

10.
WILSON'S

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+ MAJOR +

ACTIVITIES

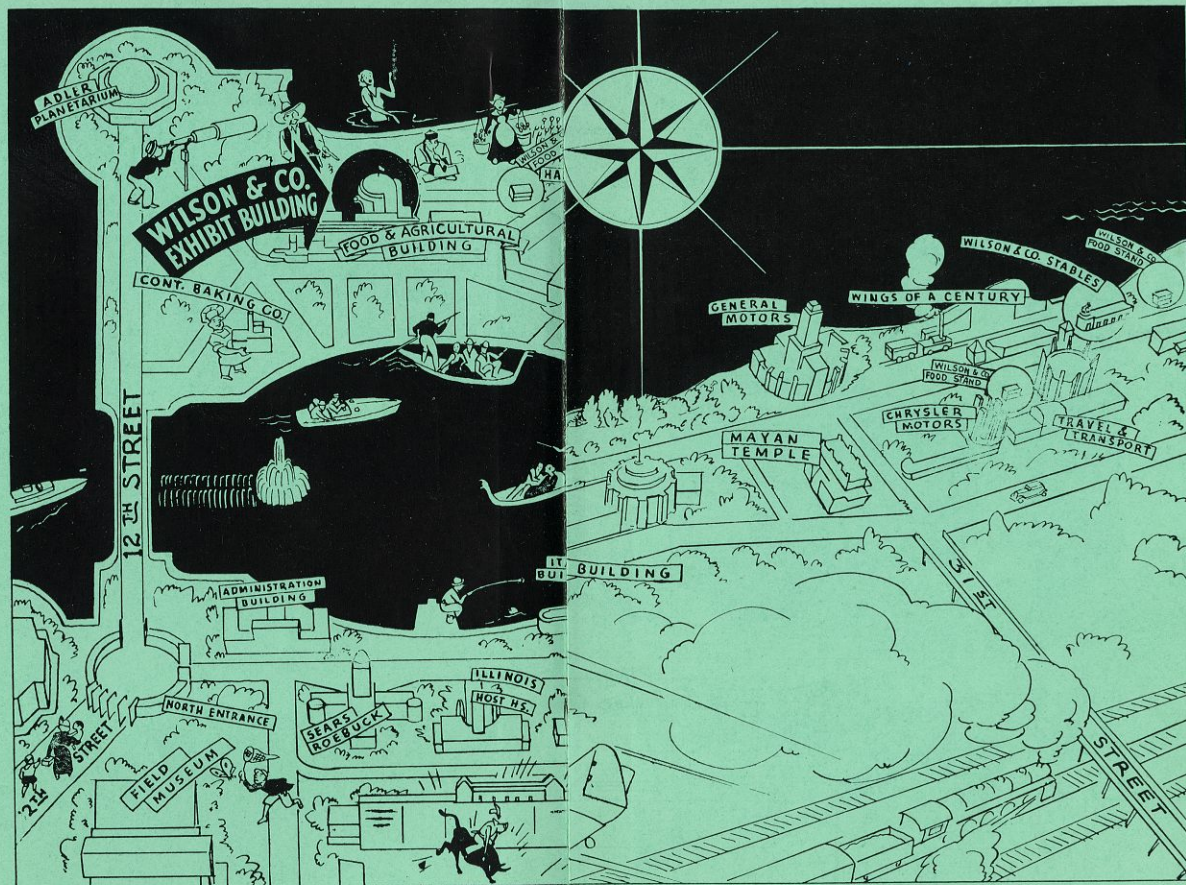
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CENTURY OF

PROGRESS

1934

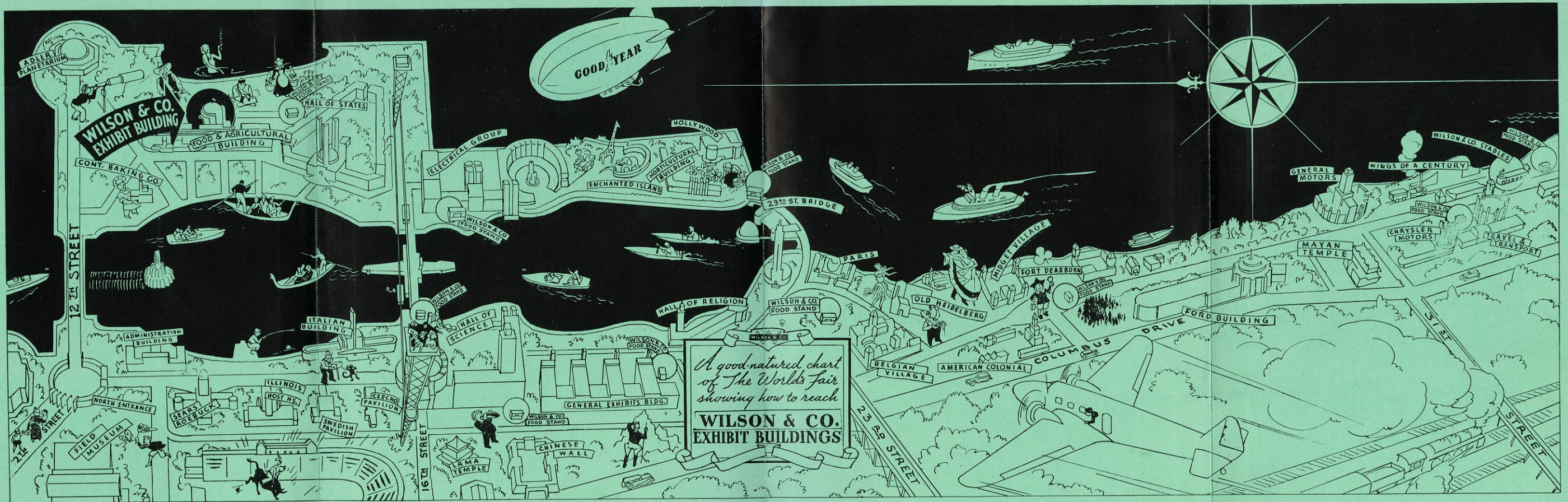
A WORLD'S FAIR MAP FO



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.

A WORLD'S FAIR MAP FOR YOUR CONVENIENCE AND PLEASURE

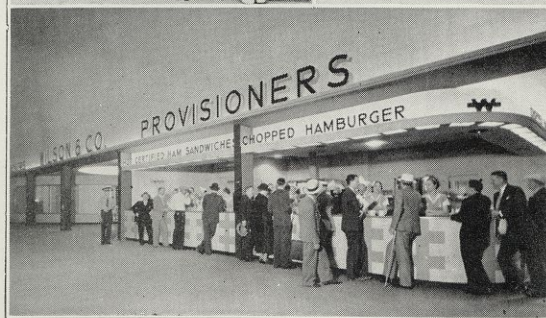
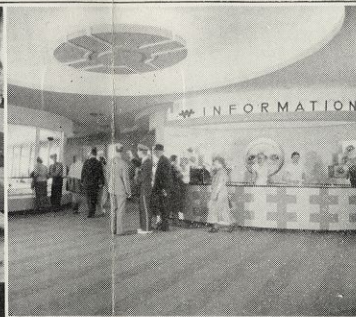


1. The TERRACE and ROOF GARDEN promise you the relaxation needed during a strenuous day at the Fair. Here you may rest and eat amid the most pleasant surroundings on the Midway. View the Fair from Wilson's Terrace or Roof Garden, while partaking of delicious lunches or steak dinners, moderately priced. 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.

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—8,000 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, natty uniforms. Certified Bacon is handled in the most sanitary manner. The temperature of this room is 55 degrees, and the humidity is scientifically maintained. These ultra-sanitary conditions prevail in every Wilson plant. Certified Bacon reaches you in perfect condition, untouched by hands, the best bacon it is possible to produce.

3. TEN FOOD STANDS are conveniently located around the Fair. The map will help you find them. These are the "spots" where delicious, zesty Corned Beef Hash in flaky cones, mildly "hot" tamales, and peppy 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 Pies and cold 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—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

COFFEE CERTIFIED ICE CREAM OR LAYER CAKE
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
Wilsco Plate—Wilsco 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	Sliced Egg and Green
Chicken Salad.....25c	Pepper.....20c
Bacon and Tomato.....25c	Cream Cheese,
Roast Prime Ribs of Beef...35c	Nut and Jelly.....20c
Certified Baked Ham.....20c	Lettuce and Tomato.....20c
Lasting-Flavour Spiced	Corned Beef.....20c
Pork Loin.....20c	Swiss Cheese.....20c
Salami.....20c	American Cheese.....15c
Beef Tongue.....20c	Egg, or Ham Salad.....15c
	Smoked Liver Sausage.....15c

POPULAR FRESH SALADS AND DESSERTS

FOUNTAIN DRINKS AND BEVERAGES

SODAS AND SUNDAES

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Liver Sausage, American Cheese, Potato Salad.....40c

CERTIFIED COLD SANDWICHES

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

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