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New Recipes for
WILSON'S Certified

SLICED
BACON ★



Wilson & Co. Exhibit Building, on Northerly Island, in the heart of the new Midway.

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WILSON & CO.
Chicago, Ill.

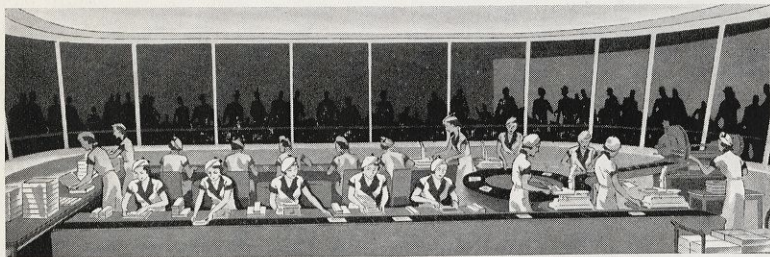
Facing the new Midway, on Northerly Island, rises a veritable "land-mark" of A Century of Progress. It is the Wilson Exhibit Building.

The rythmic sweep of its set-back terrace and roof garden, in perfect harmony of color and design, delights the senses. There is nothing quite like its rare beauty at the Fair, this year. Cool and inviting to the pleasure-seeker and the merry-maker, Wilson's Terrace and Roof Garden is the rendezvous of all who appreciate the unusual.

Here can be seen an actual Certified Bacon Slicing plant in full operation, presided over by a bevy of lovely girls in trim, colorful uniforms. Around the walls of the interior of the first floor can be seen the entire interesting display of Wilson & Co. products.

On the second floor level is the beautiful Wilson Terrace, and above it, the Roof Garden, Here hundreds of visitors can partake of delicious lunches or meals, at reasonable prices, amid pleasant and restful surroundings.

So wholly satisfying, a visit to the Wilson's Terrace and Roof will live long in the memory of those who come to enjoy it.



8,000 pounds of Certified Bacon are being sliced and packed here daily. These Wilson girls find a real pleasure in preparing Certified Bacon under these ultra-sanitary conditions, for your enjoyment. The Sliced Bacon Exhibit Room is cooled to a constant 55 degree temperature, corresponding to the conditions obtaining in every Wilson plant. Certified Bacon is packed in convenient one-half and one-pound cellophane wrapped rolls, and in equally convenient cartons of one-half and one-pound weights.

If you have yet to know the GOODNESS in Wilson's Certified Sliced Bacon, you have yet to know how good GOOD bacon can be.

In presenting these twenty-seven recipes to you, Wilson & Co. hopes you will come to know its outstanding quality product—Certified Sliced Bacon. It's piquant, savory taste adds zest to many dishes. It can be a meal in itself. Those who appreciate the fine art of living well, will welcome these recipes. They will lift breakfast above the commonplace, adding spice and variety, too, to other meals. Let Wilson's Certified Sliced Bacon introduce to you a new enjoyment of good food. Rich in food value, Certified Bacon will be a welcome change in your menus.

Perhaps you have a favorite recipe you would enjoy passing along. Wilson & Co. will receive it with appreciation and in turn offer it to the millions of housewives now using Certified Sliced Bacon. Just send it to Wilson & Co., Chicago, Illinois.

CREAMED BACON AND POTATOES

1 cup finely chopped Certified Sliced Bacon	1/2 tablespoon minced celery 3/4 cup milk
2 cups cooked potatoes diced	1 tablespoon minced parsley
3 tablespoons bacon drippings	1 tablespoon minced green pepper
3 tablespoons flour	Salt, pepper and paprika

Add the chopped pepper, celery and parsley to bacon drippings and cook slowly for a few moments. Stir in the flour and then add the milk. Cook until thick and smooth. Add bacon and seasoning, and then add the potatoes. Reheat on a low fire. Sprinkle with minced parsley and paprika. Serve very hot.

CERTIFIED SLICED BACON IS ALWAYS GOOD

BACON MEAT LOAF

1/4 lb. of bacon	1/2 cup of milk
1/2 lb. of veal	3 eggs
1 lb. of lean beef	1/2 of a green pepper, chopped
2 cups of bread crumbs	8 slices of bacon
1 teaspoon of salt	1 tablespoon of ground parsley
Pinch of pepper	

Grind all the meat together (except the eight strips of bacon). Mix with it the chopped green pepper, parsley, eggs, milk, and bread crumbs. Line a baking dish with strips of bacon. Fill with the meat mixture, and lay strips of bacon across the top. Season. Bake in a moderate oven (375 degrees F.) for one hour. Yield: eight servings.

CERTIFIED SLICED BACON IS ALWAYS GOOD

GRILLED BACON AND TOMATO WITH CHEESE

- Certified Sliced Bacon
- 5 slices of bread cut into rounds
- 2 large tomatoes
- 4 tablespoons grated cheese

Toast bread on one side—slice the tomatoes in thick slices, and place one piece on the untoasted side of each slice of bread. Sprinkle grated cheese over the top. Cross two slices of Certified Bacon and place on broiler rack under a low flame. Allow to cook slowly until the bacon is crisp and the cheese is melted. Serve with additional slices of crisp, broiled bacon, and garnish with pickle strips.

CERTIFIED SLICED BACON IS ALWAYS GOOD

RAGOUT OF BACON AND STRING BEANS

- 1 cup diced bacon
- 3 onions
- 1 quart string beans
- 6 small potatoes
- Salt and pepper

Cook diced bacon in skillet until brown and crisp. Add sliced onions and string beans and cook five minutes. Add one quart boiling water and cook until beans are half done. Then add potatoes cut in halves. When potatoes and beans are done, season with salt and pepper and serve in vegetable dish with gravy.

Yield: 6 servings. One serving, total, 183 calories. Protein, 25 calories; fat, 62 calories; carbohydrates, 96 calories.

CERTIFIED SLICED BACON IS ALWAYS GOOD

GRILLED TOMATOES AND BACON

Cut large, firm, unpeeled tomatoes in thick slices. Broil on well-greased broiler. Season and dot with butter. Criss-Cross two slices of broiled Certified Sliced Bacon on each tomatoe. Serve. The tomatoes may be fried in butter instead of broiled.

MIXED BACON AND VEGETABLE GRILL

Remove some of the pulp from the stem end of as many tomatoes as there are persons to serve. Fill with stuffing made of bread crumbs seasoned with salt, pepper and finely minced onion. Bake until tender. Serve with 2 large slices of sweet potato, 2 broiled mushrooms, and 2 slices of broiled Certified Bacon for each portion.

CERTIFIED SLICED BACON IS ALWAYS GOOD

BACON WITH SCRAMBLED RICE

12 Slices Certified Bacon
3 cups cooked rice
3 eggs well beaten
Salt and pepper

First fry or broil the Certified Bacon. Drain and put in a warm place. Leave the drippings in the frying pan. Mix eggs, rice and season. Pour into hot drippings and scramble. Heap in the center of a hot platter and place bacon around it. If you wish, serve on a sizzling hot aluminum platter.

CERTIFIED SLICED BACON IS ALWAYS GOOD

BACON AND CHEESE OMELET

- 6 eggs, beaten slightly
- 1/2 teaspoon salt
- Pepper and paprika to taste
- 6 tablespoons milk
- 1/2 cup diced bacon
- 1 cup grated snappy cheese

Blend the eggs, milk and seasoning. Brown the bacon in a hot skillet and add the egg mixture. Cook over a hot heat until firm, shaking occasionally to insure even cooking. When done, spread with the grated cheese, brown quickly and fold over and serve garnished with crisp watercress.

EGG FOO YONG

- 5 eggs
- 1/2 cup shredded onions
- 1/2 cup finely chopped bacon, ham or cold roasted meat
- 1/4 cup sliced chestnuts
- 1 cup bean sprouts

Beat the eggs thoroughly; add other ingredients, mixing well. Divide into 6 portions. Mold into a soup ladle or cup and pour carefully into a shallow pan of hot frying fat or oil. When one side is brown, turn over and brown, on the other. Make gravy with soy sauce and serve while hot.

EGGS IN A CROWN

- 6 round rusks
- 6 long strips bacon
- 6 eggs
- Parsley for garnish

Wrap a strip of bacon around each rusk, forming a little stand-up collar. If your bacon is too short you may have to use twelve strips instead of the prescribed six. Now brush the tops of the rusks with a little water and break an egg neatly onto the center of each rusk. The bacon should keep the white from wandering off the lot. Now place the rusks on a baking sheet and place

in a hot oven (425 degrees F.), baking until the eggs are set. Serve garnished with parsley.

GRILLED BACON AND MUSHROOMS

For this delectable luncheon or Sunday night treat, prepare fresh mushrooms by peeling and stemming and, if large, break into halves or thirds. Slip on to long metal skewers alternately with inch squares of lean bacon. Press the grill together, and broil, or bake in a hot oven until the bacon is crisp and brown. Serve at once on hot buttered toast.

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PARSNIPS AND BACON EN CASSEROLE

- 8 small parsnips
- 4 strips bacon
- Salt and pepper to taste
- 1 tablespoon sugar

Steam or boil the parsnips in salted water until tender. Run a fork carefully into the end of each parsnip in turn, scraping the skin off with a dull knife. Now place the parsnips, cordwood fashion, in a buttered casserole and sprinkle with salt, pepper and sugar. Lay the bacon strips over the top and bake in a moderately hot oven (375 degrees F) until the bacon is crisp and the vegetables hot. Or, if cheese is your especial weakness this season, sprinkle the pars-

nips first with grated American cheese before adding the bacon. Or a cheese cream sauce over the parsnips, with bacon atop, gives the final touch of lusciousness. This dish will serve four.

BANANA, BACON, AND APPLE SANDWICHES

- 6 slices bacon
- 2 bananas, crushed
- 1 1/2 finely diced apples

Crisp the bacon and chop into fine pieces. Mix it with the crushed bananas and diced apples. Spread the mixture on buttered bread, slip in some crisp lettuce leaves, and top with another slice of bread.

CERTIFIED SLICED BACON IS ALWAYS GOOD

AMBROSIA SCRAMBLED BACON AND CANNED CORN

Cook in a deep spider, 1/2 pound of Wilson Certified Bacon, cut into thin strips lengthwise, and cut these across into small pieces. When slightly browned, add to the pan one pint of canned sweet corn. Stir until hot, then break into pan four fresh eggs and stir the whole rapidly. Add 1/4 cup milk, 1 tsp. salt and 1/2 tsp. pepper. When eggs have slightly solidified, serve on a hot dish over slices of buttered toast, garnished with cress or parsley.

CURLED BACON AND FRIED APPLES

Have the frying pan hot and Wilson Certified Bacon cold. Place the strips of bacon in the pan and as soon as they begin to curl, turn over. When they begin to curl, roll up over a fork and continue to fry until as crisp as desired. Drain on brown paper, then remove to hot platter, heaping in the center. Place in warm oven. Have ready apples, cored and sliced. Saute in bacon drippings, adding brown sugar if desired. When done, place around the bacon. Serve at once.

CERTIFIED SLICED BACON IS ALWAYS GOOD

BACON RAREBIT

- 1 cup diced bacon
- 3 tbsps. bacon fat
- 3 tbsps. flour
- 1½ cups milk
- ¾ lb. grated American cheese
- 1 tsp. dry mustard
- ¼ tsp. paprika
- Salt, pepper

Cook the diced bacon until crisp, draining off all fat. Make a cream sauce of the three tablespoons of bacon fat, the flour and milk. When smooth and thickened, add

the grated cheese and stir until the cheese is melted. Add the mustard, paprika, salt, and pepper as needed. Serve on hot toast with bacon sprinkled on each portion.

SHRIMP AND STUFFED OLIVE APPETIZERS

Roll shrimps and stuffed olives separately in quarter strips of bacon. Fasten with toothpick and broil them. Serve hot without removing toothpick.

Olives rolled in bacon are frequently called "Pigs in the Blanket."

CERTIFIED SLICED BACON IS ALWAYS GOOD

MIXED GRILL

- 6 lamb chops
- 6 pineapple rings
- 1½ cups brown sugar
- 9 large sweet potatoes, split lengthwise
- 6 slices bacon
- ⅓ cup butter

Sear the lamb chops. Place in a grill pan and surround with sweet potato and pineapple rings. Cream the butter and brown sugar, and spread the mixture on the sweet potatoes. When the chops are nearly done, add the bacon. Baste the potatoes and pineapple from time to time.

CERTIFIED SLICED BACON IS ALWAYS GOOD

SMOTHERED BEANS AND BACON

- 1 cup dried lima beans
- 2 teaspoons salt.
- 3 cups stewed tomatoes
- 1 cup sliced onions
- 6 slices bacon

Let the beans soak in clear water overnight. Drain and place in a greased baking dish. Add 1 teaspoon of the salt and the stewed tomatoes. Cover and bake in a moderate oven for 1 hour. Then spread the sliced onions, sprinkled with the remaining teaspoon of salt, over the top. Over this lay the strips of bacon. Bake uncovered, in 400 degrees F. oven for 45 minutes.

PAN BROILED BACON

Place a single layer of bacon in a cool frying pan and place over low heat. Turn frequently—cook slowly. Drain off excess fat frequently, so the bottom of pan is only well greased. When the bacon is a light, golden brown and evenly crisped, remove to a hot platter and serve while hot.

HUNTER STYLE BACON AND APPLE

Fry thick slices of unpeeled apple in Certified Bacon fat. Cover with small quantity of brown sugar. When tender, place in dish and put crisp fried slices of Certified Bacon around it.

CERTIFIED SLICED BACON IS ALWAYS GOOD

BACON SPIKED MUFFINS

12 servings

Flour 1 quart
Baking Powder..... 2½ tablespoons
Salt 1½ tablespoons
Sugar ⅔ cup
Milk 1 pint
Bakerite 1½ tablespoons melted
Certified Bacon, cooked and
chopped 6 tablespoons
Oven 400° F.—20 to 25 minutes.
Amount of Serving—2 per person.

CERTIFIED SLICED BACON IS ALWAYS GOOD

MARSHMALLOW ROLLUPS A LA CAMPFIRE

Broil bacon strips until nearly done. Then wrap each strip around a marshmallow, fasten on a green stick, and toast until the marshmallow is done.

The Wilson Label



protects your table

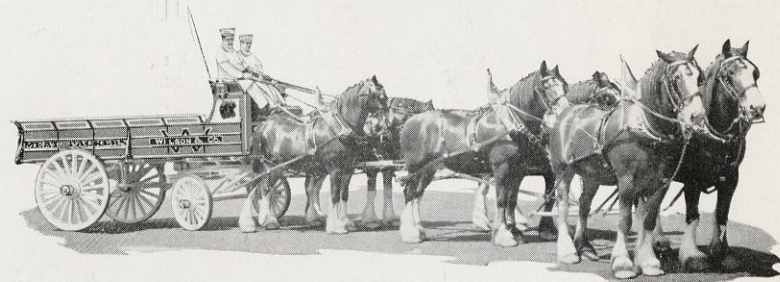
WILSON'S CERTIFIED PRODUCTS

Wilson & Co. products are **QUALITY-CONTROLLED** and **U. S. GOVERNMENT INSPECTED**. This assures you of foods of outstanding quality and goodness at all times. Food products listed below are produced under the same sanitary conditions in the many Wilson plants in this and foreign countries, as they are at A Century of Progress. You have Uncle Sam's O. K. on all Wilson's Food Products.

HAMS
SLICED BACON
LARD
CANNED MEATS
DOMESTIC
and DRY SAUSAGE

FRANKFURTS
CHEESE
MARGARINE
BEEF
PORK
LAMB

VEAL
POULTRY
CLEAR BROOK
BUTTER
EGGS
BAKERITE



The World's Fair have recognized the merits of Wilson's Internationally Famous Six-horse Prize team. It plays an important part in that historical pageant "Wings of A Century." These beautiful Clydesdales are on free exhibition in their own stables, just south of this exhibit. If you appreciate prize horseflesh, be sure to see this famous Wilson team of 12,000 pounds.



CHICAGO, ILL.