

Where Is All the Meat?

an address by

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President

WILSON & Co., INC.

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"*W*HERE is all the meat?" That's a familiar question today and I welcome this opportunity to discuss with you, in the next few minutes, where some of our meat is going.

It is on battle-ready cruisers knifing through the Pacific, it is with GI's on Okinawa, it is in the kits of air crews bombing Tokyo, it is with our victorious armies in Europe. Wherever there are American fighting men, there is meat, giving them stamina and strength—munitions of war which sustain life and health.

Just as meat makes the meal, so meat makes the man. Our armed forces, fully aware of the importance of protein in the soldier's diet, prescribe a pound of meat for each fighting man a day, because meat is the one best source of high quality protein. This is the reason why our 12 million men and women in service, only about 9% of our population, require nearly 50% of all of the meat produced in federally inspected packing plants.

Streamlined warfare demands streamlined food. In the last war, beef was shipped to our armies in quarter carcasses, which were bulky and required countless ships to transport overseas. Today, beef going to our armed forces is boned and packed in uniform 50 pound fibre cases, separated into roasting and frying cuts, boiling and stewing beef, and ground beef. This compact, easily prepared, frozen, boneless beef not only has meant better meat for our fighting men, but conservation of valuable shipping space.

Boneless Beef, important as it is, is not the whole answer to our Army's meat problem. Advancing units, moving ahead of field kitchens, paratroopers "hitting the silk" over enemy territory, fast-moving tank crews slashing into enemy country, have to have meats that can be eaten without further preparation or that can be prepared easily under combat conditions.

To meet these needs, our Company and other packing companies, working with men of the Quartermaster Corps, developed many new kinds of canned meats, varying from dehydrated corned beef hash and canned sliced bacon to deliciously broiled hamburgers packed two to a tin for individual rations.

Nor has victory in Europe brought a reduction in the amount of meat required for our armed forces, for unlike guns and other destructive munitions, the Government requirements for constructive meat today are taking a larger percentage of the Wilson & Co. total output than at any time since the war started. Whereas some industries are already receiving reductions or cancellations of war orders, our plants are being urged to step up production today in every way possible.

Where else is the meat going? The U. S. Department of Agriculture has estimated that the staggering total of 12 million tons of foodstuffs will be required for European relief during the next twelve months. If we would have these tragedy-stricken countries of Europe regard with favor and hope the democracies which our country represents, we must give them what the totalitarian states failed to give.

We must temporarily provide them with the essentials of life while starting them on the road to self-sufficiency. It then becomes plain self-interest on our

part to supply these essential foods to protect ourselves and our children from the danger of chaos and a third world war.

And still another important and unnecessary claim on our meat supply is the Black Market. These things are "Worth Remembering" when we are tempted to patronize black markets, either by buying rationed foods without points or by paying above ceiling prices for scarce foodstuffs. Every time we purchase black market meat, we keep increasing the meat supply sent through illegitimate channels—often uninspected meat obtained through wasteful slaughtering. Furthermore, we are increasing the prices for the boys coming home from the fronts. None of us enjoys doing without, just as, indeed, none of us enjoys fighting a war,—but we can do both.

The wonder to us, therefore, is not that meat for civilians is scarce, but rather that we have as much as we do. We don't seem at all surprised that he cannot purchase a new car or a new home while we are fighting this all-out war, yet some seem disturbed to find meat, at times, unobtainable, although knowing full well meat is a vital munition of war.

Perhaps out of this experience some good may come. Many of us had become accustomed to taking too much for granted. Besides our liberty, which we assumed would always be ours without question, we assumed (also erroneously) that we would always have plentiful or surplus food supplies. During these tragic war years we have come to learn that we cannot take these things for granted. Food, like liberty, or health, is something none of us appreciates fully until he is deprived of it. Out of our war experience, with all of its great tragedy, let us hope that we, as a people, will have learned to give new meaning to our prayer, "Give us this day our daily bread".

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"Worth Remembering" features fine vocal and orchestral music, and constructive messages from heads of business corporations. It is presented by CENTRAL REPUBLIC COMPANY as a tribute to the achievements of American Industry . . . to the ingenuity and efficiency of our business leaders . . . and to the cooperation of the American Public who have helped make these achievements possible.

It's Worth Remembering

. . . . that Private Enterprise through fires, floods, panics, earthquakes and SEVEN wars has proved—over a period of 169 years—that it can out-think, out-invent and out-produce any other form of industrial system yet discovered.

We at Central Republic Company are proud to be able to serve the Business and Industry that have made these achievements possible. In the future, as in the past, we will continue to do our part by helping to meet the financial problems that naturally arise as Private Enterprise continues its rightfully merited task of producing the finest products that can be made . . . of providing more and better jobs for more people . . . and of establishing a higher standard of living for ALL THE PEOPLE.

Furnishing money to responsible private and public enterprises is one of the main functions of Central Republic Company. Corporations needing additional capital for conducting their business, for reconversion, for consolidation or for expansion are invited to discuss their requirements with us in the strictest confidence and without obligation.

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