

## WILSON'S Weekly RECIPES



When I asked homemakers what they wanted in ready-to-serve meats, they said, "One we can use for *everything*." The answer to that is Wilson's MOR, that amazingly good, cured pork shoulder meat. MOR makes a delicious baked loaf for dinner, spicy frying slices for breakfast, a handy creamed luncheon meat, or tasty sandwiches. MOR is the pet of picnickers, a snap for "snackers," the all-purpose meat for all Americans.

*George Rector*  
Food Consultant  
Wilson & Co.



### MOR Suggestions

Half-inch cubes of MOR will glamorize potato salad. Add Julienne strips of MOR to macaroni and cheese.

For campfire comfort, brown together 1 can chopped MOR, 6 sliced boiled potatoes. Add 1 can mushroom soup. Cook gently.

*The Wilson label protects your table*



### Thrill Your Guests

#### SERVE WILSON'S SMOKED FOWL

Want to be famous as "the hostess who gives smart parties they can't forget"? Then serve Wilson's Smoked Turkey or Smoked Capon or Goose. This new ready-to-serve delicacy is taking gourmets by storm! Juicy—tender—richly flavored! Serve in paper-thin slices, on thinly sliced pumpernickel bread, or as appetizers. Your dealer will order it for you.



#### JIGGS! A NEW CORNED BEEF

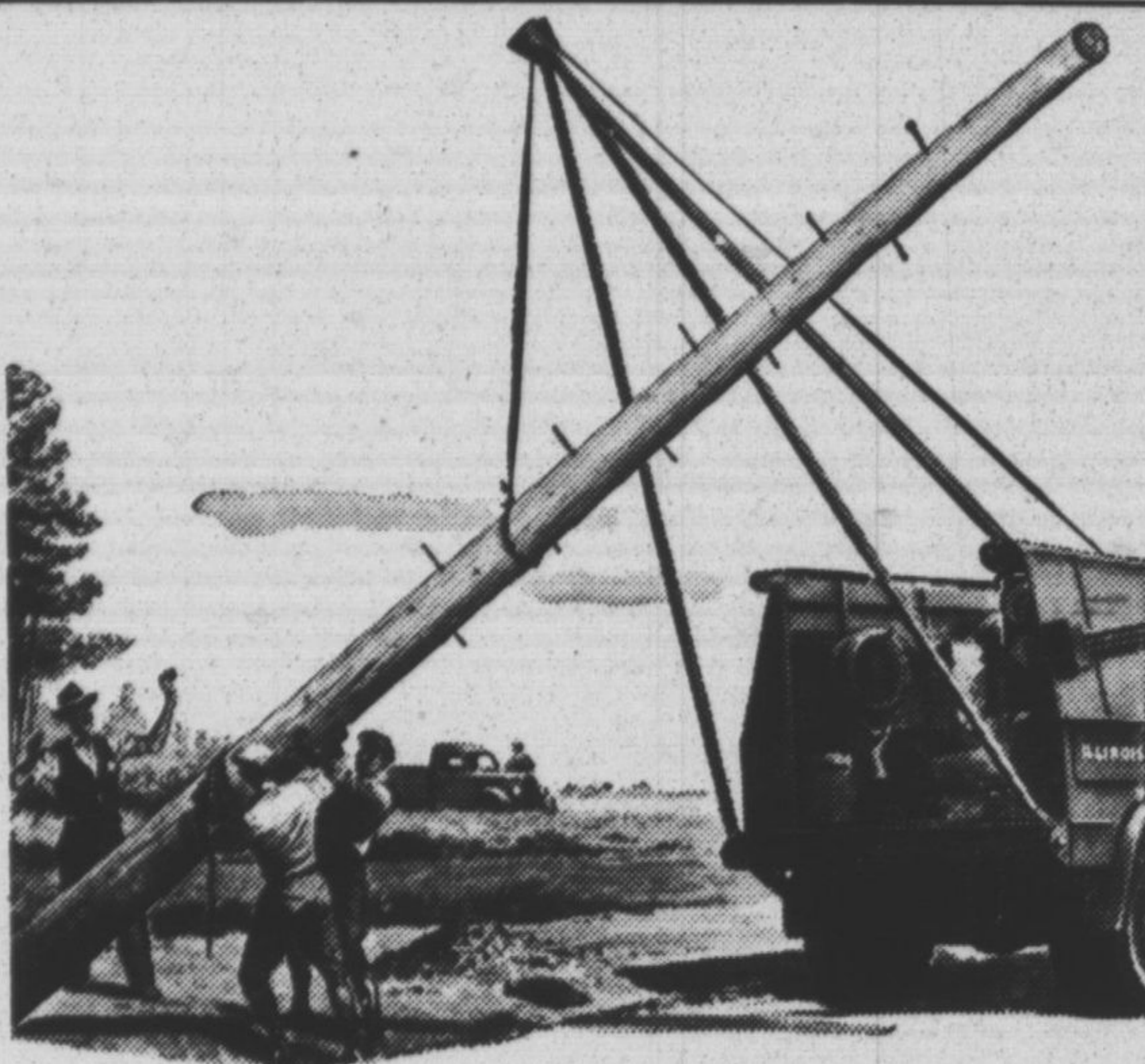
A new secret Wilson Process insures a new tenderness with a deliciously new mild flavor and enables us to proudly present the fast-cooking "Wilson's Certified Corned Beef Brisket."

**1 Cooking  
2 Meals!**

Wash the corned beef, tie, cover with cold water, add bay leaf and onion, 1 tablespoon sugar, and simmer about 40 minutes per pound. For a delicious hot dinner, cook vegetables with the corned beef the last 30 minutes. Next day serve meat cold for a new taste thrill.

Till next week. G. R.

WILSON & CO



### MOBILITY does it!

WE HEAR a lot these days about mechanized and motorized forces. . . . But this is *not* a new idea. Have you ever noticed Illinois Bell Telephone line crews along the highway? These are mechanized, motorized units—each with skilled and seasoned men—each equipped with tools, power and materials.

It is because your telephone company prepares for possible emergencies in normal times—and because it can summon aid, if necessary, from any of the 23 other Bell System operating companies—that it can give you the efficient, low-cost and *dependable* service you expect. . . . Illinois Bell Telephone Co.



Tune in "THE TELEPHONE HOUR" every Monday, 7 P.M., Daylight Saving Time, WMAQ

## National Defense Photographs . . .

### for that soldier

Every man in service is entitled to a photograph of Mother and Father, with sisters and brothers too . . . a potent antidote for those "homesick blues".

### for home folks

Soldier or Sailor! Give the home folks something to brag about . . . send 'em your picture in uniform.

### . . . and the G. F.

Lots of Girls Friends are sending their "portraits by Hecketsweiler" to the loved ones in camp or at sea . . . have you had us make yours?

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AND CAMERA SHOP

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