

Big Ben

A Westclox Alarm



For the Cream of the Day

TWO A. M.—inky dark—that's when Big Ben starts the milkman's day.

Out of bed like a boy going fishing—nudges Big Ben to a hush—takes up the tune as he whistles to work.

You've heard that patter of nimble feet—the clink of bottles in the wire tray—the rattle of boxes, of cans and ice—the giddy—the wheels—the merry tune—all wonderful of the world at sleep. You've wondered.

Try Big Ben yourself a little earlier. See how he'll bring you the cream of the day—rich morning hours that start you right and stretch out till night with minutes plenty for every task. And you'll take up his tune and smile through the day.

Big Ben is six times factory tested. At your dealer's, \$2.50 in the States, \$3.50 in Canada. Sent prepaid on receipt of price if your dealer doesn't stock him.

Westclox folks build more than three million alarms a year—and build them well. All wheels are assembled by a special process—patented, of course. Result—accuracy, less friction, long life.

La Salle, Ill., U. S. A.

Western Clock Co.

Makers of Westclox

Other Westclox: Pocket Ben, Baby Ben, America, Bingo, Sleep-Meter, Lookout, Ironclad.



"Why the Spring Needle Rib?"

BECAUSE the Spring Needle Ribbed Stitch gives to the fabric an elasticity possible in no other way. There is a springy, rebounding strength to every garment that brings it back to normal shape the moment the pressure is removed. In all popular fabrics and sizes, for men, women and children.

Watson's SPRING NEEDLE RIBBED
UNDERWEAR

The Watson Manufacturing Company, Limited, Bradford, Ontario

A Farmers' Packing Plant

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more favorable market. In five months operation 650 head of stockers and feeders have been sold back to the country from this little plant at a profit. At present 18 head of cattle, 20 calves and 170 hogs, as well as 10 brood sows, are being fed. As mentioned, the pigs from these sows will be either sold or raised at the plant. Up to the present 12,000 pounds of pork has been finished off by feeding. Corn and hominy meal are the two main feeds. This work, of course, is not carried on extensively, but solely to cover up any possibility of loss and secure extra profits very easily made.

The Supply of Livestock

The week before I visited this plant, June 15, 180 wagon loads and seven cars of stock were received. The supply has run up to 250 wagons and 17 cars in one week. The quality of the beef runs from medium to good, or usually at least two or more grades lower than the best on the Chicago or St. Paul markets, i. e., choice and prime. This lack of the highest priced cuts does not interfere with the business here. The local market in which a large proportion of the product is marketed does not demand it, and such high priced meats would have to be shipped out again, and the margin of profit on a small quantity would be small. As stated this district leans more heavily to dairying than beef raising, which helps to account for the large number of splendid hogs reaching the plant. They are usually well finished and run 225 to 300 pounds.

The supply of livestock is drawn from 60 miles south and east and 130 miles north and west, including six counties, all in Wisconsin. Twenty-two cents per cwt. is the highest freight rate and three cents the lowest. A few cars were drawn from South St. Paul early last March due to shortage at Wausau. Since that time, however, some forty shipping associations have been organized. These are much the same as the Equity Associations, but are under almost complete control of the manager of the packing plant. The latter has the power of discharging such managers, and pays their expenses by check direct from the plant after each shipment. Only stockholders' stock is shipped except in case of shortage.

Some of the Products

To describe the plant in detail would serve little purpose in this article. To appreciate the workings of a packing plant one must go thru it. The Wausau plant is just as complete and efficient as the larger plants in practically every particular. The cattle are weighed into the yards, weighed when ready for the cooler and weighed out of the cooler, so that ample figures are kept on every animal passing thru. Every bit of offal is most carefully handled. There isn't the semblance of waste about the plant. Beeves are usually killed in the forenoon and hogs in the afternoon. The freezers hold 100,000 pounds.

A specialty is made of sausages, and no finer sausage room could be found anywhere. The most up-to-date machinery, necessitating no direct handling by the workers, aluminum topped tables, cooking vats with hoods to prevent the steam rising to the ceiling to drip away later, trolley cages on rails, eliminating the old truck system, etc., are some of the things in this plant not to be found in some large so-called most efficient ones. The sausage store-room was beautiful, and as we walked thru it Mr. Hoopman handed me a wiener. I am not fond of weiners, but I really liked that one. All the product is under most rigid inspection, as also are the sausage machines.

We have never seen nicer smoked hams or bacon than came from the smoker room of this factory. A very mild cure has been got which has made a rather keen demand already for this smoked meat.

The cured meats are put up in standard vats of 1,500 pounds, each with the grade, vat number, name of product and date of final curing on each. The curing cellar holds 350,000 pounds.

There is a special room in this abattoir for meat killed for the city trade, thereby taking the place of a municipal abattoir. All the special cuts, etc., or early delivery stuff is kept in this room.

Two brands of lard are made—Purity and Valley—which are the best and standard, respectively. Pure home rendered lard is also prepared. This lard manufacturing room is as complete and as fully equipped as larger ones. Mr. Hoopman pulled off lids here and there indiscriminately, and the same uniform beautiful appearance and quality seemed to characterize the whole supply. As stated before, a totally new man had to be trained by the manager for this work, but he is now putting up an excellent product.

One grade of fertilizer is made, but no stock food is turned out. The latest machinery is in use for this work. All the foul odors from the factory are drawn off by the most complete ventilating system known to abattoirs. The soluble gases are washed out by a water spray or scrubber and the insoluble pass on to the furnace room. The whole plant is remarkably free from that delightful odor so common to packing houses.

A special hide cellar is provided. Here hide beds are laid down under rock salt. Grading is carried on, of course, and a much better price secured than the small country dealer can get. These are handled on practically the same basis as packers who sell in straight car lots. Hides tie up a lot of money and a very small lot of them in a cellar keep much capital out of other uses. In one shipment recently the factory had \$5,600 worth and in another \$4,300 worth.

Elevators in the abattoir run to inedible departments only, and no edible stuff is handled on them. This saves danger of contamination. The architects were practical packing house men, one having been master mechanic and architect with Swifts for twenty-five years.

Distribution of Product

A large proportion of the product of this factory is disposed of within a radius of 75 miles or less. This is true of practically all the sausage output, which now runs 19,000 pounds per week and, which it is expected will soon amount to 25,000 pounds weekly. There is a strong demand for this sausage, so that the output has grown to the above figures from 4,000 pounds made when the factory was opened five months ago. Pork cuts, outside of whole carcasses, shipped within the radius mentioned above amount to about 30 to 40 thousand pounds weekly, and carcasses, mainly beef, in the same territory run 30 to 60 head per week. One or two cars of veal halves per week are shipped to Milwaukee. One car was loaded the afternoon I was at the plant for which 16½ cents per pound was got. Part of a car of cured meats, such as hams, bellies, fresh pork loins, shoulders and offal is sold in Milwaukee weekly. Nearly all of this is sold direct to the trade in that city before arrival of the car, which enables delivery to be made direct to the customer from the car.

Shipments of cured meats—largely hams and bellies—are made regularly to Chicago, Milwaukee, New York, Montreal and Toronto in car lots. One shipment of the highest priced meat the plant has sold was sent to Winnipeg. Stockholders are sold meat in 100 pound lots on the same basis as any mail order house would sell, which is only a trifle higher than the wholesale rate. All freight and express charges within a radius of 200 miles are prepaid.

The fresh meat from this abattoir will hold up locally one or two days longer than meat shipped in from outside, and hence the preference and advantage in the local market. This is one of the great advantages in this plant. The local market takes a large proportion of the still uncured meat as well as the special product like sausage.

The natural question, of course,