



THE WIDE WORLD OF BEATRICE BRANDS

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Since 1894, when it took root in the town of Beatrice, Nebraska, the company's family tree of fine products has branched steadily in many directions.

Today, Beatrice Foods Co. is a multi-national corporation, predominantly engaged in food processing and related products and services, with sales of \$2,500,000,000.

It is an international family of almost 60,000 employees with more than 600 plants, branches and major sales offices in the United States and 28 other nations. The company's 11 divisions—Dairy, Grocery, Peter Eckrich, John Sexton, Confectionery, Chemical, Manufacturing, Educational and Consumer Arts, Warehousing, Agri-Products and International—produce and distribute more than 8,000 products. Virtually every one of these is a specialty item, including 4,000 convenience foods. Within each division is a blend of talents, resources and the "know-how" to produce many more products and to serve and expand many more markets, both nationally and internationally.

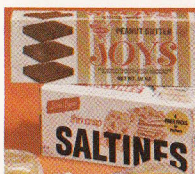
But despite its growth, Beatrice Foods has maintained its neighborly approach to doing business. With a family spirit and a deep sense of community responsibility, Beatrice still is local in character. This de-centralized management structure is a primary reason for its progress.

This booklet is but a prelude to the future. While we are proud of the past and present progress, the continuing aim of Beatrice Foods is to produce only the highest quality products from the finest plants in the world.

William G. Karnes
Chairman of the Board
Chief Executive Officer

Don L. Grantham
President
Chief Operating Officer





DAIRY PRODUCTS



Beatrice Foods dairy operations are more national in scope than those of any other company, distributing quality products in 46 of the 50 United States.

Dairy products processed by the company's 85 plants and 190 branches are marketed under more than 20 leading brands, among them Meadow Gold, registered in 1901, Holland, Louis Sherry, Dannon, Swiss Miss, American Hostess, Blue Valley, Supreme, Viva and Johnston's.

Beatrice offers a variety of more than 600 dairy and dairy related items to appeal to every taste, ranging from rich creamy ice cream, a rainbow array of sherbets, cool fresh milk, butter famous for its farm-sweet flavor, chocolate drinks, ice cream novelties, egg nog, all your favorite cheese varieties: sharp, mild, mellow and cottage.

Beatrice dairies are specialists in tasty foods such as healthful yogurt with raspberries, strawberries or many other flavors added as well as Yogurt Fruit Sundaes® along with instant orange drinks, fruit drinks, creamy chocolate beverages, snack dips and ready-to-serve desserts.



The Dairy Division also manufactures an extensive line of special powders and flavors used by many companies in convenience foods and mixes. Almost any time you flip a flapjack, whip up a batch of cookies, make a chiffon pie or prepare a cake or icing, it's likely to be one made more nourishing and tasty with Beatrice special dairy ingredients made by drying or fermentation processes pioneered by Beatrice.

The division maintains extensive research and development and quality control programs, constantly creating, testing and marketing new and improved products.



DAIRY PRODUCTS,
DAIRY SPECIALTIES

Keller's

BUTTER, EGGS, MARGARINE

HOLLAND

ICE CREAM, BUTTER, MILK,
FROZEN DESSERTS



ICE CREAM, FROZEN DESSERTS,
SPECIALTY FROZEN DESSERTS

DANNON

YOGURT, DANNY (Frozen Yogurt
in Cup or on Stick), BOKOO
DESSERT

**ROYAL
DANISH**

IMITATION DAIRY
PRODUCTS, FROZEN DESSERTS

BLUE VALLEY

BUTTER, ICE CREAM, MILK

Supreme

ICE CREAM

Costello's

COTTAGE CHEESE,
FROZEN DESSERTS



ICE CREAM

ZOOPEER DOOPER

DAIRY SPECIALTIES,
FRUIT DRINKS



YOGURT FRUIT SUNDAE®,
YOGURT.

savarin

ICE CREAM

VIVA

LOW-FAT MILK, ICE MILK,
COTTAGE CHEESE, YOGURT

County Line

NATURAL AGED CHEESE

GOURMET

ICE CREAM



DAIRY PRODUCTS

(continued)

Swiss Miss
INSTANT COCOA

sanna
DAIRY SPECIALTIES

N-RICH
SANNA—NON-DAIRY CREAMER


TWEET
SANNA—INSTANT ORANGE
DRINK

Trop-Bana
COMMERCIAL BANANA FLAKES

SANALAC
SANNA—INSTANT NON-FAT
DRY MILK POWDER

Beatreme
COMMERCIAL DAIRY SPRAY-
DRIED POWDERS &
FLAVORINGS, INGREDIENTS



GROCERY PRODUCTS

Quality and convenience are "built-in" to virtually every one of the more than 4,000 products processed and marketed by the 100 plants and branches of Beatrice Foods Grocery Division.

Beatrice offers a selection of fresh-packed fun treats in tempo with the growing demand for snacks—cashews, pecans or peanuts—in the shell or out—corn and potato favorites, such as potato chips, Korn Kurls, Korn Chips, Taco Chips, shoestring potatoes, some flavored with cheese or catsup, French fried onion rings, pork rind snacks and beef jerky and other dried sausage meat snacks.

Many of the most popular culinary delights of the Far East, Europe and other lands have been re-created in both frozen packages and cans by members of the division's Nationality Group. These include La Choy and Temple Chinese Foods, Gebhardt and Rosarita Mexican foods and G-W, Lambrecht's and Mario's pizza.

Sparkling in glass jars are tangy pickles and relishes, potato salad, olives, maraschino cherries and glace fruits, peanut butter, mayonnaise, salad dressings, sauces and condiments as well as a broad line of glass-packed beets, peas, corn and other vegetables.

Modern food technicians, employing the science of flavor technology, create literally thousands of new flavors using everything from allspice to zingiber. The results include dozens of sauces and gravy mixes, cheese flavored bases, instant liquid meat tenderizers, chip-dip mixes, oleo-resins, glace fruits, fountain syrups, extracts, plus countless spices, seeds and herbs.

Efficient distribution via the Grocery Division's truck network and distribution centers in key markets across the country assures prompt delivery at the lowest cost possible.

NATIONALITY FOODS & PICKLES

Bond's

PICKLES
RELISHES
COCKTAIL ONIONS
PEPPERS
CONDIMENTS
(OTHER BRAND, HOLIDAY)

L&S

PICKLES
RELISHES
CONDIMENTS
(OTHER BRANDS, LUSCO,
CRU-BRO, TOPS)

**Rainbo
AMERICAN**

RAINBO
DELTA
AMERICAN
PICKLES
RELISHES
MUSTARD





CANNED AND FROZEN CHINESE FOODS

FROZEN DINNERS
CHOW MEIN
SOY SAUCE
CHINESE NOODLES
BEAN SPROUTS
WON TON SOUP
BROWN GRAVY SAUCE
EGG ROLLS



FROZEN AND CANNED
MEXICAN FOODS, PIZZAS,
FROZEN DINNERS
DELICATESSEN SPECIALTIES

Temple

FROZEN CHINESE FOODS
WON TON SOUP
EGG ROLLS

Mario's
PIZZA



MEXICAN FOODS (CANNED),
CHILI POWDER
CHILI POWDER
CHILI-OUK
BARBECUE SAUCES
HOT SAUCE
(OTHER BRANDS: EAGLE)
FOIL PACKED SEASONINGS

Lambrecht

FROZEN PIZZAS
FROZEN SNACKS
CHEESE CAKE

G*W

FROZEN PIZZAS

Miracle White

HOME LAUNDRY
CLEANING PRODUCTS

GLASS PACKED & CANNED GOODS

Ma Brown

PICKLES
RELISHES
APPLE BUTTER
BEETS

Mario's

OLIVES
OLIVE OIL
ARTICHOKES
PEPPEROCINI

Aunt Nellie's

GLASS PACKED VEGETABLES
BEETS
PEAS
PEAS & CARROTS
CORN
POTATO SALAD
FRUIT DRINKS



LIBERTY

MARASCHINO CHERRIES,
COCKTAIL ONIONS
GLACE FRUITS

MT. IDA

RIPE OLIVES



SNACKS



ADAMS

KORN KURLS
CARAMEL KORN
KORN KURL RINGS
DIPPY'S
DIPS
POPCORN

KOBEY'S

SHOESTRING POTATOES

PIK-NIK

SHOESTRING POTATOES
CANNED SNACKS



**DIAMOND HEAD
FOOD CO.**

BEEF JERKY
MEAT SNACKS

LOWREY'S

BEEF JERKY
MEAT SNACKS



FRIED PORK RINDS
SNACK SPECIALTIES
(OTHER BRANDS:
RUDOLPH'S, RUDY'S)

KITCHEN FRESH FOODS

POTATO CHIPS
BARBECUE CHIPS
SNACK SPECIALTIES



NUTS
SALTED-IN-SHELL PEANUTS
SUNFLOWER NUTS
DRY ROASTED NUTS
(OTHER BRAND:
TOM SCOTT,
BRAND)

FOOD PRODUCTS FOR INDUSTRY



CAPSICUM SPICES, OLEORESINS,
OLEORESIN CARROT AND
DEHYDRATED PARSLEY
(COMMERCIAL PRODUCTS)



MARASCHINO CHERRIES
GLACE FRUIT
NUTS
TOPPINGS
FOUNTAIN SYRUPS
COLORINGS
EXTRACTS
FLAVORS
FRUIT PUREES

KNICKERBOCKER

MILLS COMPANY
FLAVOR, SPICES, SEASONINGS



FOOD SEASONINGS
FLAVORINGS
DIPS
MEAT TENDERIZERS
SAUCE AND GRAVY MIXES
FLAVOR BASES

MEAT INDUSTRY SUPPLIERS

(FLAVORAMA)
FLAVORS, SEASONINGS

South Georgia

PECANS
(OTHER BRANDS: SUN RAY,
SOUTHLAND)



SPECIALTY MEATS

Mealtime . . . snacktime . . . anytime, there's a tasty meat specialty for every occasion produced by the Peter Eckrich Division, "The House of Fine Meat Specialties" which joined the company in 1972.

Smoked sausage, Fun Franks, ready-to-serve luncheon meats and specialties, sweet-smoked ham and bacon, Pickled Ring Bologna are just a few of the 125 pre-packaged and bulk consumer products marketed under the Eckrich brand, known for outstanding quality and delicious flavor since the turn of the century.

Corned Beef Round, Corned Beef Brisket and other fresh and processed beef products processed by E. W. Kneip subsidiary of Eckrich share the same reputation for top quality. All meat specialties are processed under inspection of the Consumer and Marketing Service of the United States Department of Agriculture.



BAKERY

Every day, Beatrice bakeries hold a veritable cookie carnival. Skilled bakers whip up 93-score butter, fresh milk, selected flours, spices and flavorings and other good things that create chocolate cookies and crescent cookies . . . macaroons and date bars . . . chewy fig newtons, brownies, oatmeal, vanilla and lemon cookies . . . butter cream wafers and hundreds of other cookie wonders.

Looking for a special treat? Try a Burny cake . . . delicious cheese cakes; moist, rich German chocolate cakes, fruit cakes packed with raisins, nuts, glace fruit; egg-rich birthday cakes delightfully iced and luscious with buttermilk filling.

Every morning, Beatrice bakeries turn out literally hundreds of varieties of fresh sweet rolls, coffee cakes and doughnuts for breakfast snacks and just anytime good eating. Then, there is a vast variety of the finest breakfast rolls and breads, hamburger and hot-dog buns. Fresh or frozen, all are blended and baked to the highest standards possible.



VARIETY BAKED GOODS,
FRESH & FROZEN



Mother's

COOKIE COMPANY

COOKIES, RELATED PRODUCTS,
OTHER BRANDS:
ROBERT'S, BARBARA DEE

Little Brownie Bakers

COOKIES, RELATED PRODUCTS

PALMETTO
BAKING COMPANY

FRESH BAKED GOODS,
SUNBEAM BREAD

OSWALD JAEGER BAKING

FRESH BAKED GOODS,
BREAD



COOKIES, SALTINES, ETC.
OTHER BRAND: LARA LYNN

Butter Krust

FRESH BAKED GOODS,
SUNBEAM BREAD

Pap's

DONUTS
COFFEE CAKES, PASTRIES
SWEET BAKED GOODS



CARBONATED SOFT DRINKS

BOTTLING OPERATIONS

CANADA DRY OF LOUISVILLE,
Louisville, Kentucky

CANADA DRY BOTTLING CO.
OF DENVER
Englewood, Colorado

ROYAL CROWN COLA
DIET RITE COLA
UPPER TEN LEMON-LIME DRINK
PAR-T-PAK
Carbonated Beverages
Tonic Water

7-UP BOTTLING CO. OF DENVER
Englewood, Colorado

Bottled at following plants:

GOLD MEDAL BOTTLING CO.
St. Paul, Minnesota
Other Brand—Gold Medal

ROYAL CROWN BEVERAGE CO.
OF OAKLAND, INC.
Oakland, California

ROYAL CROWN OF LOUISVILLE
Louisville, Kentucky
Other Brands—Checkers, Tiger Red

ROYAL CROWN OF LOS ANGELES
Los Angeles, San Diego, Riverside,
California



INSTITUTIONAL FOODS

Dining away from home is one of the fastest growing segments of the food business. Beatrice continues to expand its service to the institutional trade, primarily through the John Sexton Division.

Sexton has established a nationwide network of 15 distribution centers, supplying the food service industry with 3,000 nonperishable products, such as:

Canned fruits, vegetables, juices, beverages, soups, sauces, gravies, prepared foods, meats, poultry and fish.

Also olives, pickles, relishes, preserves, jellies, shortening, dressings, flour and cereal products, baking supplies, confections, gelatine and puddings.

Coffee, tea, hot chocolate and beverage bases.

Dietetic and strained fruits, vegetables, meats and desserts, domestic and imported gourmet foods.

Sexton

INSTITUTIONAL FOODS AND
RELATED PRODUCTS

Shedd's MARGARINE

KEY KO
CHURN GOLD
BLUE RIBBON
SOUTHERN GOLD
SUN VALLEY GOLD 'N KORN
SHEDD'S SOFT MARGARINE

Shedd's

"PEANUTO" PEANUT BUTTER 'N JELLY
PEANUT BUTTER 'N MARSHMALLOW
PEANUT BUTTER 'N GRAPE
SMOOTH & CRUNCHY PEANUT BUTTER
OLD FASHIONED PEANUT BUTTER
PEANUTS
LADY BETTY PRUNE AND
LADY BETTY APPLE-PRUNE JUICE
OLD STYLE SAUCE
ROAST BEEF SAUCE
TARTAR SAUCE



CONFECTIONERY



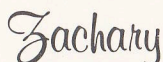
CLARK AND ZAG NUT BARS,
ZIG ZAG, KOKO, CHERRY AND
BANANA JACKS,
COCONUT BAR,
BLACK JACK CARAMELS,
PEANUT BLOSSOM KISSES.

HOLLOWAY

MILK DUDS, FRUIT DUDS,
BLACK COW, SLO POKE SUCKERS,
HI-NOON, FRUIT COW SUCKERS



STIX, FORTUNE KISSES,
TAFFY



LADY CHARLENE CHOCOLATES

Old Vienna
CHOCOLATES



LICORICE AND CHERRY RED BARS,
BITES, WHIPS AND STIX
CHERRY RED, TANGY ORANGE
AND STRAWBERRY PINK
CHEW STRINGS



AFTER DINNER MINTS®,
PARTY PATTIES,
JELLY CENTERS



MRS. LELAND'S CANDY
SPECIALTIES, POLLYWOGS

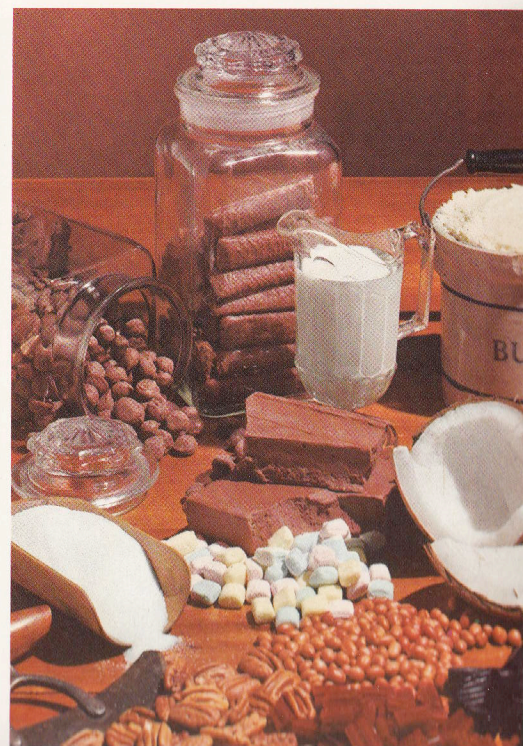
Famous Gourmet
CHOCOLATES

American Gourmet
CHOCOLATES

In the wonderful world of candies, Beatrice brands are popular-priced favorites with young and all.

The division markets hundreds of delectable products—Milk Duds, caramels, Slo-Poke Caramel Suckers, After Dinner® Mints, licorice whips and kisses. There are rich milk chocolates made with only the finest cocoa, butters and sugars; a whole array of candy bars; candies packed with raisins, ready for chewin'—hard candies for crunchin'—savory combinations of nuts, caramel, milk and other good things.

Many of the Beatrice brands have been American favorites for almost a century. They include Holloway, Clark Candies, Richardson Mints, Switzer Licorice, Jolly Rancher, Mrs. Leland's and Lady Charlene.



REFRIGERATED AND DRY WAREHOUSES

The continuing growth of the frozen food industry in this fast-paced age and in computerized warehouse services in which the company is a pioneer offer promise of even faster growth of our Warehouse Division in the future.

The division operates 23 cold storage warehouses and three dry storage warehouses in key market centers across the country with a combined capacity of more than 500,000,000 pounds. Altogether these warehouses probably store more kinds of goods than any other warehouse operation in the world; fresh and frozen foods, meat, fish, and poultry, canned goods and other dry groceries.

Our wholesale frozen food operation distributes more than 2,000 frozen food items, servicing retail super markets and food service operators, including schools, hospitals, air lines, hotels, fast food operators, restaurants, etc., operating in the Chicago market and covering a 150 mile radius.

Currently, the Warehouse Division operates storage facilities at these locations:

Beatrice Cold Storage Division
Denver, Colorado
Lincoln, Neb.

Chicago Cold Storage Division
Chicago, Ill.

Food Marketers
Westchester, Ill.

Grand Trunk Warehouse & Cold Storage Co.
Detroit, Mich.

Inland Underground Facilities, Inc.
Kansas City, Kansas

Lackawanna Cold Storage Division
Scranton, Pa.

Produce Terminal Cold Storage Co.
Chicago, Ill.

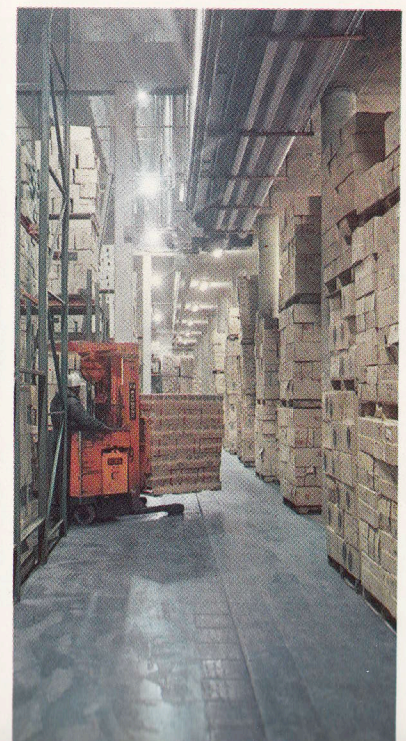
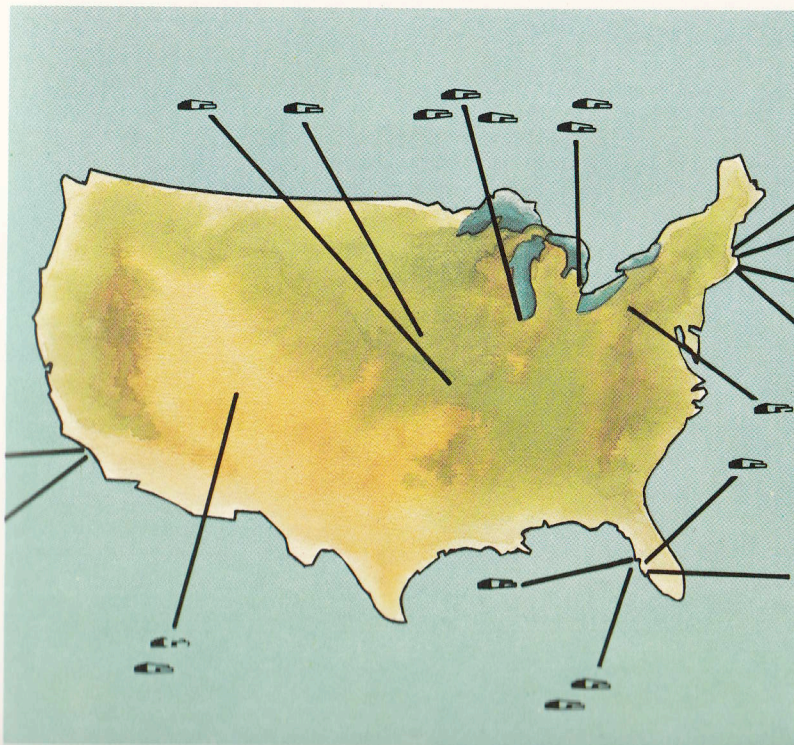
Produce Terminal / Food Marketers
Distribution Center
Chicago, Ill.

Quincy Market Cold Storage & Warehouse
Company, Boston, Mass.
Gloucester, Mass.
Portland, Maine

Soo Terminal Warehouse Division
Chicago, Ill.

Tampa Cold Storage & Warehouse Corp.
Tampa, Fla.

Terminal Refrigerating Company
Los Angeles, Calif.
Burbank, Calif.



AGRI- PRODUCTS

As the human population increases, so does the animal population that serves us. One of the prime functions of Beatrice Foods' Agri-Products Division is to help grow healthier, more profitable farm stock and pets.

These products include high-protein, high-vitamin animal feed pre-mixes and supplements produced and distributed by Vigortone in plants in Cedar Rapids, Iowa, and Fremont, Neb. Division companies also process and sell such animal by-products as hides, furs, wool and edible and inedible tallow. It also is engaged in tanning of leathers, converting bone meat scraps, fish, waste meat and other food scraps into high protein pet food ingredients. Included are dog foods marketed under the Vigortone, Balanced Diet and Select brands and Horse Vigortone, a health feed additive for the fast-growing horse population.

Some of the division's 27 plants and branches also are engaged in meeting the world's future needs with protein development research. Member companies of the division are:

C. U. I. International

DENVER, COLO.

WESTERN BY-PRODUCTS Co.

OMAHA, NEB.

PFISTER & VOGEL TANNING CO., INC.

MILWAUKEE, WIS.

SAN ANGELO BY-PRODUCTS, INC.

SAN ANGELO, TEXAS

★ **LONE STAR RENDERING CO.**

DALLAS, TEXAS

ROSS-WELLS, INC.

MEQUON, WIS.

VIGORTONE

CEDAR RAPIDS, IOWA

PEPCOL MANUFACTURING CO.

DENVER, COLO.

Regal BY-PRODUCTS CO.

LYNN CENTER, ILL.



MANUFACTURED PRODUCTS

Every day, virtually every person in the United States and millions of people around the world consume, use or come in contact with a product or service of Beatrice Foods . . . at home, at work, shopping or seeking entertainment.

Beatrice operates almost 100 plants and branches in the United States producing manufactured products or providing specialized services. Emphasis is in fields with exceptional potentials for growth with quality products and services for homes, schools and offices and in recreation and graphic arts.

HOME & GARDEN ACCESSORIES

STIFFEL

LAMPS
CLOCKS
SHELVES
ETAGERES
MIRRORS

Town & Country

(BLOOMFIELD INDUSTRIES)
KITCHEN SERVICE EQUIPMENT
BAR ACCESSORIES
FOOD WARMING PRODUCTS
(OTHER BRAND: BI-COR)

BENEKE

BATHROOM ACCESSORIES
FURNITURE COMPONENTS
CATTLE FEEDER WHEELS
CUSTOM MOLDED PLASTIC ITEMS
(OTHER BRANDS: MAGNOLIA
TUFFY
TOWN AND COUNTRY
COUNTRY CLUB
SUBURBAN)

HEKMAN

WOOD TABLES
CHAIRS
DESKS
CHESTS
BOOK CASES

ROBERT H. *Peterson* co.

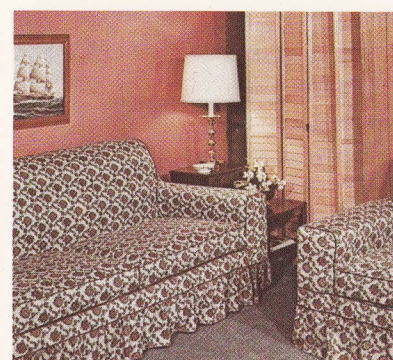
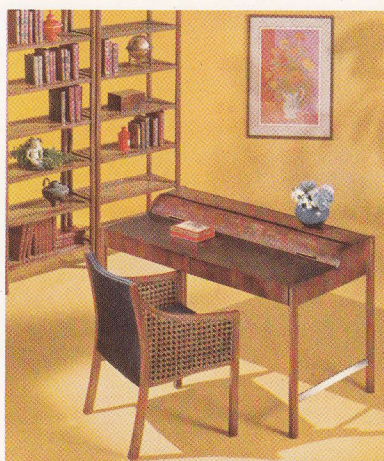
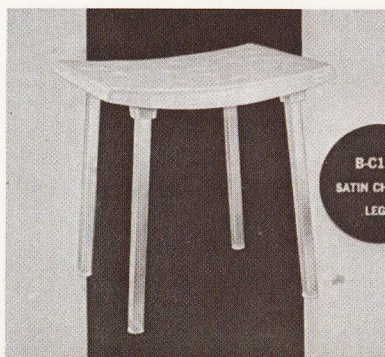
REAL-FYRE GAS FIRE PLACE LOG SETS
FIRE PLACE AND KITCHEN RANGE HOODS

melnor

WATER SPRINKLERS AND GARDEN CARE
EQUIPMENT
UNDERGROUND IRRIGATION SYSTEMS
(OTHER BRANDS: EVERRAIN
SUPERAIN
RAINWAVE
JETSTREAM
WAVEMASTER
AQUA QUEEN)

Charmglow

OUTDOOR GAS BARBECUE GRILLS
INDOOR AND OUTDOOR GAS LAMPS



HOME & GARDEN ACCESSORIES

(continued)

WALTON LABORATORIES

HUMIDIFIERS
HUMIDISTATS

Tip Top BRUSH

PAINT, ARTIST BRUSHES
PAINTER TOOLS AND
ACCESSORIES
(OTHER BRAND: UBM,
PITEGOFF, SUPERIOR,
BEST SET, BANNER, STAR)

ESSEX-GRAHAM

PAINT ROLLERS
PAINTING KITS
(OTHER BRANDS: PERSHING
ROLL-IT-ON
QUALITY NAP
GOLD LABEL)

ELECTRO-GRILL

OUTDOOR ELECTRIC BARBECUE GRILLS



PLUMBING SPECIALTIES
SPECIALIZED PLUMBING TOOLS
SANITARY CLEANING TOOLS

INDIANA MOULDING

& FRAME CO., INC.
PICTURE AND MIRROR
FRAMES AND MOULDING

STAR BRUSHES

PAINT BRUSHES

Max H. Kahn

CUSTOM DRAPERIES

HOME AND AUTO ACCESSORIES



FURNITURE SLIP COVERS
AUTO CUSHIONS
AUTO SEAT COVERS
TABLE CLOTHS
KNITTED FABRICS

HOMEMAKER

TAILORED BEDSPREADS
COMFORTERS
DRAPERIES



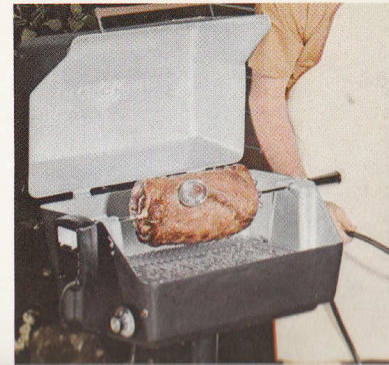
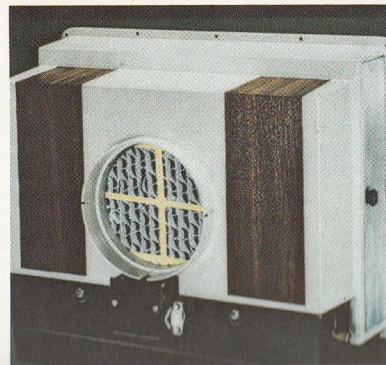
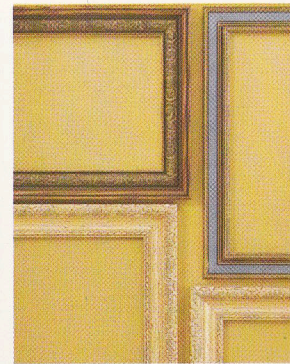
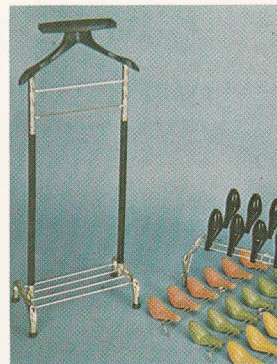
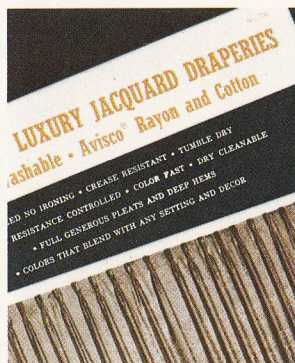
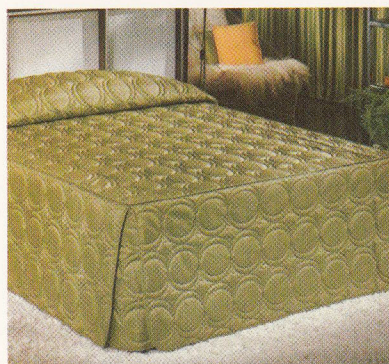
SLEEPING
SLUMBER BAGS
NOVELTY TENTS

Mark Fore

AUTO LUGGAGE RACKS
SKI RACKS
SKI BOOT TREES
AUTO ACCESSORIES

SPIEGEL

GARMENT RACKS
CHAIR VALETS
SKIRT AND SLACK RACKS
SHOE RACKS
CLOTHES HANGERS



RECREATION

Airstream

TRAVEL TRAILERS

BONANZA

TRAVELERS

TRAVEL TRAILERS

hart **ski**

LAMINATED METAL AND PLASTIC SKIS

Striker

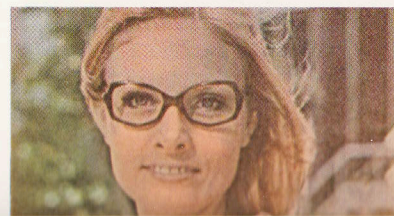
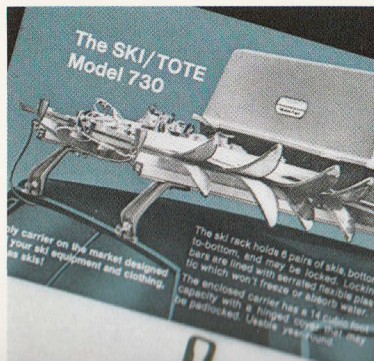
ALUMINUM YACHTS

Kono

EYEGGLASS FRAMES
SAFETY GOGGLES
SUNGLASSES
SAFETY OPTICAL ITEMS



FIBERGLASS YACHTS



MOBILE HOMES

HOLIDAY

MOBILE HOMES
(OTHER BRAND: FAIRWAY)

JACOBSEN

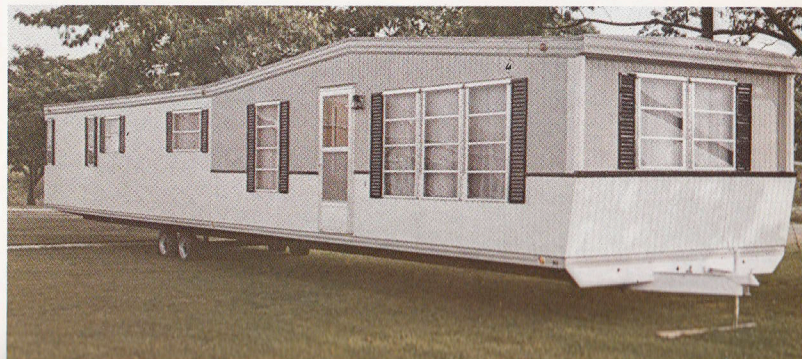
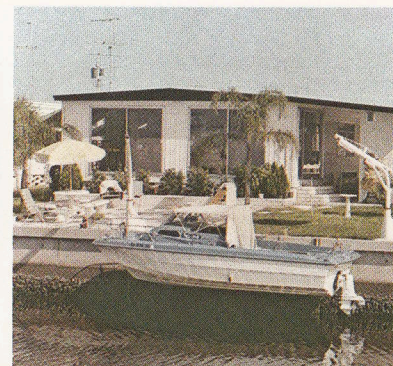
MOBILE HOMES

Seminole

MOBILE HOME ACCESSORIES

NEW YORKER

MOBILE HOMES



INSTITUTIONAL PRODUCTS



SOFT ICE CREAM, MALTED MILK,
CARBONATED, NON-CARBONATED
FLAVORED SLUSH FREEZER
DISPENSERS

BLOOMFIELD

INSTITUTIONAL, HOSPITAL,
RESTAURANT UTENSILS AND
SUPPLIES
COFFEE BREWING AND SERVING
EQUIPMENT
BATTERY-OPERATED TABLE AND
CANDLE LAMPS
(OTHER BRANDS: SILEX
HOSP-I-WARE
SWEDISH REGENT)

world dryer corporation

ELECTRIC HAND AND
HAIR DRYERS
(OTHER BRAND: SANI-DRI)

BRYN MAWR

MARKETS CARPETS, MATS
NON-ELECTRIC CARPET MACHINES
CARPET CARE CHEMICALS

Vogel-Peterson

COAT, HAT, CHECKROOM RACKS
AND SUPPLIES
LOCKERS
WARDROBES
SPACE DIVIDERS
PETERSON OFFICE GROUP FURNISHINGS

Market Forge

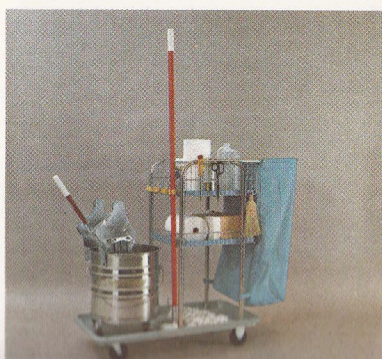
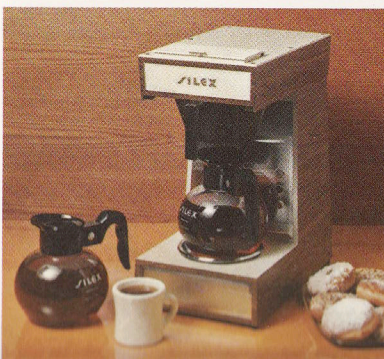
STEAM COOKERS
KETTLES
CONVECTION OVENS
MICRO-WAVE OVENS
STORAGE RACKS FOR INSTITUTIONAL
FOOD SERVICE
HOSPITAL SERVICE EQUIPMENT

GEERPRES WRINGER

INDUSTRIAL MOP WRINGERS
BUCKETS
FLOOR AND WALL CLEANING
EQUIPMENT
(OTHER BRANDS: DESK-KART
SEAWAY
TASK BASKET)

James H. Rhodes & Company

INDUSTRIAL PUMICE, FELT,
BUFFING AND GRINDING SUPPLIES,
STEEL WOOL, CHAMOIS,
FLOOR MAINTENANCE PRODUCTS,
OTHER BRANDS: COLOSSUS,
LONG ISLAND, NAVAJO,
SUNRAY, JEX, BEAVER,
TAM O'SHANTER



EDUCATIONAL ARTS



ER MOORE COMPANY

CLOTHING FOR GIRLS' PHYSICAL
EDUCATION APPAREL
CHOIR ROBES
GRADUATION ROBES
CHURCH APPAREL
SCHOOL UNIFORMS
BLAZERS
JUDICIAL AND PULPIT ROBES



PRINTED LEISURE APPAREL—
T-SHIRTS
SPORT SHIRTS
KNIT PAJAMAS WITH NOVELTY
DESIGNS AND LETTERING



MAIL ORDER WHOLESALE OF ARTS
AND CRAFTS MATERIALS
(OTHER BRANDS: MAJESTIC
HANOVER
EVEN-ROLL
NU-PENNY)



(STUCKEY & SPEER)
SCHOOL CLASS RINGS



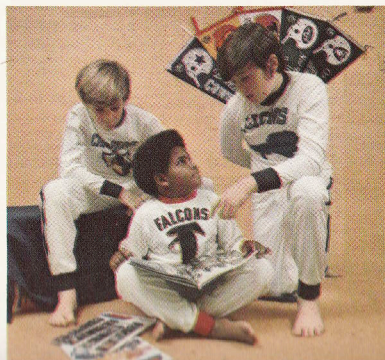
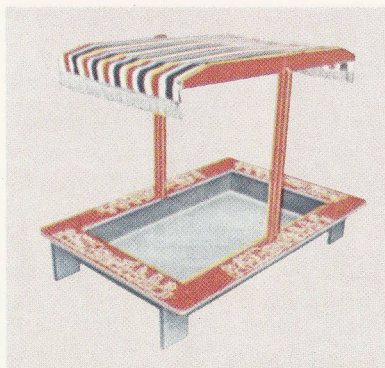
(STUCKEY & SPEER)
DIAMOND JEWELRY



SANDBOXES
JUVENILE PICNIC TABLES
CHALKBOARDS
CORKBOARDS
PRE-SCHOOL PEG DESKS
JUVENILE BENCHES
(BRAND NAME: FOUR J)



PRINTED LEISURE APPAREL—
T-SHIRTS
JACKETS, KNITWEAR SPECIALTIES
WITH SCHOOL DESIGNS AND
LETTERING



GRAPHIC ARTS



AMERICAN GRAPHICS
CORPORATION

GRAPHIC DESIGN
PHOTOGRAPHY
ART
TECHNICAL PUBLICATIONS
PROMOTIONAL COPY WRITING
AUDIO-VISUAL MATERIALS
PACKAGE DESIGN



AMERICAN TYPESETTING CO.

TYPOGRAPHY FOR BOOKS
CATALOGS
INCLUDING PLATE-READY OFFSET FILMS



DIRECT MAIL SALES AIDS



LETTERPRESS PHOTOENGRAVING
GRAVURE POSITIVES
OFFSET POSITIVES AND PLATES



FLEXOGRAPHIC AND
GRAVURE PRINTING INKS



PHOTOENGRAVINGS
FOUR-COLOR OFFSET FILM POSITIVES



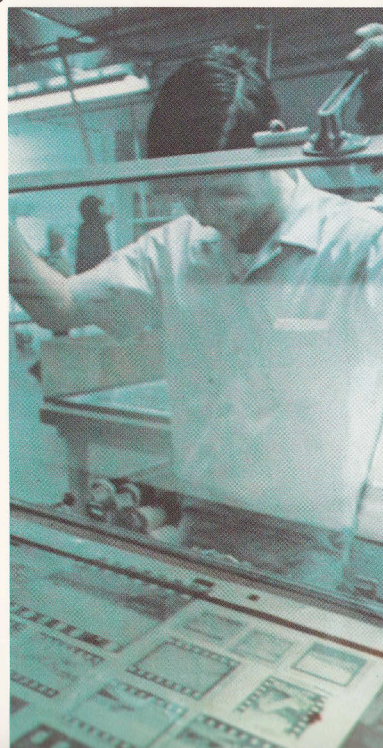
LITHOGRAPHIC NEGATIVES
OFFSET PRINTING PLATES
FOUR-COLOR PROCESS REPRODUCTION



FOLDING CARTONS
LABELS
CHURCH BULLETINS
DIRECT MAIL MATERIAL
RECIPE BOOKS
CIRCULARS
BROCHURES, COUPONS



PHOTOENGRAVING—FOUR COLOR AND
BLACK AND WHITE
LITHOGRAPHIC SEPARATIONS



METAL PRODUCTS



GRAY IRON CASTINGS FOR
AUTOMOTIVE, FARM
CONSTRUCTION EQUIPMENT
TILLAGE TOOLS
LIGHT INDUSTRIAL EQUIPMENT
OUTDOOR BARBECUES
CHRISTMAS TREE STANDS

Mid-West

FORGING & MANUFACTURING CO.
COLD DRAWN BUTTWELD STEEL TUBING
RAIL ANCHORS
SIDE FRAME WEAR PLATES
BRAKE SHOE KEYS FOR RAILWAY
FREIGHT CARS
AGRICULTURAL SPRING TEETH
ROTARY MOWER BLADES
PATIO CHAIR SPRINGS.

DIAL TUBE

ELECTRIC BUTTWELD STEEL TUBING

MINNESOTA VALLEY ENGINEERING

CRYOBIOLOGICAL CONTAINERS
CRYOGENIC PRESSURE VESSELS AND
RESEARCH EQUIPMENT
VACUUM JACKETED CRYOGENIC
PIPELINE



GRAIN AUGERS
CLEANERS
BALE ELEVATORS
TRACTORS' SUNSHADES AND CANOPIES
STOCK CHUTES AND GATES
BOAT, SNOWMOBILE, ATV AND
UTILITY TRAILERS.



CRYOGENIC
ASSOCIATES
INC.

CUSTOM CRYOGENIC SYSTEMS



Accurate

THREADED FASTENERS

SCREWS RIVETS
NUTS WASHERS
BOLTS

Hi-Temp

HIGH TEMPERATURE HEAT
TREATING, HARDENING,
STRESS REDUCTION
NORMALIZING OF METAL
PRODUCTS
COPPER AND SILVER
BRAZING

TOOLING & DIES



AI TOOL CORPORATION

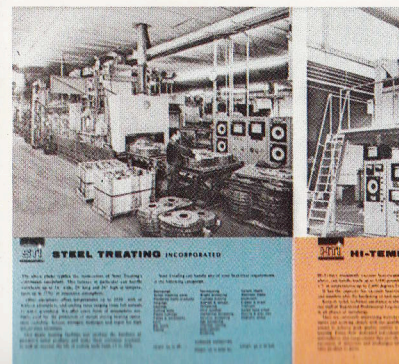
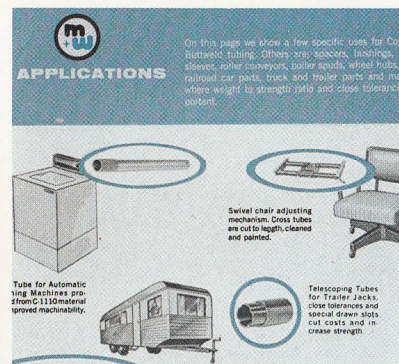
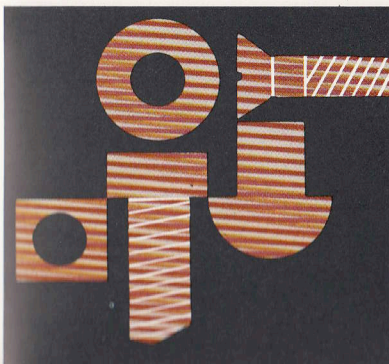
PLASTIC INJECTION MOLDS
DIE CAST DIES

ACME DIE CASTING

ALUMINUM AND ZINC DIE CASTINGS;
TIMMING, DRILLING, TAPPING,
MACHINING OF CASTINGS

PERELES BROS.

CUSTOM MOLDER OF PLASTIC ITEMS
SUCH AS SLIDE RULES
DRAWING, MIMEOGRAPH, LETTERING,
MEDICAL INSTRUMENTS
PRECISION PARTS FOR TELEPHONE,
ELECTRONIC, GAS METER INDUSTRIES,
LENSES FOR CAMERAS,
COMPUTERS, WATER METERS



CHEMICALS

Established as a separate division in 1972, the fast-growing Chemical operations comprise more than 30 plants and branches in the United States and nine countries around the world.

The division produces thousands of specialty products . . . ingredients for finishing leather, vinyls, textiles . . . ingredients for floor polishes, paper coatings, adhesives, inks.

Other leading items include high-performance metallic lubricants, paints, chemical coatings, varnishes, resins and finishes for shoe manufacturers. International chemical plants are listed on page 25.

STAHL

CHEMICALS FOR FINISHING LEATHER,
VINYLs, TEXTILES
(OTHER BRAND: TITEKOTE)

Permutthane Products

POLYURETHANE RESINS
FORMULATED COATING COMPOUNDS
VINYL SOLUTIONS
PIGMENT DISPERSIONS AND CHIPS

POLYVINYL CHEMICALS

ACRYLIC EMULSION POLYMERS
ACRYLIC SOLID POLYMERS
POLYURETHANE FOR FLOORING
COATING RESINS

FARBOIL COMPANY

MARINE PAINTS
POWDER PAINTS
CHEMICAL COATINGS
FARBALOY ELECTROSTATIC COATINGS

Paule Chemical

FINISHES FOR THE SHOE INDUSTRY

MOLUB-ALLOY Imperial Oil & Grease Co.

METALLIC LUBRICANTS
OILS
GREASES
DRY FILM LUBRICANTS
(OTHER BRAND: ASTROL)

PHARMACEUTICALS

Westerfield Laboratories

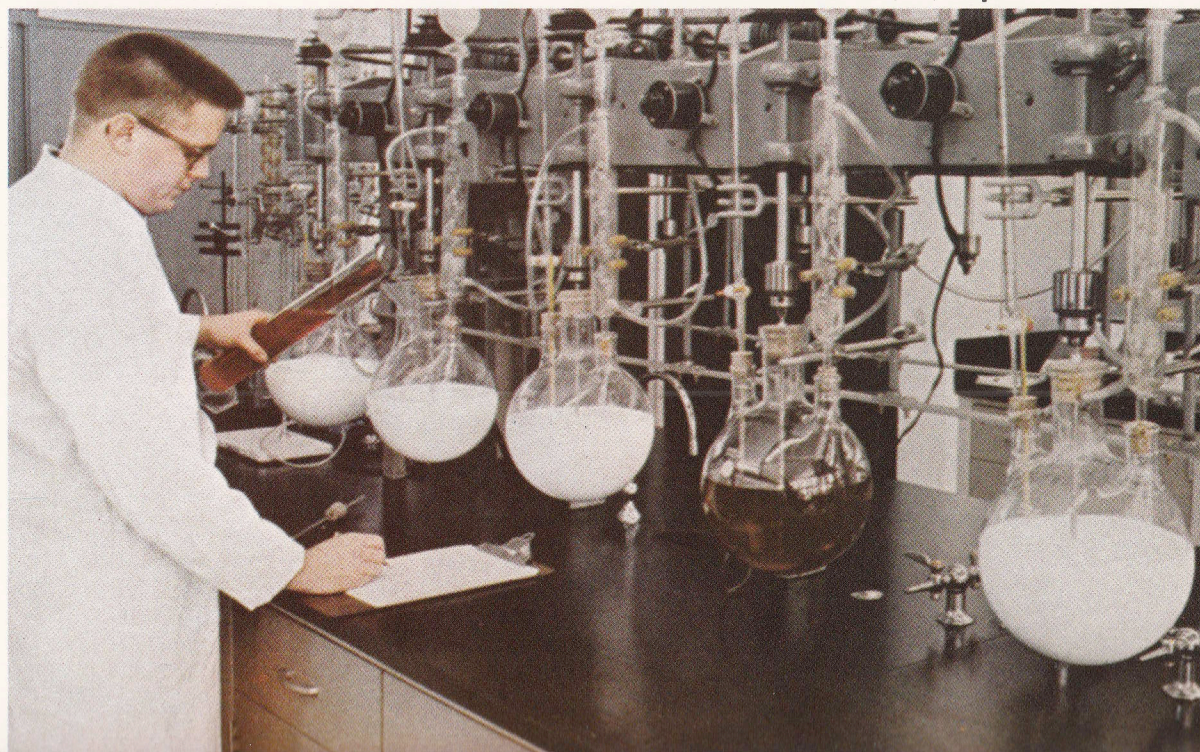
TABLETS
CAPSULES
LIQUIDS
OINTMENTS
POWDERS

Brunswick LABORATORIES

SPECIALTY PRODUCTS FOR HUMAN
USE SUCH AS CAPSULES, TABLETS

Hellwig

PARA-AMINOSALICYLIC ACID AND
DERIVATIVES



RESEARCH & DEVELOPMENT:

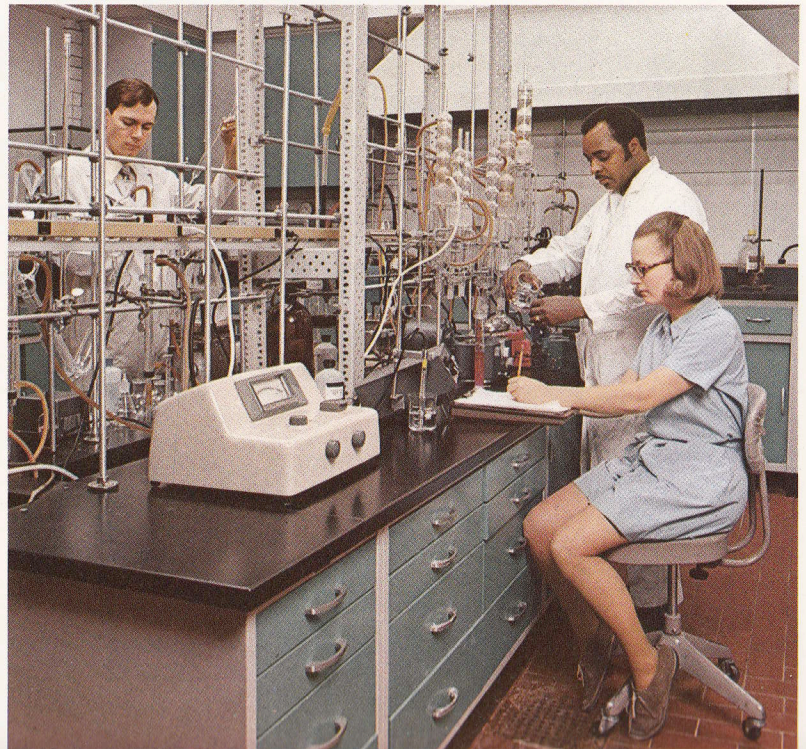
THE KEYS TO THE FUTURE

Satisfying changing consumer needs and preferences is a challenge Beatrice Foods constantly is seeking to meet through research and development and continuing market studies.

The company's central research and development department in Chicago has been tripled in size and now comprises almost an acre of floor space with six pilot laboratories. A number of field research centers also have been expanded. All are manned by trained research and development teams. Beatrice's test kitchens, supervised by an experienced home economist known to the public as Beatrice Cooke, have been expanded substantially to increase recipe development and flavor evaluations.

Quality control and testing laboratories in all regional plant areas maintain the strictest standards to protect and extend the purity, freshness and true flavor of Beatrice food products.

More than 1,000 new or substantially improved products have been developed in the research and development laboratories of Beatrice Foods in the last five years. The success of the majority of these new products has been a contributing factor to the company's steady growth.



INTERNATIONAL

Only a little more than a decade has passed since Beatrice began its first overseas operation—producing dairy products in Malaysia in 1961. Today, Beatrice brands are synonymous with quality in more than 30 nations where Beatrice has plants, joint ventures or franchise agreements.

This International family stretches to virtually every continent—from the tropics to fjord country—and produces a myriad of products: chocolates in Australia, spices in The Netherlands, dairy products in Canada, Mexico, Belgium, Denmark, Italy, Spain, Jamaica, the Dominican Republic and in the Far East; convenience foods and bakery items in Canada and Italy and snacks in South America; chemical products in Canada, England, Spain, The Netherlands, Mexico and Nicaragua; home accessories in France which also is the home of a major wholesale food distributor in the Greater Paris area.



DAIRY PRODUCTS

ARTIC S.A.
ICE CREAM
FROZEN FOODS

Cremo
DAIRY PRODUCTS
(OTHER BRAND:
NORTH SHORE)

ERIC'S
SNACKS



ADAMS
INTERNATIONAL
SNACKS

TAYTO
SNACKS

Beatrice
Scandinavia
SNACKS

Red Tulip
CANDIES

Mantecados
Payco
LTD.

ICE CREAM
(OTHER BRANDS: LADY RICHMOND
VELVET, PAYCO)

Beatrice
Foods
MALAYSIA
DAIRY PRODUCTS

Beatrice
Foods
U.K.
CONVENIENCE FOODS

Beatrice serves these international markets with more than 130 plants and branches operated by almost 11,000 employees located on every continent except Africa. But, many Beatrice products are sold even there.

International operations of the company are expected to grow at an even faster rate in the future, both by expansion and additions.

DAIRY

EUROPE

Cie Lacsoons, S.A., Rotselaar, Belgium (dairy products)
Artic, S.A., Brussels, Belgium (ice cream, frozen desserts, frozen foods)
Marisa, Barcelona, Spain (ice cream, candy, frozen desserts)
Premier Is, Esbjerg, Denmark (ice cream, frozen desserts)
Sanson, Verona, Italy (ice cream, frozen desserts)
Interklas, S.A., Las Palmas, Canary Islands, Seville, Spain (ice cream)

SWITZERLAND

Dairy World S.A. Geneve (dairy products marketing)
Foods & Services A.G., Lausanne (Financial Services)

CANADA (ONTARIO)

Aylmer Dairy Ltd., Aylmer
Avondale Dairy Ltd., St. Catharines
Brookside-Prices Dairy Ltd., Kingston
Caswell Dairy Ltd., Simcoe
Ideal Dairy Ltd., Oshawa
Lakeview Pure Milk Ltd., Barrie
Malcolm Condensing Co., St. George
Maple Lane Dairy Ltd., Kitchener
Oxford Dairy (Woodstock) Ltd., Woodstock
Smith Dairy Ltd., Brockville
Wilnot Dairy Ltd., Kingston
Model Dairy Ltd., Sault St. Marie

CANADA (MANITOBA)

Modern Dairies Ltd., Winnipeg
Modern Dairies Ltd., St. Cloud
Modern Dairies Ltd., Brandon
Frechette's Dairy, THE PAS
Crescent Creamery Ltd., Winnipeg
Morden Creamery, Morden
Lakeland Dairies Ltd., Kenora

CANADA (QUEBEC)

Crescent Cheese Company, Montreal (cheese, yogurt, butter, dairy specialties)

LATIN AMERICA

Mantecados Payco, San Juan, Puerto Rico (ice cream, frozen desserts)
Cremo Ltd., Kingston, Jamaica (milk, ice cream, dairy products)
North Shore Dairy, Montego Bay, Jamaica (dairy products)
Frigor, Santo Domingo, Dominican Republic (ice cream, frozen desserts)
Holanda, Mexico City, Mexico (ice cream, frozen desserts)

(continued)

FAR EAST

Operate 4 U.S. Government-owned plants in Japan: Yokohama, Itazuke, Misawa and Okinawa
Operate two U.S. Government-owned plants in Republic of South Vietnam: Cam Ranh Bay, Qui Nhon
Bireley's California Orange of Thailand, Bangkok, Thailand (soft drinks, fruit ades)

MALAYSIA

Beatrice Foods Sdn Berhad, Petaling Jaya (dairy products)

SINGAPORE

Beatrice Foods (Singapore) Sdn, Bhd. (dairy products)

KOREA

Meadow Gold, Korea, Seoul (dairy products)

SAMOA

Meadow Gold-Samoa, Pago Pago (dairy products)

OTHER FOOD PLANTS

EUROPE

Tayto Ltd., Coolock (Dublin), Ireland (snack foods)
Beatrice Foods, U.K., England (distributes convenience foods)
Beatrice Scandinavia A/S Vestby, Norway (snack foods)
A. J. ten Doerschate, Wapenveld, Holland (spices, distributes non-prescription drugs, drugstore supplies)
Barzetti Industria Dolciaria Alimentare S.N.C., Castiglione delle Stiviere, Italy (packaged baked goods, snack foods)
Etablissements Baud, Paris, France (distributes wholesale groceries)
Aux Planteurs Reunis, Geneva, Switzerland (distributes wholesale groceries)
Ybarra Beatrice S.A., Seville, Spain (olives)

CANADA

V-H Quality Foods, Montreal (Chinese foods, sauces)
Mow Sang, Montreal (Chinese foods)
Colonial Cookies, Ltd., Kitchener, Ontario

LATIN AMERICA

Eric's Swiss Products, Guaynabo, Puerto Rico (snack foods)
Industrias Gran Colombia S. A. Bogota, Colombia (candies, chewing gum, drugs, snack foods)
Productos Chipy S.A. Lima, Peru (chips, snack foods)
Productos Rene S.A., Guatemala City, Guatemala (snack foods)

AUSTRALIA

Red Tulip, Melbourne (candies)
Stark's, Melbourne (candies)
Europe Confectionery Company, Pty., Ltd., Melbourne (candies)
Henry Berry & Co. (Australasia) Ltd., Melbourne (wholesale dry groceries for bakery, butcher trade, polyethylene film, scales)
Patra Holdings Pty., Ltd., Melbourne (fresh fruit juices)
Victorian Canning Co. (Industries) Pty., Ltd., Melbourne (canned, frozen fish products)

SUBDIVISIONS OF RED TULIP

Exquisite Chocolate Pty., Ltd., Sydney (candy distributor)
M. J. Ferran Pty., Ltd., Sydney (candy distributor)
Reynolds & Co. Pty., Ltd., Melbourne (candy distributor)
R. Haynes Pty., Ltd., Melbourne (candy distributor)
Stratford & Frank Pty., Ltd., Melbourne (candy distributor)

JAPAN

Anchor Japan Co., Ltd., Tokyo (distributes convenience foods)

FRANCHISE AGREEMENTS

CANADA
FRANCE
GERMANY
GREECE

SNACK FOODS
HONDURAS
IRAN
PERU
PHILIPPINES

MEXICO
THE NETHERLANDS
NORWAY
VENEZUELA
COLOMBIA

CHEMICAL PLANTS

Stahl Finish (Canada) Ltd., Montreal
Stahl Chemical (G.B.) Ltd., Loughborough, England
Stahl Chemical Industries N.V. Waalwijk, Holland
Polyvinyl Chemie Holland N.V., Waalwijk, Holland
Stahl Iberica S.A., Barcelona, Spain
Polyvinyl Iberica S.A., Barcelona, Spain
SAIPA, Barcelona, Spain
Acabados Newark-Stahl S.A. de C.V., Mexico City, Mexico
Stoffel y Cia S.A. de C.V., Mexico City, Mexico
Quimica Stahl Centroamericana S.A., Managua, Nicaragua
Quimicas Stahl-Polyvinyl C. A., Cagua, Venezuela
Stahl-Armstrong, Ltd., Sydney, Australia

MANUFACTURED PRODUCTS

Pyramid Mobile Homes Ltd., Windsor, Ontario (Plants also at Cobourg, North Battleford, Fredrickton)
Elnagh S.p.A., Milan, Italy (travel trailers)
Melnor (Canada) Ltd., Brantford, Ontario
Bloomfield Industries (Canada) Ltd., Rexdale, Ontario
World Dryer (Canada) Ltd., Branalea, Ontario
World Dryer, Rotselaar, Belgium
San Lorenzo Corp., Puerto Rico, San Lorenzo (draperies)
Market Forge of Canada, Ltd., Montreal
Etablissement Allibert—Beneke et Cie, Grenoble, France
Plasticos Industriales C.A.—Caracas, Venezuela (licensee of Beneke)
Beneke Industries Ltd., Rexdale, Ontario, Canada
Converters Ink of Canada, Toronto, Ontario (Plants also in Vancouver, Montreal, Winnipeg)
Cryo-Diffusion (MVE), Lery, France (office in Paris)
Perfect Brush Co., Mexico City, Mexico (paint, hair, clothing, shoe brushes)
BESCO (Beatrice Export Sales Co., New York, N.Y.)

Marisa

ICE CREAM, FROZEN DESSERTS

MOW SANG
CHINESE FOODS

Colonial
COOKIES

MODERN DAIRIES
LIMITED

DAIRY PRODUCTS

THE
PYRAMID
OF
MOBILE HOMES

BAUD
DISTRIBUTES WHOLESALE GROCERIES

Sanson
ICE CREAM

elnagh
TRAVEL TRAILERS

PERFECT BRUSH
BRUSHES

V-H

CHINESE FOODS, SAUCES

frigor
ICE CREAM

Holanda

ICE CREAM, FROZEN DESSERTS



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Telephone (312) 782-3820

Cable Address, Beatrico Chicago, Telex 25-4080

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