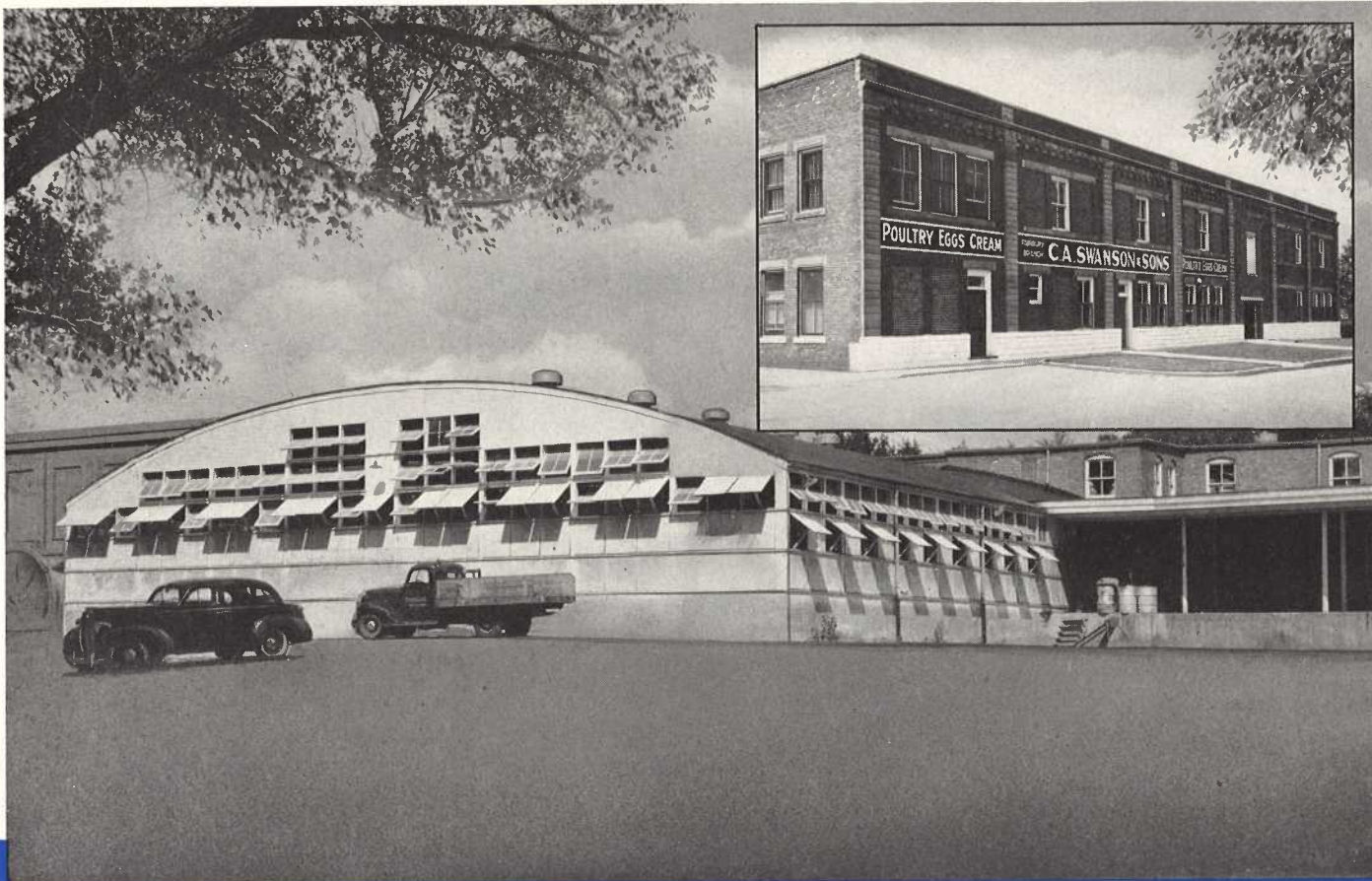
Oxford, Nebraska Another newly constructed, enlarged unit. Contains the company's newest Hatchery and Poultry Improvement Department, aiming to give that delicious Swanson poultry a good start in life!



Tecumseh, Nebraska Greatly expanded with an added structure which more than doubled capacity. Important origin of high quality cream and poultry.



Onawa, Iowa Enlarged poultry feeding facilities located in another rich Iowa farming area responsible for abundant supplies of fine birds.



Fairbury, Nebraska

Inset, a familiar building in the Fairbury area. Above, newly constructed poultry feeding station unit with more than three times the former capacity.



54 Seward, Nebraska

One of the first plants in America to eviscerate poultry. Today contains equipment and methods as modern and efficient as any in the nation.

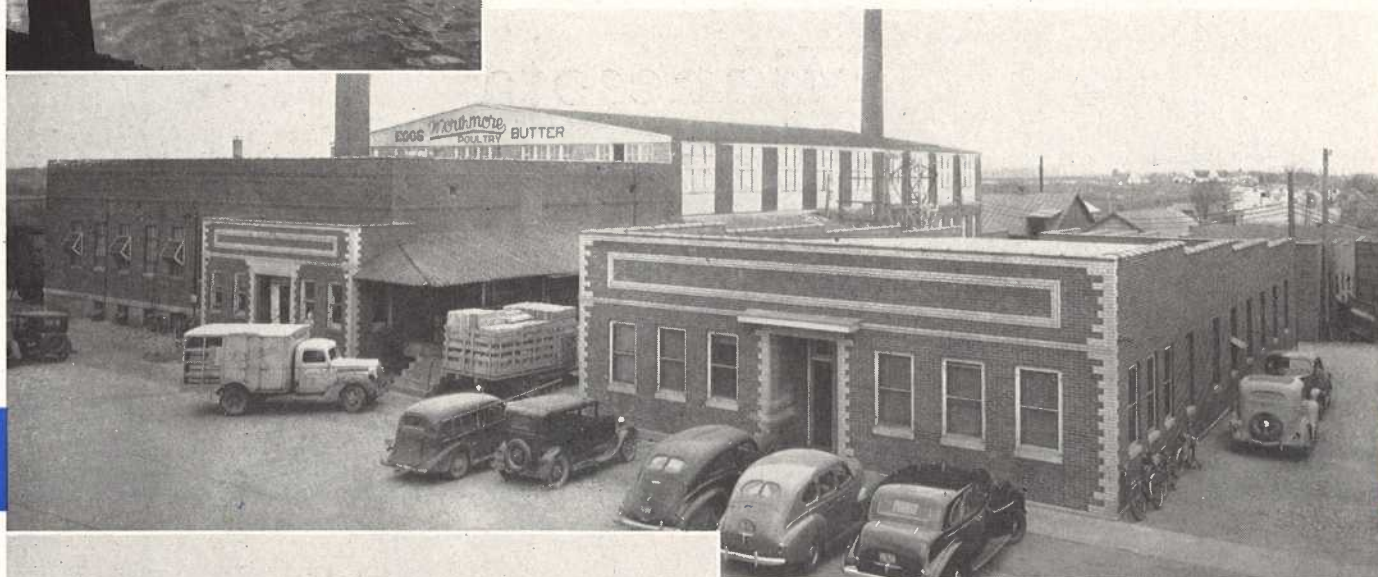
Worthington,
Minnesota

... and the
Worthington,
procurement and
farm service
plan

*Affiliated Plants in
Southern Minnesota
and Northern Iowa ...*



Worthington is a whole new idea, and a mighty good one! With branches at Slayton, Windom, Luverne, Minnesota and Rock Rapids, Iowa, the Worthington Creamery & Produce Company renders a real service to farmer-producers. Here the farmer may obtain his blood-tested chicks and poults, the proper feed to fatten them quickly and profitably . . . marketing them through these same plants if he chooses. Here also are custom butchering of beef, pork and lamb for the farmer's own family use . . . freezer-lockers to store the meat . . . a creamery . . . an ice cream plant . . . and even refreshing soda fountain-restaurants at all plants. But read about this interesting new development yourself . . . on the following pages.



Upper left, Lake Okahena adjacent to Worthington plant, typically beautiful Minnesota farming and dairy country. Above, main office, creamery and processing plant.



Left, the Worthington Ice Cream plant containing company-owned and operated soda fountain-restaurant.



Below, modern fleet of Worthington Ice Cream trucks.



Pickup service . . . at the farmer's door three times each week . . . is one of the outstanding talking points of the Worthington procurement plan. Operated over several local routes in all four territories . . . Worthington, Slayton, Windom, Luverne and Rock Rapids . . . 23 trucks are out every day making regularly scheduled runs through the surrounding countryside. Farmers rely on this service for the easy marketing of poultry, eggs and cream. With a shortage of help, this has been a real boon to the farmer's business. Above, truck loading at the farmer's gate. Below, delivering the produce at the company's receiving dock.





The custom butcher shop at Worthington! The farmer's meat animals, one or two at a time, are killed and dressed into roasts and steaks . . . to be put in freezer storage for his future use.



Sides of beef aging in the cooler.

Swanson Quality Poultry Program Serves Producers

Assures Uniformly High Standard

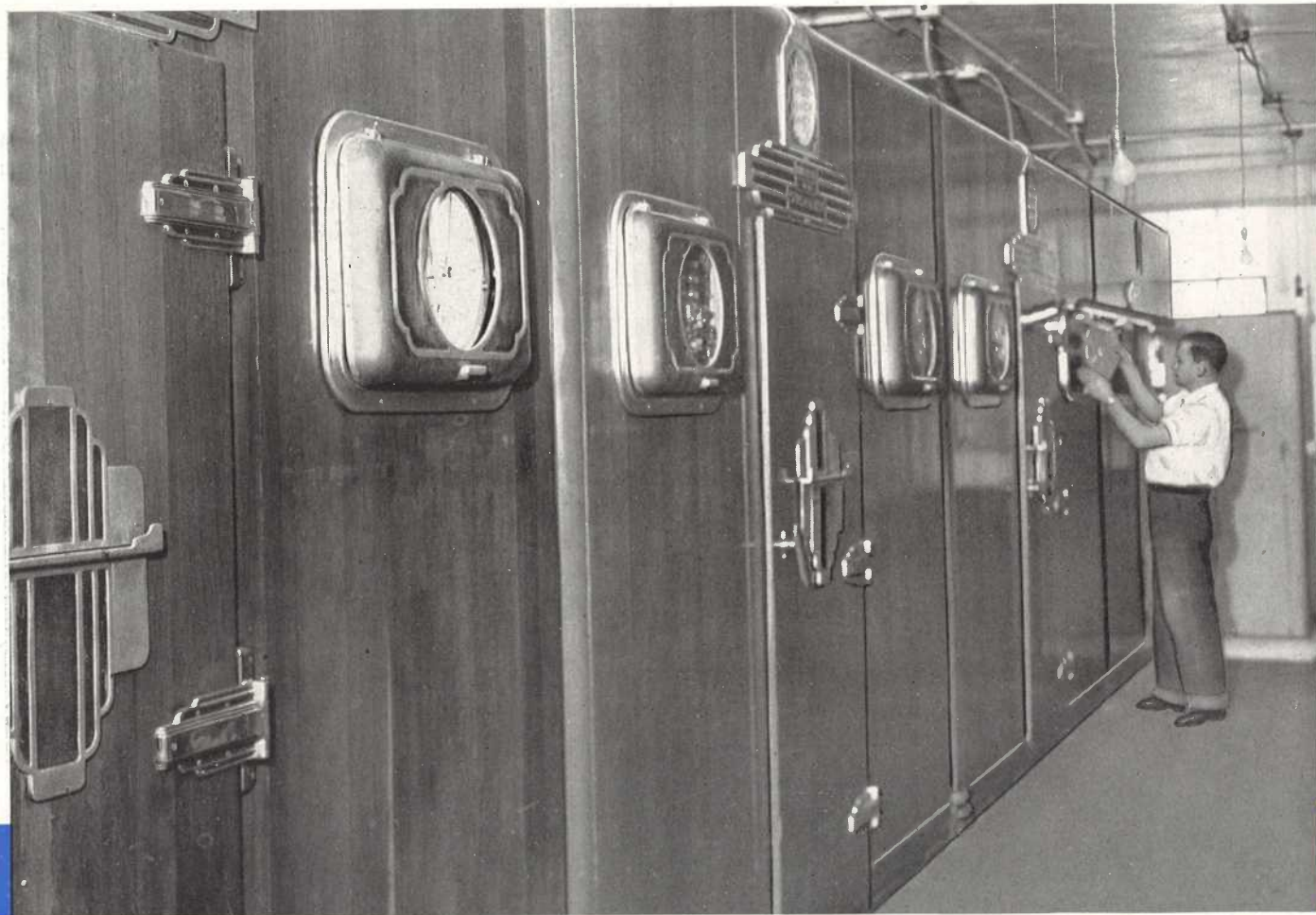
Working to produce the finest of poultry and egg products, the Program has two immediate, definite objectives. . . (1) To supply producers with highest quality, well-bred baby chicks and turkey poults from Blood Tested flocks. . . (2) To carry on helpful education in correct feeding, housing, sanitation and the proper care of poultry and eggs for market. The company's four hatcheries . . . at Worthington, Windom, Slayton and Luverne, Minnesota . . . are operated under the National Poultry Improvement Plan, with the direct and strict supervision of the Minnesota Poultry Improvement Board. This official state agency regularly inspects the hatcheries and the flocks which produce their hatching eggs. All of these flocks must rate, "U. S. Approved, Pullorum Tested," or better . . . which is accomplished through culling and blood testing. The outstanding quality of Worthmore Poultry is the result of modern science and careful planning.



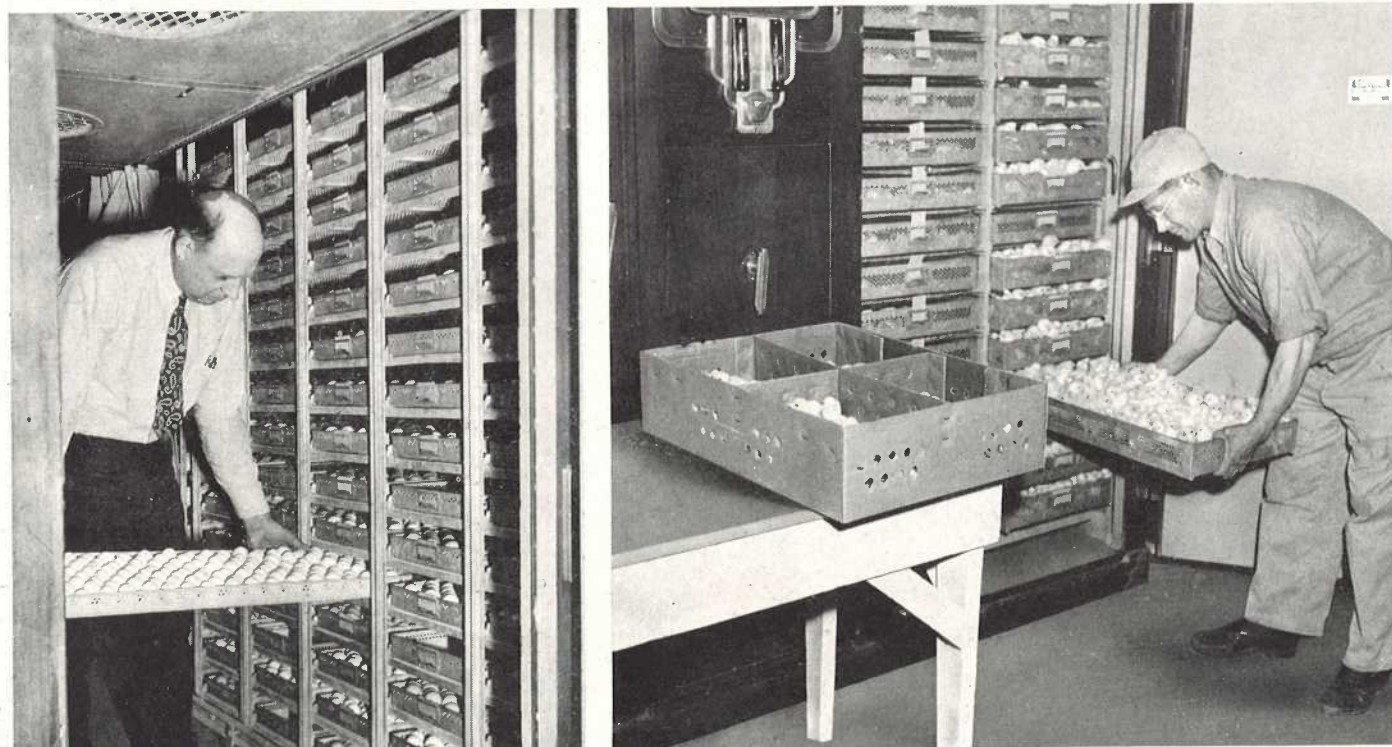
Upper right, the chicks are graded, sexed, counted and placed in special shipping boxes to apply on orders filed in advance. Above, Worthmore Chicks, removed from the hatcheries, ready to be boxed for shipment. They are protected here by controlled temperature and humidity.



One small part of the Worthington locker plant. Dependable below-zero temperatures are maintained. This farmer is probably selecting some nice chops for the family dinner . . . one of the benefits of being a farmer . . . he always eats!



One of the batteries of incubators at Worthington. Total capacity of the four hatcheries . . . 2,000,000 baby chicks, plus 200,000 turkey poults . . . a sizeable operation in itself!



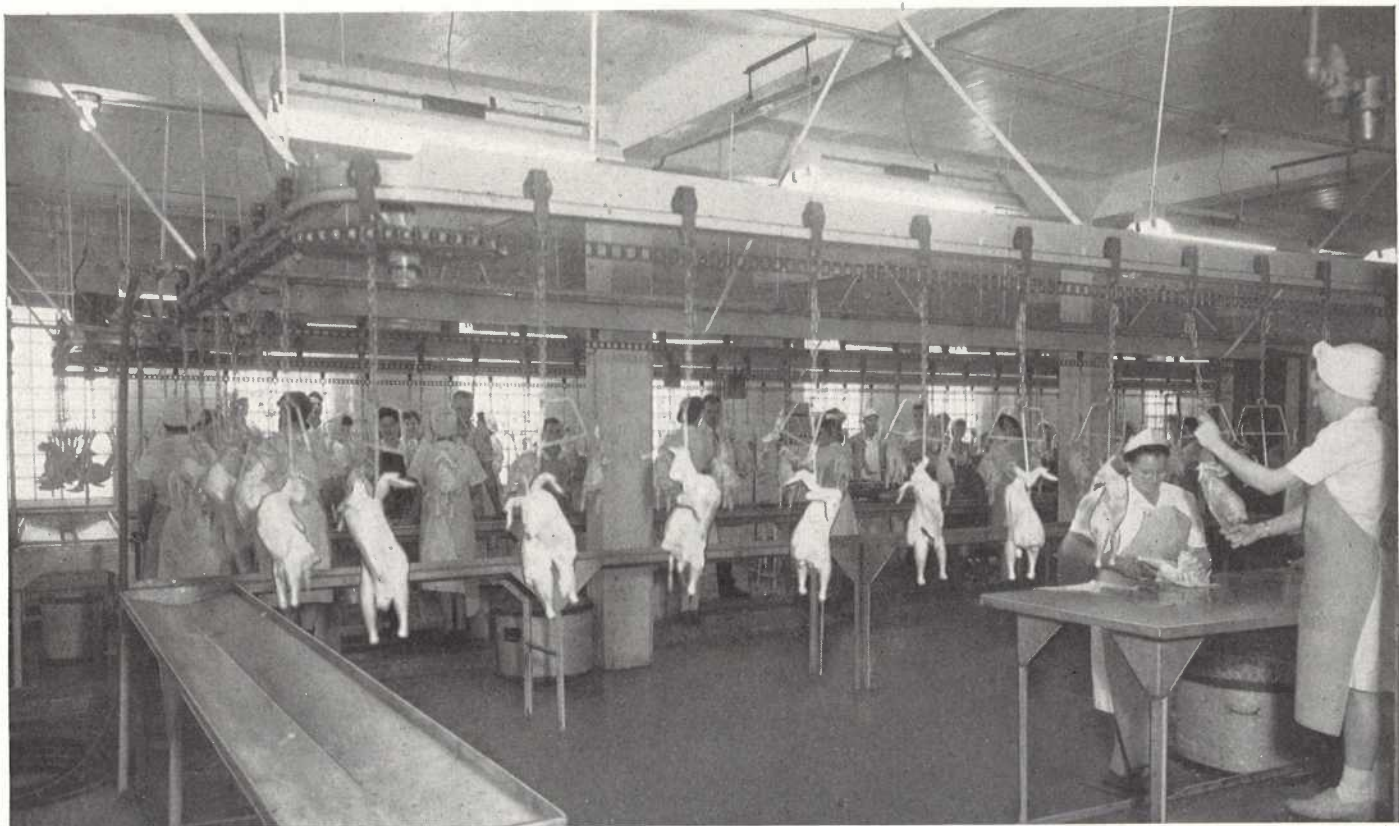
Left, Mr. J. M. Fisch, Hatchery Department Manager, placing eggs in incubator for first 18 days, after which they are moved to the hatcher, shown at right. Heat, humidity, ventilation and regular turning of the eggs are automatic.



Finished, fattened chickens, ready for market, are returned through the receiving room at Worthington, as Mr. Hand, Assistant Manager, looks on.



Feeding room where the chickens are given their final feedings before they are killed, eviscerated and frozen or packed for distribution.



Above, one of the Worthmore eviscerating lines. From the moment the baby chicks break their shells . . . on through the feeding operations, then to the killing, cleaning and dressing, Worthmore producers and employees realize that they are handling a highly perishable product. Extreme care is necessary every step of the way, that the finished poultry shall be the finest procurable; that when it finally graces Mrs. America's table, as whole cooked poultry, or as a mixed poultry product, it shall be one of the finer things of life for those who truly appreciate good eating. Here is modern processing at work!



Killing is done quickly, easily . . . electrically!



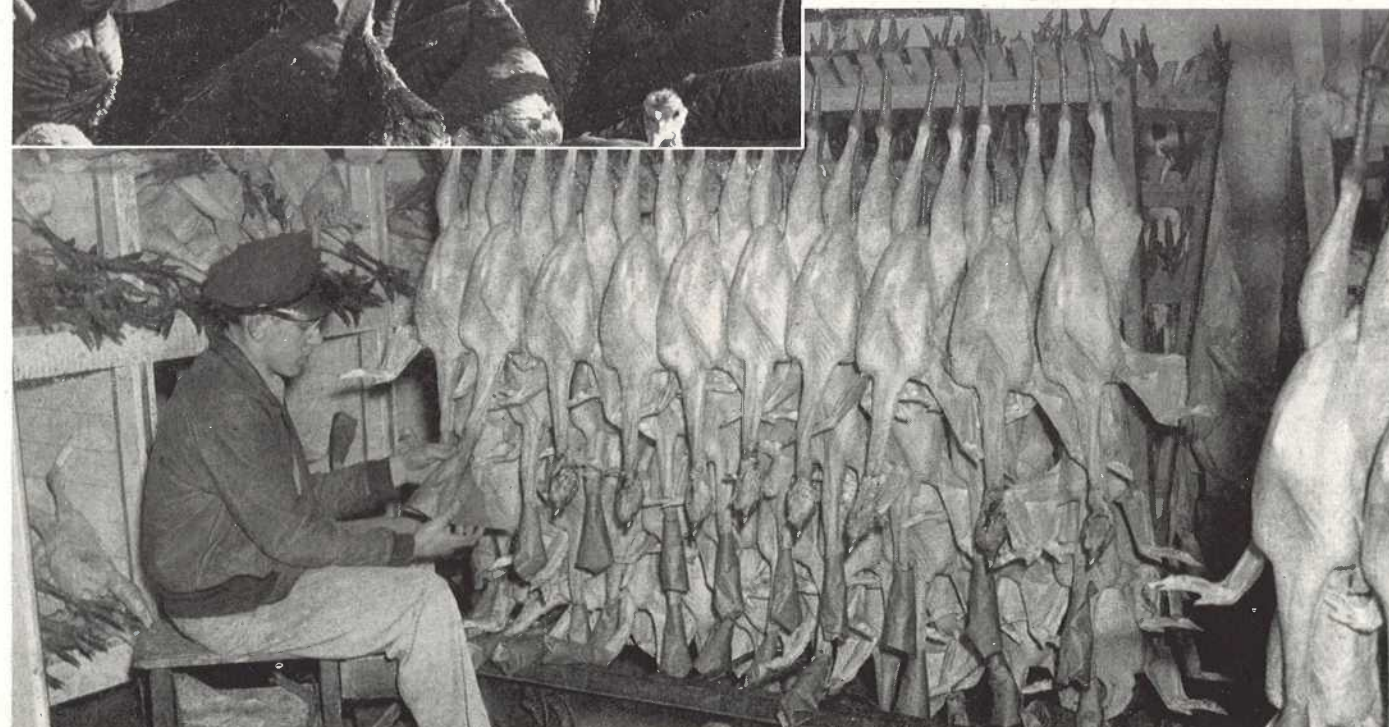
Close-up of one section of a modern eviscerating line.



Don't think for a minute that these Minnesota people aren't proud of their home-grown turkeys! Here is just one of the feeding lots near Worthington.

Close-up of some rare beauties . . . on the hoof!

Dressed Minnesota turkeys . . . food fit for a king!





R. W. Bergstrom, Manager, Worthington Creamery & Produce Co.



Lee F. Little, Office Manager.

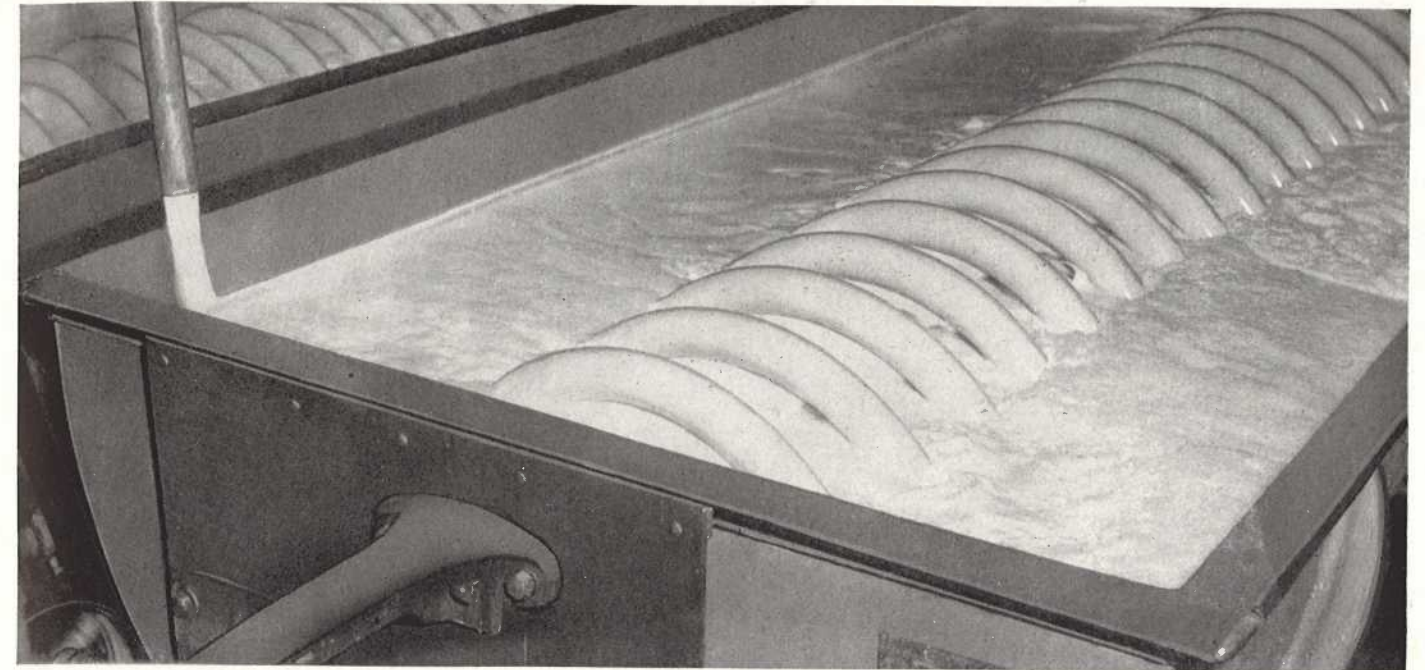
Pictured on this page are the executives who operate the Worthington Creamery & Produce Company, affiliate of C. A. Swanson & Sons. Their chief claim to fame is that they know their business. They have waged a never-ending drive for quality which would put the Worthmore and Swanson labels in good repute wherever they went. They have developed, not only modern plants capable of large scale production of finished poultry, eggs, butter and ice cream, but an operating idea which is described on these pages . . . and which is working splendidly. We wanted you to meet them!



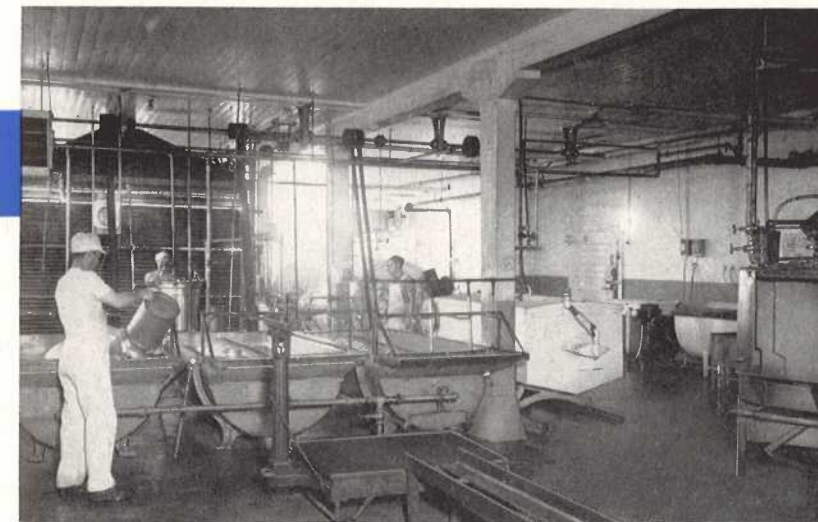
Jesse M. Fisch, Manager, Hatchery Department.



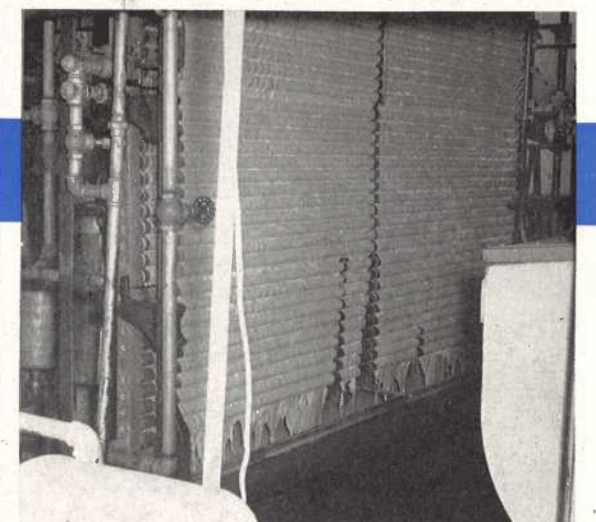
N. S. Hand, Assistant Manager.



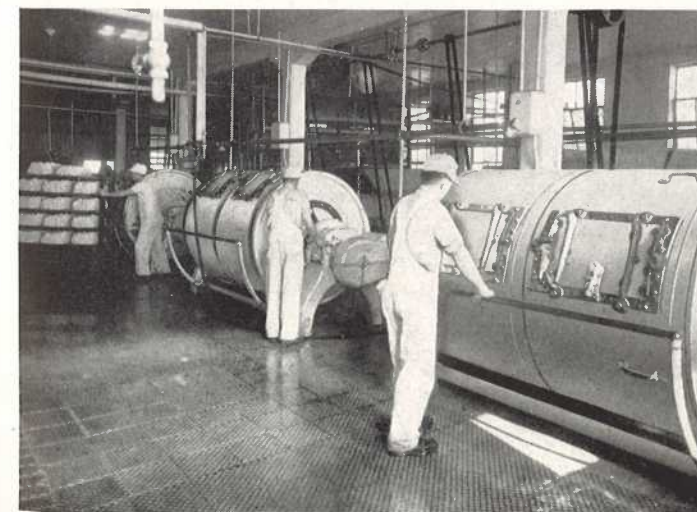
Butter-making at Worthmore. Cream direct from farms is quickly dumped into large vats for initial processing.



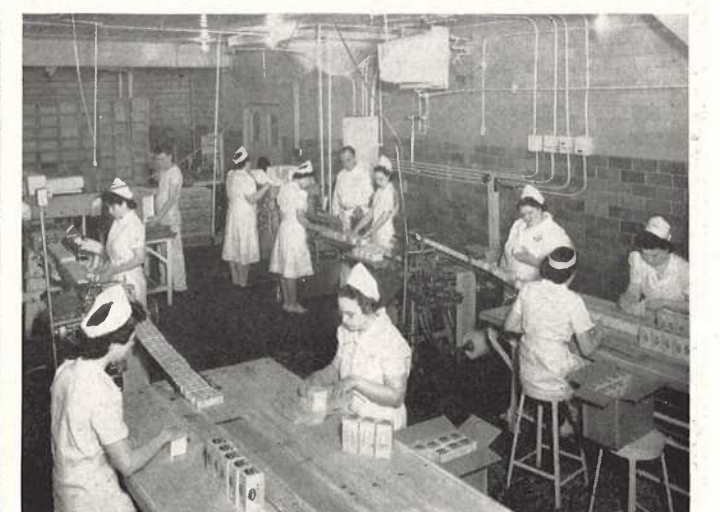
Where the cans of cream are received and dumped.



The cream is then pasteurized.



The churning room at the Worthington Creamery.



The print room.



Worthmore Ice Cream Department. When farmers visit Worthington they often purchase ice cream to take back to the farm with them. Those owning deep-freezers usually "stock up" on the delicious treat. Such is life on a farm today!



Filling the packages of ice cream.



One contented employee to another . . . "Have a soda!"



The soda fountain at Worthington. Builder of good will among local farmers when they "come to town!"



Slayton, Minnesota

Newest of the Minnesota establishments. Contains almost all of the facilities maintained at Worthington.



Slayton has a new and different type of freezer-locker plant. Lockers are under the floor. The renter opens the proper hatch and uses the hoist, as shown here, raising the tier in which the locker is contained.



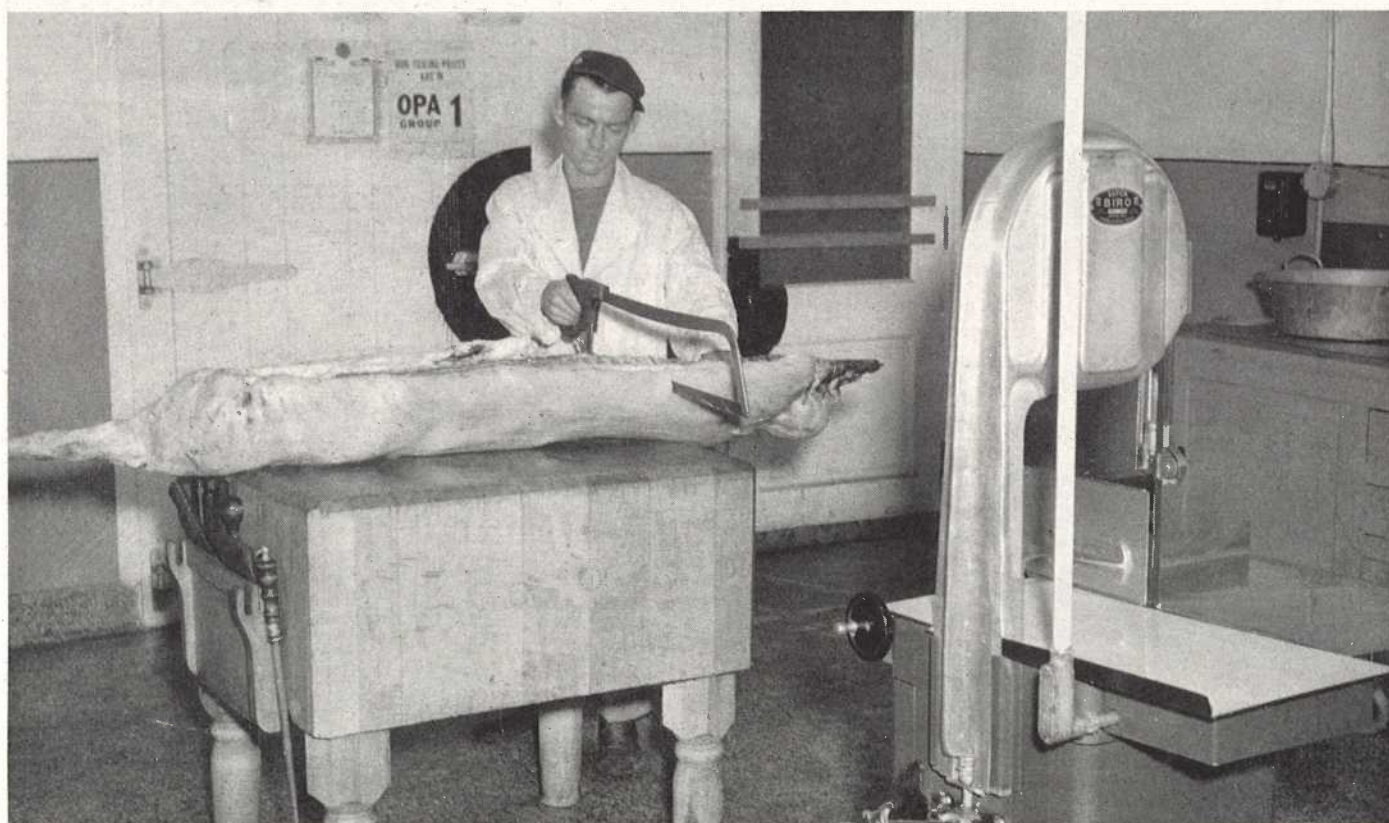
Sharp freezing compartment.



The Slayton soda fountain, haven for tired farmer-business men.



Aging the farmer's own meat in the custom-butcher department cooler.



Cutting up the meat, to be neatly wrapped, sharp-frozen and placed in the farmer's locker where he can take it as he needs it.



Baby chicks from the Slayton Hatchery . . . one day's supply made ready for shipping to local producers. Every one a "U. S. Approved, Pullorum Tested money-maker for the farmer's poultry feed lot!"



Battery of incubators and hatchers at the Slayton plant. Behind these doors, good poultry is starting its long, protected journey to America's dinner tables.



Windom, Minnesota

Another self-contained unit of the Minnesota group.



Luverne, Minnesota

The buildings, the staff, the motorized equipment.



70 Rock Rapids, Iowa

Just over the Minnesota line . . . another unit.



Fayetteville, Arkansas



Boston, Massachusetts



Washington, D. C.

*The Arkansas branch plant
... the Newest Sales branch
... branch plant and sales
office serving the nation's capital*



Fayetteville, Ark.

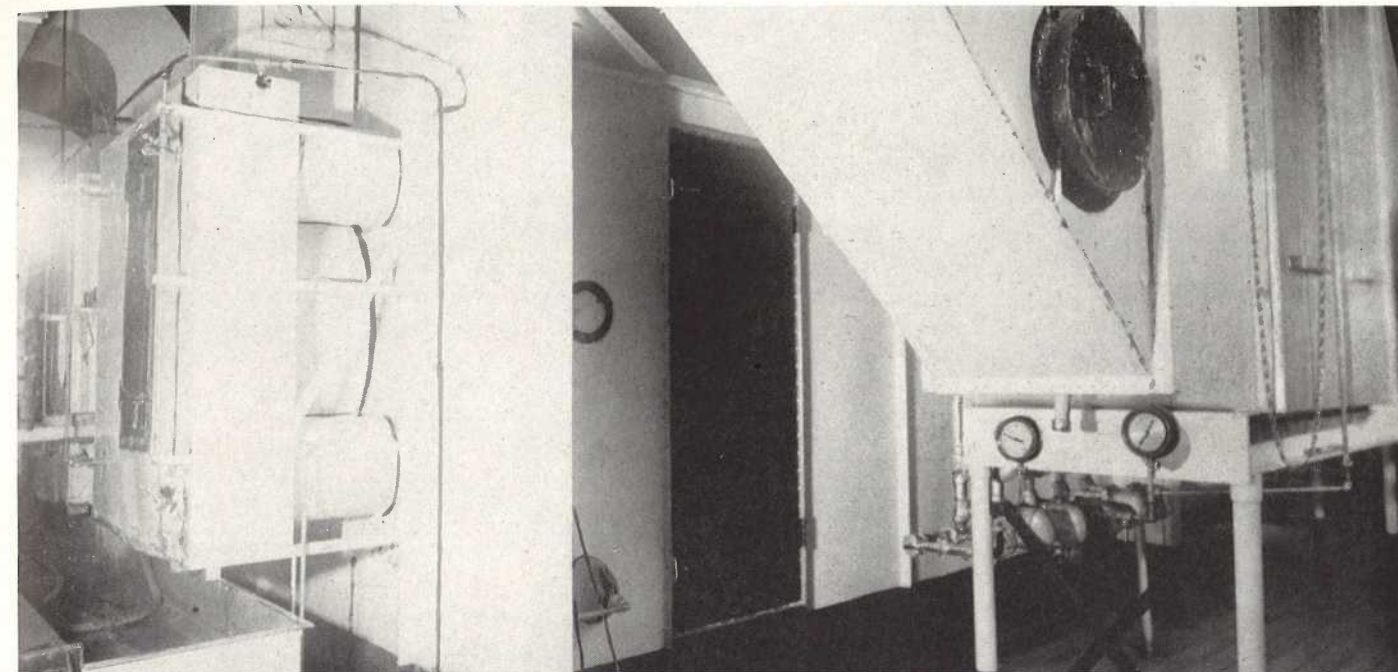
Largest establishment of its kind in the Southwest, the Swanson operation at Fayetteville, Arkansas, is known as Jerpe Dairy Products, Inc. An excellent source of shell eggs and creamery products.



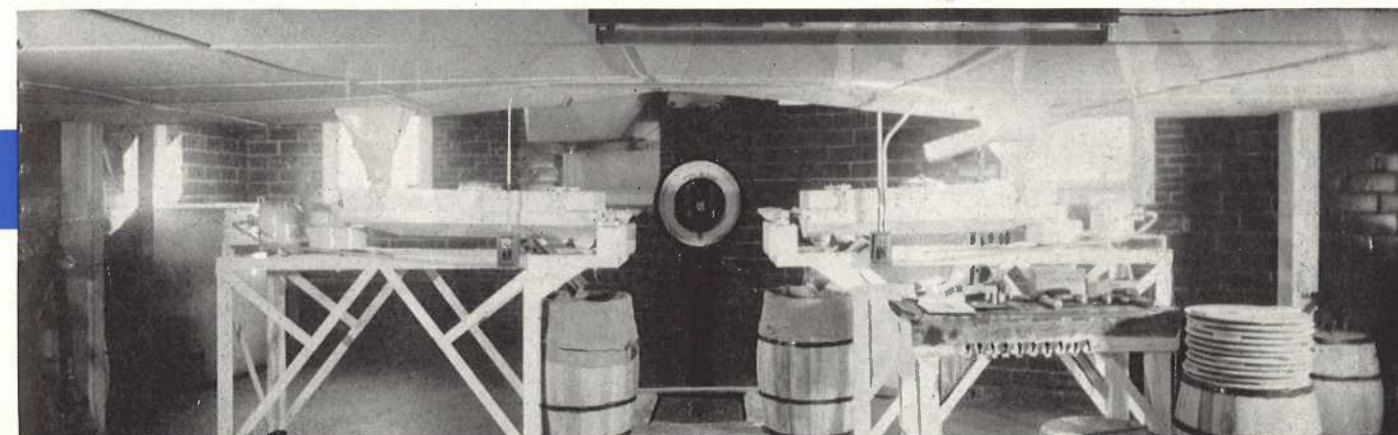
Another conference on quality! Left to right, George Melbourne, General Manager; Henry B. Shreve, Assistant Manager; Bennie Woods, Butter Maker, and C. C. Daily, Foreman. The Fayetteville Division was given the coveted Army-Navy "A" Award for achievement in war food production!



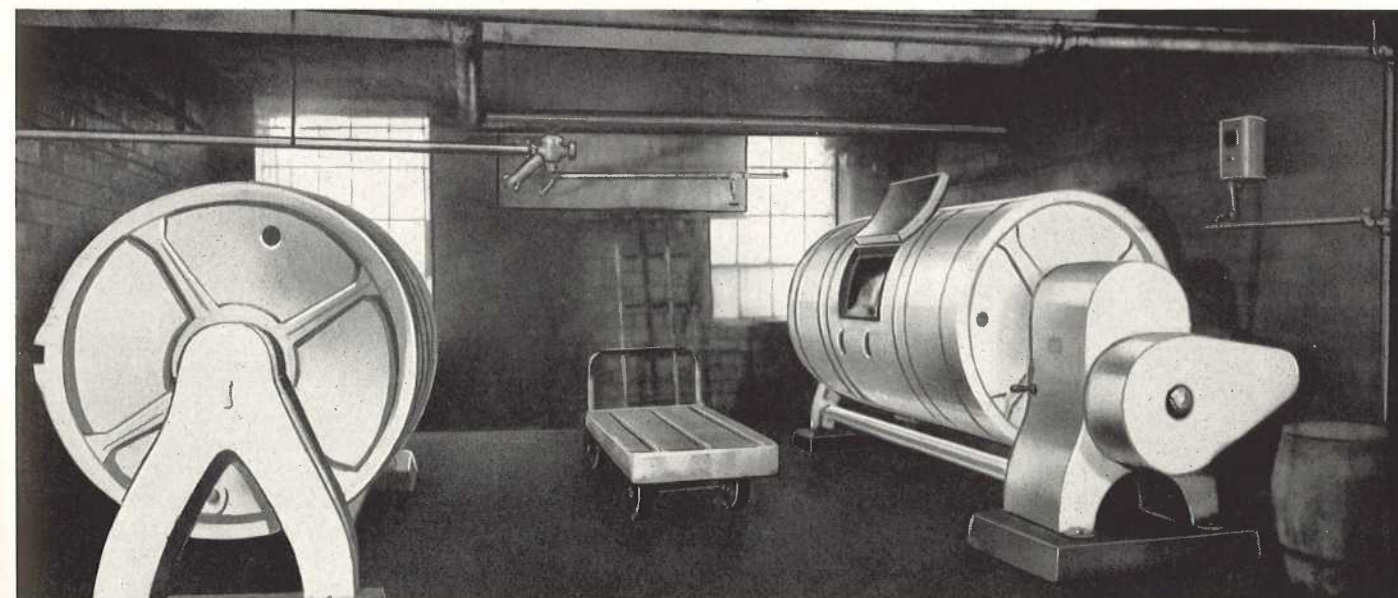
Egg breaking and drying at Fayetteville during the war . . . 1,200 cases per day for the Army, Navy and Lend-Lease!



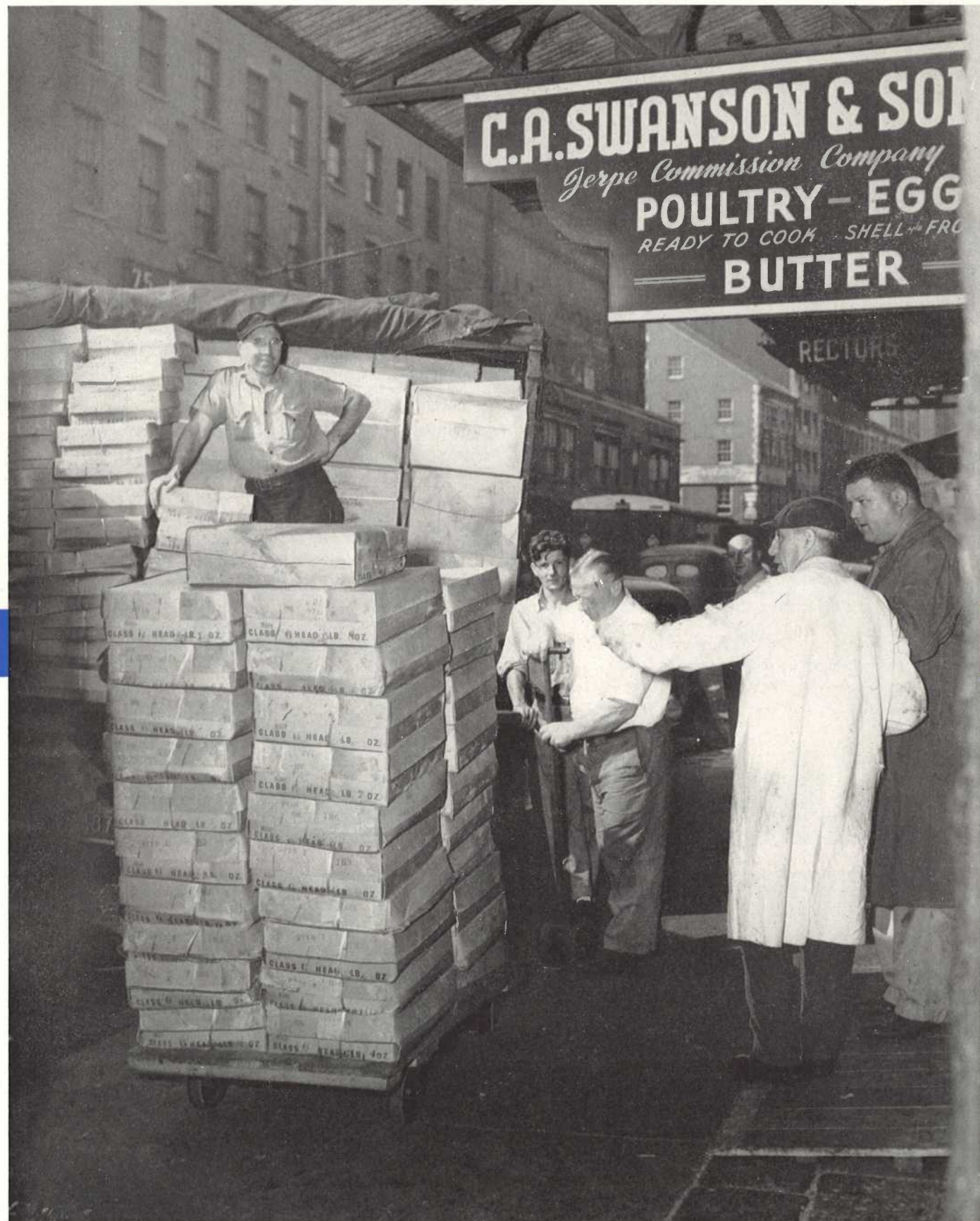
Mammoth egg dryers, now converted for peacetime production, are preparing to produce powdered milk products.



Where many thousands of barrels of wartime powdered eggs were filled.



Churn room in the Fayetteville Creamery Department.



At his desk . . . Nate Hosmer, Manager of the Boston sales branch.



Jerry Mackey, Office Manager of the Boston Branch.



Receiving room of the freezer-warehouse.



Washington, D. C.

Affiliated Branch Plant serving the nation's capital, including the leading hotels, restaurants, railroads, commissaries and institutions, as well as retail stores.



The Washington staff shown in the company's receiving and shipping room. Fourth from the left is William Joern, Manager . . . and to his left, Mrs. Gale E. Pugh.



Poultry procured from the New England producing areas are eviscerated for local distribution.



Feeding station . . . for fine, plump birds!

Affiliated:

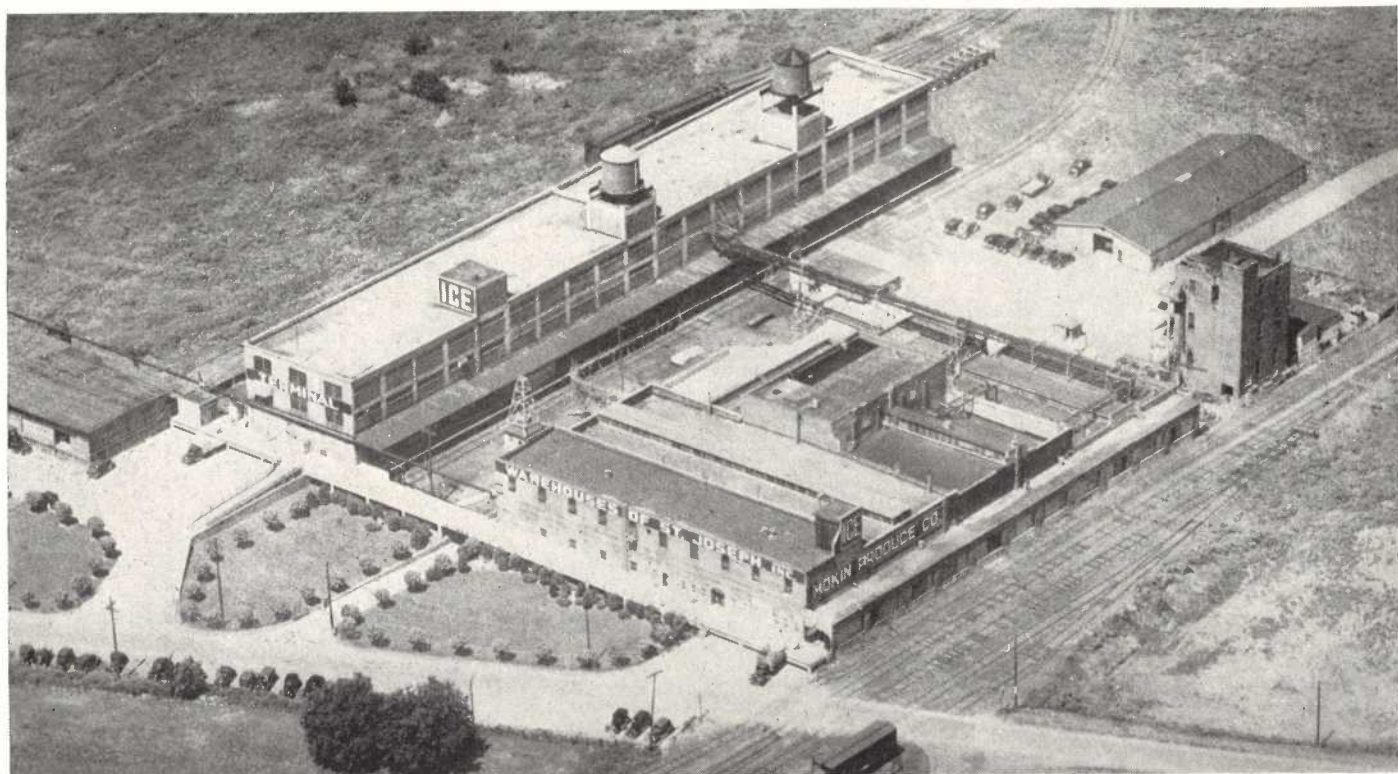
The Mokin Produce Co.

Terminal Warehouses

of St. Joseph, Inc.

St. Joseph, Mo.

- Poultry and egg processing*
- *Cold storage and sharp freezing facilities . . .*
 - *Ice making • Dry storage and warehousing*



Air view of the affiliated Mokin Produce Company at St. Joseph, Missouri, showing Eviscerating Department and Cold Storage Warehouse (long building at top); offices, ice plant and power room (building at center).



Mr. Harry Herschman, President. Mr. Harold Gilbert is Secretary and Treasurer; Messrs. C. A. Gilbert and Clarke Swanson are Directors of the company.



Mr. Walter Shanks, Vice-President and Production Superintendent.



Huge egg breaking room at St. Joseph, Missouri . . . operating at top speed.



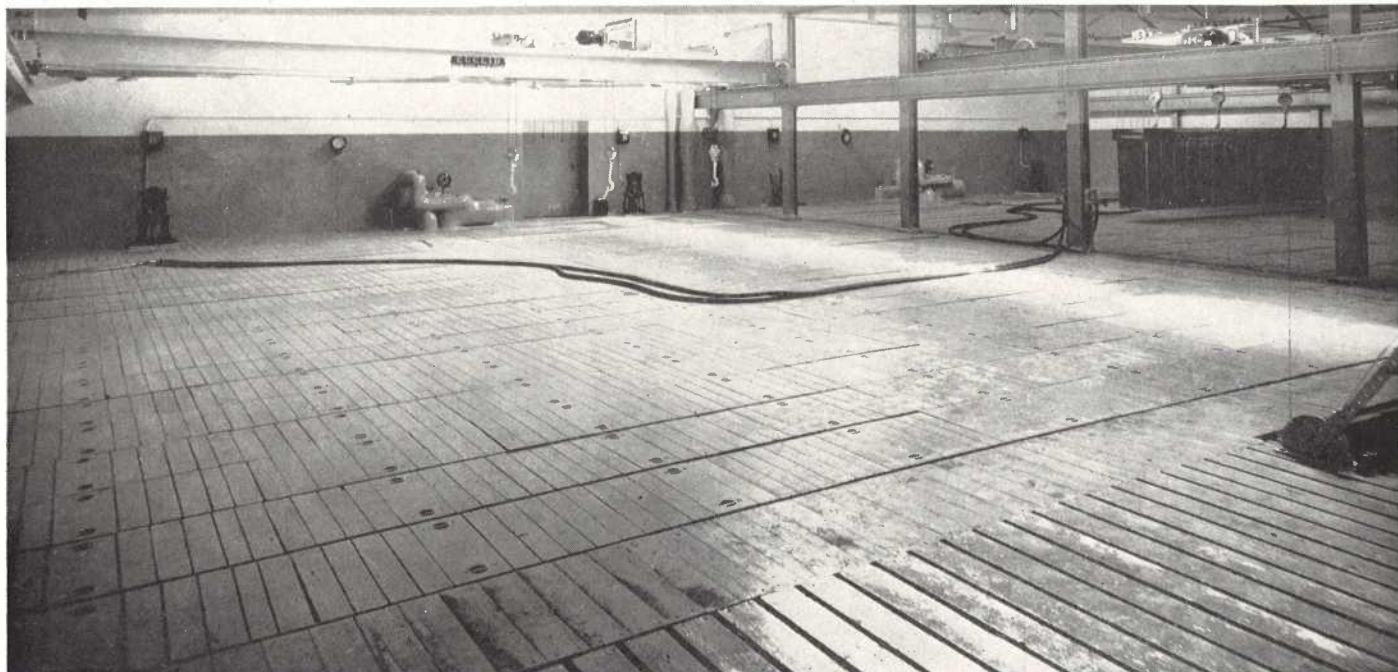
The Accounting Department, Center, facing camera, Mr. Gilbert, Sec'y and Treas.



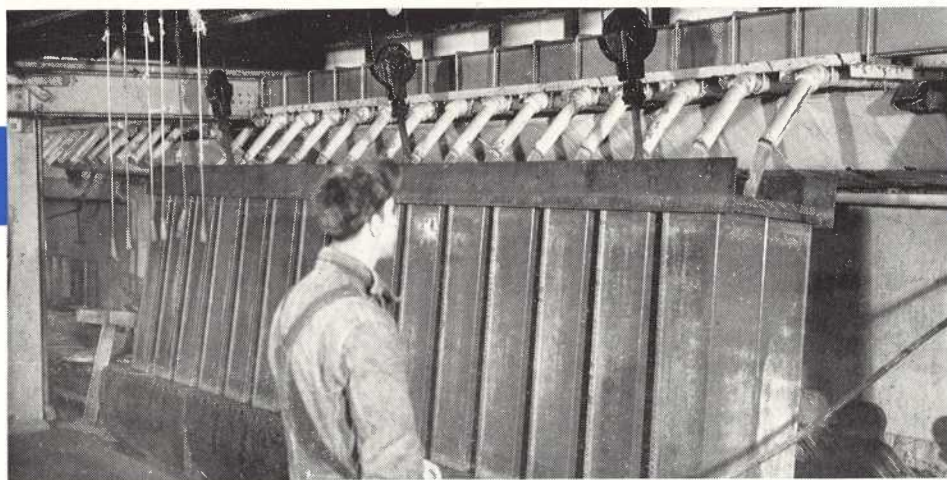
Government Inspector on the turkey eviscerating line.



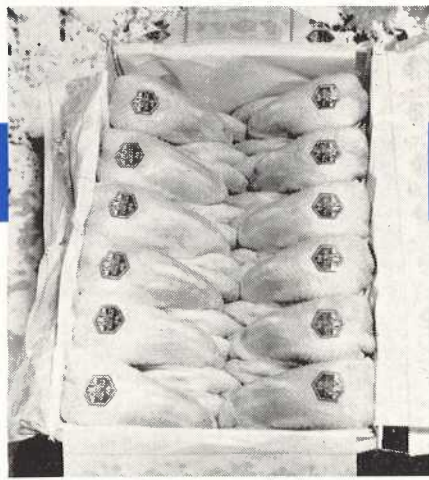
Local receiving and buying station, in downtown St. Joseph.



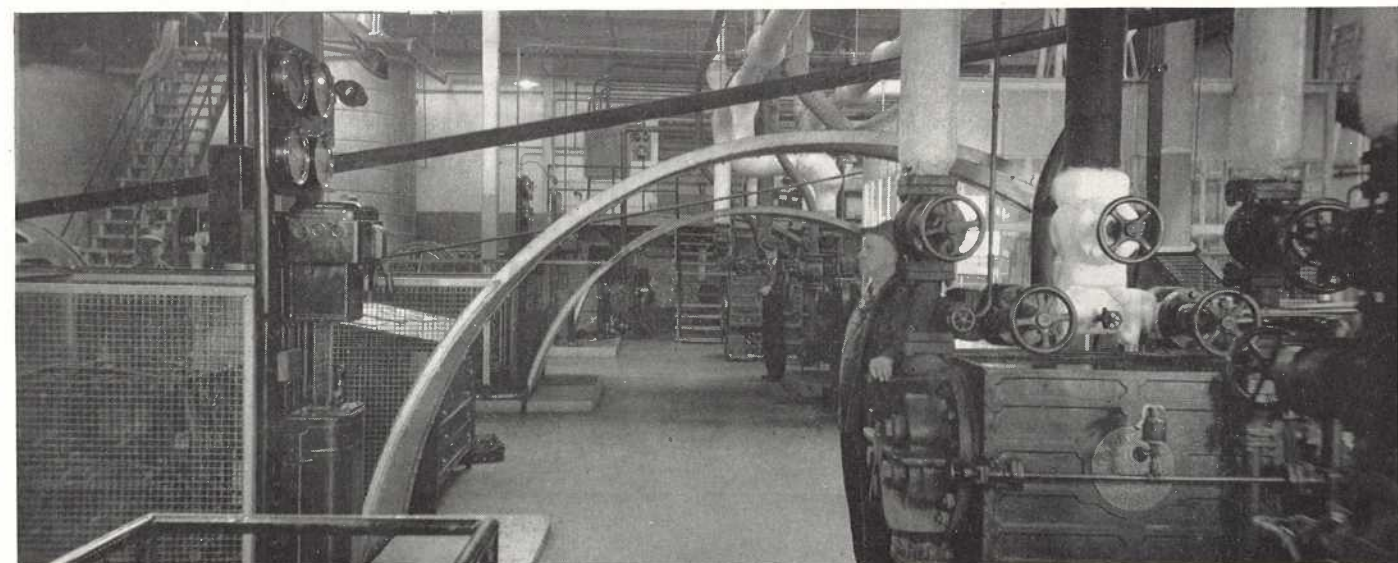
Mokin Produce Company's ice manufacturing plant . . . capacity 6000 tons!



Filling the ice cans, to be lowered into the freezing compartment.



Made in St. Joe . . . and Grade "A"!



The power room at St. Joe . . . furnishing the plant's steam, electricity and refrigeration.

For your convenience, here is a list of Warehouses and Sales Offices where Swanson's Foods may be purchased. Members of the Swanson sales organization located at these points will gladly consult with you on the subject of food procurement . . . and refer you to your nearest Swanson Distributor.

C. A. SWANSON & SONS

90 S. Market Street
Boston 9, Massachusetts
Phone: Lafayette 7020-21
NATHAN D. HOSMER, Manager

C. A. SWANSON & SONS

110 North Franklin Street
Room 1615 Merc. Exchange Building
Chicago 6, Illinois
Phone: Randolph 9780
MARK STEWART, Manager

JERPE DETROIT CO.

Grand Trunk Warehouse &
Cold Storage Company
1951 E. Ferry Avenue
Detroit 11, Michigan
Phone: Plaza 4632
WM. PURCHAS, Manager

LOUIS F. NATHAN (REPRESENTATIVE)

Room 322
Board of Trade Building
Norfolk, Virginia
Phone: 2-4878

C. A. SWANSON & SONS, INC.

American & Berk Streets
Philadelphia 22, Pennsylvania
Phone: Nebraska 3400
LEO A. MURRAY, Manager

C. A. SWANSON & SONS, INC.

111 Tenth Avenue
New York 11, New York
Phone: Watkins 9-5150
DANIEL BOEHM, JR., Manager
Poultry Division
RAY W. WALLER, Manager
Butter and Egg Divisions

GALE E. PUGH COMPANY, INC.

1147 E Street S. W.
Washington 4, D. C.
Phone: District 9206
WM. JOERN, Manager

GEORGE MAKINS (REPRESENTATIVE)

24 California Street
San Francisco 11, California
Phone: Garfield 5350

IT'S the story of several million precious cans of Swanson's Chicken with Vegetable that went in K-Ration kits to the Normandy beach-heads; to Guam - Saipan - Okinawa - Luzon - and everywhere with G. I. Joe. The tremendous story of literally billions of eggs broken and powdered to the Army's specifications, with Swanson's one of only six organizations in America selected for the difficult job. It's the pitiful story of helping Uncle Sam, the humanitarian, with the feeding of beaten, starved, homeless peoples, giving them nutrition and new hope! It's the joyful account of a bunch of kids in a steaming jungle, very far away from home, exclaiming over a Sunday dinner from a field kitchen . . . a chicken dinner, with Swanson's Boned Chicken as the principal course! Swanson's are proud of their tremendous production of war foods, and especially proud of 3,000 loyal employees . . . real Americans . . . who pitched in and made a regular habit of accomplishing the impossible. To all of us, the fighting men came first, and for long intervals a generous share of our production went to war. G. I. Joe did a wonderful job . . . and we helped!

Time out in Normandy
(D-Day plus 3)
for a—Swanson's
Chicken and Vegetable Dinner.



U. S. Signal Corps Photo

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