

WILSON'S Weekly RECIPES



It's the meat that makes the sandwich, of course. But who makes the meat that makes the sandwich? And why does this make such a difference in the relative deliciousness of your sandwich? You would know the answer like a flash if you could walk with me through the shining Wilson & Co. kitchens and see the immaculate cleanliness, the choice cuts of meat, the constant checks and laboratory tests to insure simply marvelous flavor for you in Wilson's Certified meats.

George Rector
Food Consultant
for Wilson & Co.



Tips to Sandwich Makers

Slice all the bread, stack and cover with a damp cloth. Spread each slice with Wilson's Sandwich Spread (a creamy mayonnaise) or Wilson's Relish Spread. Both of these are so perfectly seasoned with chopped relishes and spices that you need add no other seasoning to your sandwiches. Suggestion: mix with hard-cooked Clear Brook egg yolks for tangy deviled eggs.



The Wilson label protects your table

IF YOU PUT UP LUNCHES OR PLAN PICNICS

To help you plan sandwiches or cold cut platters, buy an assortment the next time. Here are just a few of Wilson's Certified Ready-To-Serve Meats:

- Lasting Flavour Pure Pork Luncheon Meat
- Bologna, Frankfurters
- Braunschweiger Liver Sausage
- Cervelat, Salami, Meat Loaves

A NEW EASY-TO-COOK SMOKED BEEF TONGUE

When Wilson & Co. saw how their Tender Made Ham took the work out of cooking and made ham more tender and easy to prepare, as never before, they decided to do the same thing for their smoked beef tongue. You'll get a wonderful surprise when you cook Wilson's Certified Smoked Beef Tongue. It requires no soaking, cooks faster! To prepare, cover with cold water and simmer (don't boil) for 35 minutes per pound or until tender. This tongue is mild, tender, deliciously flavored. Serve it hot with a spicy sauce and if any is left over, it makes an appetizing platter sliced and served with pickled peaches.



For a no-waste, no-work, good-for-all-meals-and-for-all-emergencies meat, nothing quite compares with MOR, the spiced, cured, all pork shoulder meat made by Wilson & Co.

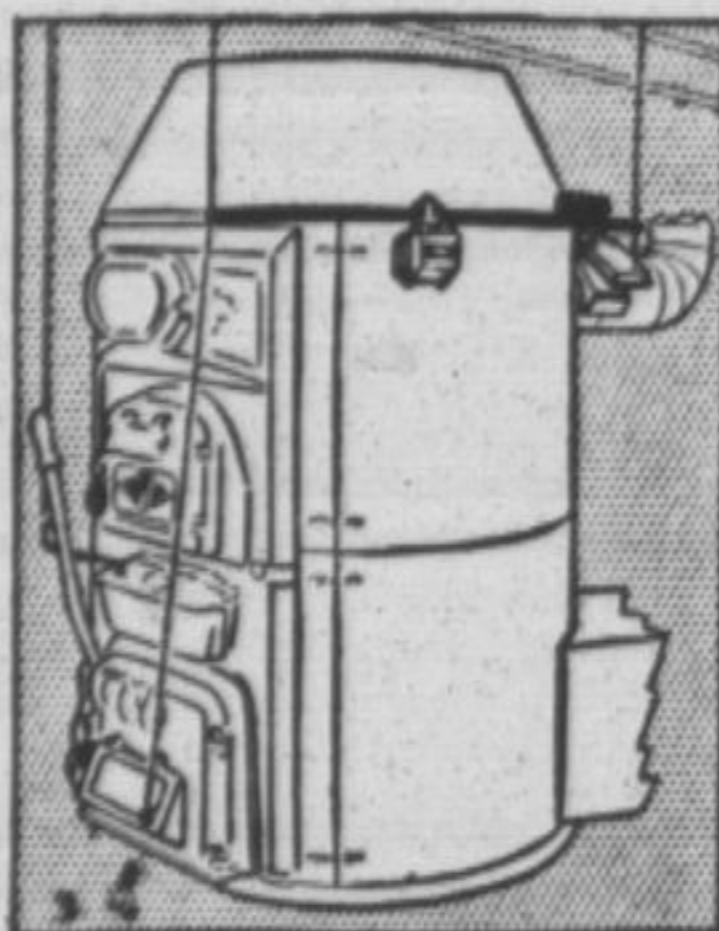
Try "Mor 'n' eggs" for breakfast at home or in camp. Bake MOR for dinner. Barbecue slices in the frying pan for lunch. Use MOR generously and often in picnic sandwiches and in hot creamed sandwiches for home use.

See you next week. G. R.



FREE

Furnace inspection. Did you burn too much fuel—was your house warm last season? We do expert repair work on any make furnace—costs based on actual labor and materials used.



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Signed—R. W. Bruinfield, Lake Villa, Ill.

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a Williamson Tripl-ife
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BARGAINS—TOURS and TRIPS FOR A DAY—A WEEK—END or LONGER



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OF WISCONSIN - MICHIGAN - MINNESOTA

Come to this cool and nearby paradise of 10,000 lakes. Rest, play, catch big fish, hike through primeval forests, swim in clean, sandy-beached lakes. Lodge and cottage accommodations at reasonable rates.

LOW SUMMER FARES

Round Trip from Chicago	Fare
Antigo	\$ 9.35
Hayward	13.95
Lac du Flambeau	12.20
Rhineland	11.00
Three Lakes	11.05
Land O' Lakes	12.00
Eagle River	11.40
Ironwood	13.55
Manitowish	12.70
Spooner	13.95
Woodruff	11.85
Rice Lake	13.95

30-day return limit. Correspondingly low fares to other points.

WISCONSIN DELLS

2, 3, 4, 5-day week-end trips, including Upper Dells boat trip, round trip rail fare, room and \$11.05 meals. As low as . . .

3-day \$16.30	4-day \$22.05
	5-day \$30.05

VACATION TRIPS, TOO!

6-day \$38.30	7-day \$42.80
	8-day \$47.30

MISSISSIPPI RIVER CRUISES

2-day Chicago to Davenport via Clinton including rail fare, \$10.30 lodging, 70-mile boat trip

2-day \$11.80; 3-day \$16.80 and \$19.94

Wisconsin Dells—Mississippi River Trips

5-day \$32.06; 6-day \$37.06; 7-day \$49.94

MILWAUKEE

Round trip rail fare in coaches.

Go any day—60-day return \$310 limit

DOOR COUNTY, WIS.

Round trip fare in coaches to Green Bay \$7.15—to Manitowoc \$5.90.

Convenient connecting motor bus service to Door County.

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Enjoy a vacation trip or tour costing \$50 or more and pay for it later in easy installments. Ask for details.

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Leaving Chicago 12:05 pm (C.S.T.) arrives Eagle River-Watersmeet and Rhineland-Woodruff (Minocqua) —Ironwood districts same evening. Luxurious air-conditioned summer train in service daily. Also fast overnight service.

The ARROWHEAD-INDIAN HEAD SPECIAL

Through train leaving Chicago 1:00 pm (C.S.T.), arriving Minong, Gordon, Solon Springs and Hayward, Cable, Drummond districts and Duluth same evening. Will run every Friday (except will run July 3 instead of July 4). Air-conditioned. Also fast overnight service.

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Highest mountains east of the Rockies. Picturesque, romantic, stimulating vacationland. Site of Mt. Rushmore memorial. Round trip rail fares from Chicago as low as \$26.45. Popular low cost 8-day tours \$51.75—leaving Sundays, July 6 to August 3, inclusive. Other low cost tours every Sunday, June 29 to August 31, inclusive.

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Round trip rail fares to San Francisco direct or via Los Angeles, or via Portland in coaches \$65.00, in Tourist Sleepers \$74.00 (berth extra), in Pullmans \$90.30 (berth extra). (\$5.00 extra for going one way via Vancouver.)

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region every day (morning or afternoon). Transportation to and from Palatine, bicycle, 10-mile \$150 ride, only

. . . in the beautiful Twin Lakes region every Sunday and holiday. Transportation, bicycle, escort, 16-mile ride, 125-mile rail \$225 trip

Without bicycle, \$1.25

. . . week-end trip to Twin Lakes. Leave Saturday afternoon, June 21, 28. Return Sunday evening, 125-mile rail trip, bicycle, escort, 16-mile ride, 3 meals, lodging, \$575 Without bicycle, \$4.75.

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