

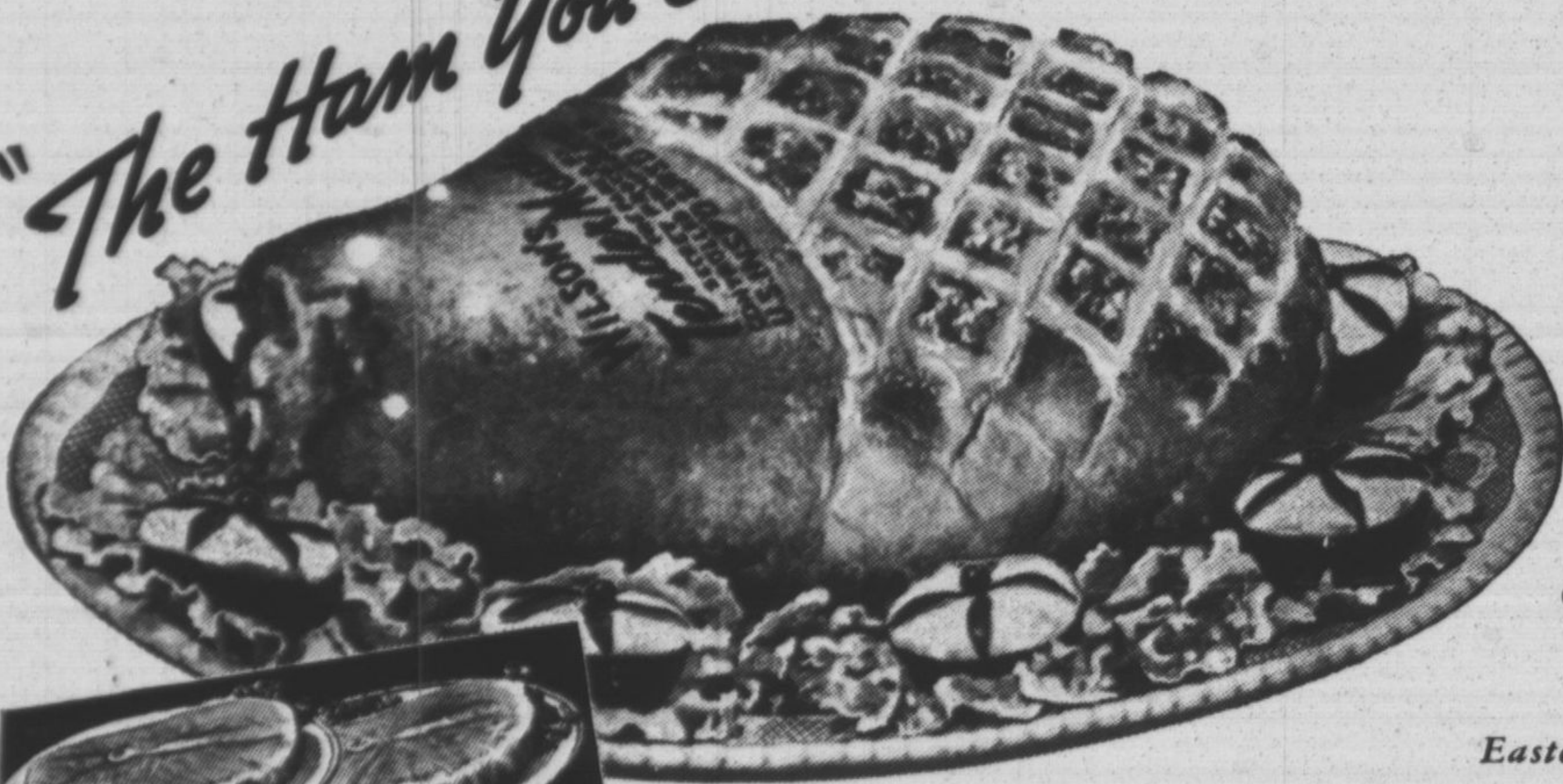
Again, to a host of American Families, Easter

will mean Easter Lilies Joyful Music

Church Bells Easter Eggs Easter Finery

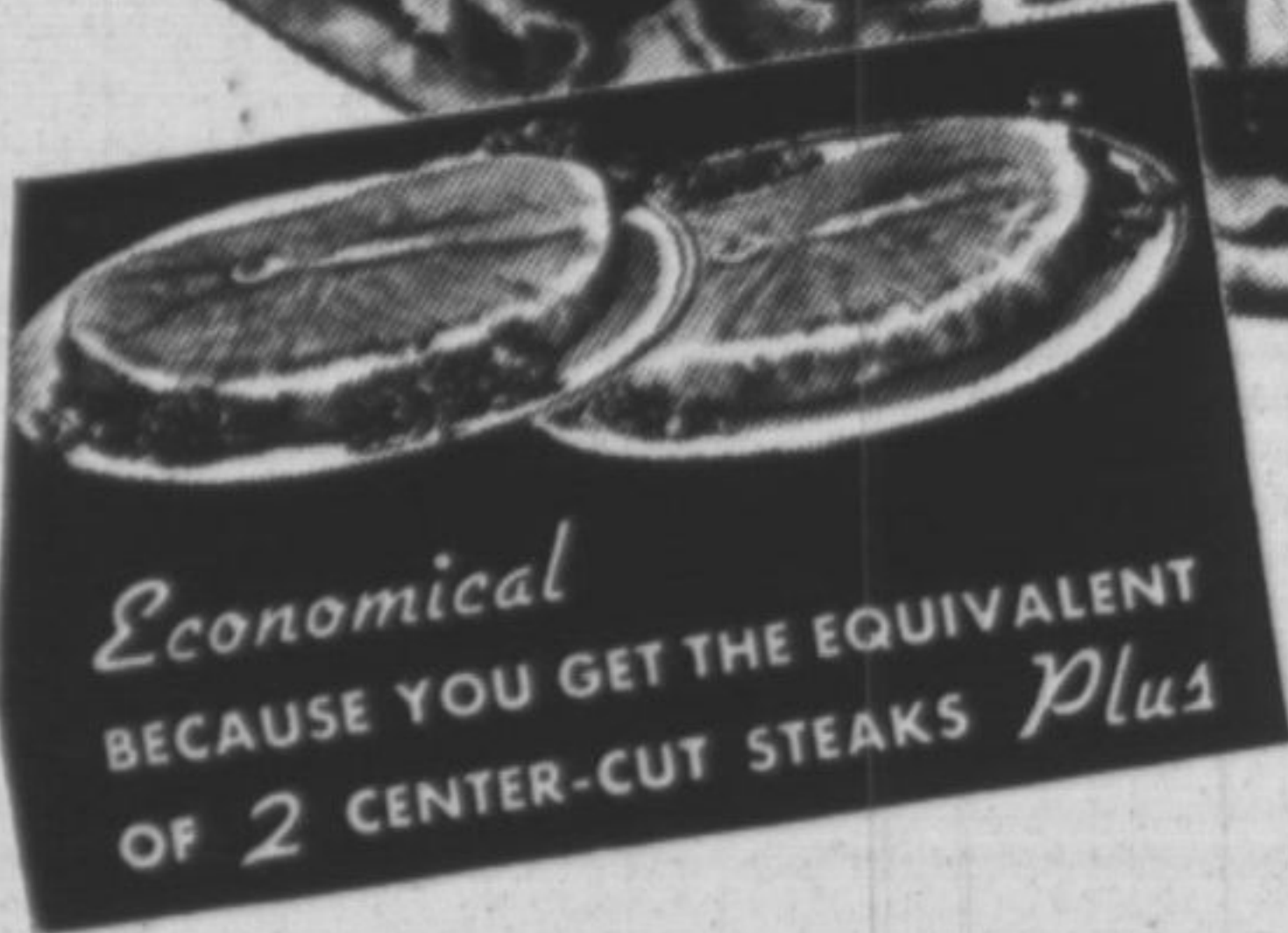
...AND

"The Ham You Cut with a Fork"



I suggest this heart-warming
"Every-Home" Easter Menu

George Rector
Food Consultant
Wilson & Co.



Economical
BECAUSE YOU GET THE EQUIVALENT
OF 2 CENTER-CUT STEAKS Plus

NO COSTLY OVEN SHRINKAGE
ROBS YOU OF
"PAID-FOR" POUNDS

● The longer meat cooks the more it shrinks and the more natural flavor it loses. Ordinary ham requires up to 22 minutes per pound for complete cooking in the oven. During those hours 25% of it, or more, shrinks away.

A Wilson's Tender Made Ham, because it comes ready to serve, requires only 5 minutes per pound, for thorough heating. There is practically no shrinkage. You save, as compared to an ordinary ham of the same weight, the equivalent of two thick, juicy, center cut steaks. That's why a genuine Wilson's Tender Made Ham costs no more on your table. You save waste, too, because even the shank end of a genuine Tender Made Ham is as tender and flavorful as the center slices, due to the exclusive Wilson Secret Process.

Eastertime always means a big demand for Wilson's Tender Made Ham. Have your dealer reserve one for you. Be sure it comes in the YELLOW WRAPPER and look for the name "Wilson's Tender Made."



READY TO
SERVE OR
JUST HEAT
AND EAT

DEMAND
THE
GENUINE
IN THE
YELLOW WRAPPER

U. S. Inspected and Passed by the Dept. of Agriculture



WILSON'S Secret Process

Tender Made Ham

REG. U. S. PAT. OFF.



The Wilson label protects your table

Easter Dinner Menu

- FRESH ASPARAGUS BISQUE
- WILSON'S Certified TENDER MADE HAM
- HEATED IN ORANGE JUICE
- RAISIN SAUCE
- PARSLEY NEW POTATOES
- MINTED GREEN PEAS
- ROMAINE SALAD WITH ROQUEFORT DRESSING
- HOT ROLLS
- BLACK CURRANT JELLY
- STRAWBERRY SHORTCAKE
- BEVERAGE

If you prefer a smoked ham to cook according to your favorite recipe

Ask for Wilson's Certified Smoked Ham

—the original tender, extra mild.

Must be cooked before eating—16 minutes per pound. Look for Bright Orange Wrapper with the special Easter decorations.



COOK
BEFORE
EATING

LOOK FOR
THE
ORANGE
WRAPPER