Visit the Wilson & Co. Exhibit Building on Northerly Island, in the heart of the Midway.
An Invitation to visit WILSON & CO. . . .

Wilson & Co., meat packers, cordially invite you to visit their entire exhibit at A Century of Progress. Architects have created for us a building that is an exemplification of beauty that is utility—of utility that is beauty. The ground floor is devoted to a complete Certified Sliced Bacon plant. Displays of all Wilson Certified and other branded foods, including by-products and items of subsidiaries, are also on display. The refrigerating plant, in full view, is located on this floor, as is the Groak System of water purification. The water used in preparing the foods served at the Wilson Terrace and Roof Garden Restaurants is clear as crystal, pure and fresh.

THE SECOND floor, known as the Wilson Terrace, is designed as the last word in comfortable eating places. Here at tables close to the rail, protected from the sun’s rays by colorful and picturesque umbrellas, one may order from a variety of choice foods, including cold plate combinations, sandwiches, salads, desserts, fountain drinks and other beverages. What could be more comfortable than an hour spent on the second floor Wilson Terrace at meal time, with the clear, sparkling waters of Lake Michigan but an olive pit’s throw from your table? Should you choose to be closer to the Heavens, you may be served on the Wilson Roof, where sizzling steaks from choicest corn-fed steers will appease your appetite. Be sure to visit the Wilson Exhibit Building for food and comfort.

The Wilson label protects your table.
SEE...

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 ultrasanitary 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.

Wilson & Co. is exhibiting its internationally famous Six-horse team at the World's Fair by invitation of "The Wings of A Century," the spectacular historical pageant. It is expected that these prize Clydesdales will be the hit of the show. The horses which weigh 12,000 pounds, will also be on free exhibition at Wilson & Co. Stables, adjoining the concession and opposite the Travel and Transport Building. These horses have won many prizes in Europe and the United States.

You will want to know just where the above delectable dishes can be had.
For your pleasure and guidance, we give you an animated map of the Century of Progress. Indicated therein is the exact location of the Wilson Exhibit Building in relation to other interesting spots. Use the map when you visit the Fair. It tells where to find the Wilson Food Stands, where enticing and appetizing "snacks" can be had in a hurry.
MENU FOR WILSON'S TERRACE AND ROOF GARDEN

**APPETIZERS—Fruit Cocktail, Pineapple Juice, Tomato Juice, Olives, Celery**

**COLD BUFFET, WITH ROLLS AND CLEARBROOK BUTTER**

- Cold Prime Rib of Beef with Potato Salad ........................................... .50
- Baked Certified Ham (horse-shoe cut), Potato Salad, Mexican Slaw ........ .50
- Brisket of Corned Beef, Potato Salad .................................................. .45
- Cold Roast Baby Pork Loin, Smoked Chips, Vegetable Salad ............... .40
- Fancy Red Alaska Salmon, Mayonnaise ............................................. .40
- Special Plate Lasting-Flavor Chico Loaf, Beef Tongue, Salad ............ .35
- Wilson Plate—Wilco Loaf, Potato Salad, Sliced Tomatoes ................. .40
- Assorted Plate, Certified Baked Ham, Corned Beef, Liver Sausage, American Cheese, Potato Salad ........................................ .40

**WILSON’S CERTIFIED STEAK SANDWICH**, Served on Toast, with French Fried Potatoes, Sliced Tomatoes, Sweet Pickle Garnish .............. .55

**FRESH SALADS** (Served with Rye Crisp or Rolls and Clearbrook Butter)

- Chicken Salad ................................................. .50
- Fresh Fruit Salad ............................................. .35
- Ham Salad ..................................................... .35
- Egg Salad ...................................................... .35
- Pineapple, Cream Cheese, Nut Salad ............................................. .35
- Fresh Vegetable Salad ........................................ .35
- Head Lettuce ................................................... .35

**DESSERTS—ALSO A FULL LINE OF COLD DRINKS AND FOUNTAIN BEVERAGES**

**WILSON’S ROOF GARDEN SPECIAL**

CERTIFIED STEAK DINNER—$1.25
Served on a Sizzling Platter

- Iced Tomato Cocktail or Fresh Fruit Supreme
- Perfectly Prepared Selected Steak with French Fried Potatoes
- Combination Salad—with Choice of Dressing
- Rolls and Buttermilk

Coffee ......................................................
Tea (Hot or Iced) ........................................
Milk ..............................................................
Buttermilk ..................................................

**CERTIFIED COLD SANDWICHES**

- Sliced Chicken .............................................. .40
- Chicken Salad .............................................. .35
- Bacon and Tomato ......................................... .35
- Roast Prime Rib of Beef ..................................... .35
- Certified Baked Ham ....................................... .30
- Lasting Flavour Spiced Pork Loin ........................... .30
- Salami ........................................................ .30
- Beef Tongue ................................................ .30
- Smoked Egg and Green Pepper .............................. .30
- Cream Cheese, Lettuce and Jelly ............................ .30
- Lettuce and Tomato ........................................ .30
- Corned Beef ................................................ .30
- Swiss Cheese .............................................. .30
- American Cheese .......................................... .15
- Egg or Ham Salad ......................................... .15
- Smoked Liver Sausage .................................... .15
- French or 1000 Island Dressing ........................... .30

We have installed the Grook System of purifying water. It is double-filtered through sand and carbon to remove all sediment and foreign matter, and to eliminate chlorine or phenol taste. Coated to a temperature of 40° to 45° and cratoned, assuring the best drinking water available.

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CHAMPION SIX-HORSE TEAM

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WILSON'S CERTIFIED PRODUCTS

HAMS  BACON  LARD
CANNED MEATS  (Tin and Glass)
DOMESTIC and DRY SAUSAGE
FRANKFURTS
CHEESE
MARGARINE
BEEF  PORK
LAMB  VEAL
POULTRY
DRIED BEEF
MEAT SPECIALTIES
CLEAR BROOK BUTTER
EGGS
BAKERITE

The Wilson -label protects your table