WILSON'S
+ MAJOR +
ACTIVITIES
at a
CENTURY OF
PROGRESS
1934
1. The TERRACE and ROOF GARDEN promise you the relaxation needed during a strenuous day at the Fair. Here you may rest and eat amid the most pleasant surroundings on the Midway. View the Fair from Wilson's Terrace or Roof Garden, while partaking of delicious lunches or steak dinners, moderately priced. Protected from the sun by colorful sun-shades during the day, and open to the twinkling stars and myriad lights at night, the Terrace and Roof will appeal to your taste. A typical menu is included in this folder.

4. THE SIX HORSE TEAM and STABLES are a real treat to all true lovers of horses. You will thrill to the beauty and strength of these animals. See this International Prize Team of Clydesdales in the "Wings of a Century" pageant. Visit their stables just south of this concession and see how a $100,000.00 team lives. There's Prince and Earl and Duke — true royalty in horses; and their team-mates Captain, Major and General—leaders in their class. Along with the finest in every other method of transportation, Wilson & Co. is proud to show the finest of teams.
1. The TERRACE and ROOF GARDEN promise you the relaxation needed during a strenuous day at the Fair. Here you may rest and savor the most pleasant surroundings on the Midway. View the Fair from Wilson's Terrace or Roof Garden, while partaking of delicious lunches or steak dinners, moderately priced. Protected from the sun by colorful parasols during the day, and open to the twinkling stars and myriad lights at night, the Terrace and Roof will appeal to your taste. A typical menu is included in this folder.

2. The CERTIFIED BACON SLICING ROOM is unique in the history of meat-packing. For the first time, the actual operation of slicing and packing bacon is brought to you. See the whirling slicer clip off 400 slices every minute—4,000 pounds of the finest bacon, every day. Watch the "Bacon Parade" come from this powerful slicer to be weighed, wrapped and packed by lovely girls in trim, netty uniforms.

3. TEN FOOD STANDS are conveniently located around the Fair. This map will help you find them. These are the "spots" where delicious, zestful Corned Beef Hash in flaky cones, mildly "hot" tamales, and poppy Chili Con Carne, are served to you.

   In the Foods Building, just around the corner from the Wilson Information Desk, will be found the large, specially built ovens where Certified Hams are freshly baked for the delicious sandwiches which are sold to you at this Wilson & Co. Food Stand. Here, also, fresh hamburgers can be had. Sunkist Fizz and cool and hot drinks. See this delicious food prepared for you right before your eyes.

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WILSON & CO. invites you to visit their unusual exhibits at A Century of Progress. Here on Northerly Island, in the heart of the Midway, the Wilson & Co. Exhibit Building rises to a beauty of color and design unsurpassed. The cool, sweeping Terrace and Roof offers you a vantage point to view the lake and the activities on the Midway.

Here is one of the most interesting of Fair exhibits—the Certified Bacon Slicing Room, where you can see how the bacon you buy is sliced and packed for you under Wilson's new, exclusive Quality-Control Method, assuring you what you have always wanted—never-varying top quality.

Wilson & Co. and its subsidiaries have prepared interesting and instructive exhibits of its many by-products, which are on view on the first floor of its building, on both sides of the Certified Bacon Slicing Room.

Avail yourself of the services of the Wilson & Co. Information Desk, where your requests will be courteously and correctly handled. Step upstairs to the Terrace or the Roof for appetizing and economical food prepared just as you like it. You will be pleased with the smiling service of these specially picked girls who take your order and serve you well. That your visit to the Fair, and to Wilson & Co. may be more enjoyable, it is our desire that you avail yourself of Wilson & Co.'s facilities while at the Fair.

Typical Terrace Menu

**APPETIZERS**

**STEAK SANDWICH—55¢**
Wilson's Certified Special Steak Sandwich on Toast
French Fried Potatoes—Sliced Tomatoes—Sweet Pickle Garnish

**CERTIFIED STEAK DINNER—$1.25**
Served on Display Platter on Roof Garden Restaurant only.
Ice Tea or Water or French Apple Suprême

**CERTIFIED GROLIER STEAK**
French Fried Potatoes
Combination Salad (Choice of Dressing)
Hot Rolls and Clearbrook Butter

**COFFEE**
Tea (Hot or Cold)
Milk

**COLD BUFFET**
Served with Rolls and Clearbrook Butter

- Cold Prime Rib of Beef with Potato Salad...50¢
- Baked Certified Ham, Pineapple, Gruyere...50¢
- Baked Potato, Robinette's...40¢
- Roast Prime Rib of Beef...50¢
- Beef Tongue, Sliced Tomatoes...30¢

**CERTIFIED COLD SANDWICHES**

- Sliced Chicken...40¢
- Sliced Egg and Green Peppers...25¢
- Bacon and Tomato...25¢
- Roast Prime Rib of Beef...50¢
- Certified Baked Ham...20¢
- Leftover Flavor Spiced...20¢
- Pork Loin...20¢
- Beef Tongue...20¢
- Sausage...20¢
- Egg or Ham Salad...15¢

**POPULAR FRESH SALADS AND DESSERTS**

- FOUNTAIN DRINKS AND BEVERAGES
- Sodas and Sundaes
Typical Terrace Menu

APPETIZERS

STEAK SANDWICH — 55c
Wilson's Certified Special Steak Sandwich on Toast
French Fried Potatoes—Sliced Tomatoes—Sweet Pickle Garnish

CERTIFIED STEAK DINNER — $1.25
Served on Sizzling Platter on Roof Garden Restaurant only.
ICED TOMATO COCKTAIL OR FRESH FRUIT SUPREME
CERTIFIED SIRLOIN STEAK
FRENCH FRIED POTATOES
COMBINATION SALAD (Choice of Dressing)
HOT ROLLS AND CLEARBROOK BUTTER
CERTIFIED ICE CREAM OR LAYER CAKE
COFFEE
TEA (Hot or Cold)
MILK

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

CERTIFIED COLD SANDWICHES
Sliced Chicken ...........................................40c
Chicken Salad ............................................25c
Bacon and Tomato .......................................25c
Roast Prime Ribs of Beef .................................35c
Certified Baked Ham .....................................20c
Lasting-Flavour Spiced
  Pork Loin .............................................20c
  Salami ..................................................20c
  Beef Tongue ..........................................20c
Sliced Egg and Green Pepper .................................20c
Cream Cheese, Nut and Jelly ................................20c
Lettuce and Tomato .......................................20c
Corned Beef .............................................20c
Swiss Cheese .............................................20c
American Cheese ........................................15c
Egg, or Ham Salad ........................................15c
Smoked Liver Sausage ......................................15c

POPULAR FRESH SALADS AND DESSERTS

FOUNTAIN DRINKS AND BEVERAGES

SODAS AND SUNDAES