

TO ALL WILSON & CO. EMPLOYEES AND FRIENDS

Your company has built a beautiful three-story exhibit building at A Century of Progress on Northerly Island, right in the Heart of the New Midway. Those of us who have watched its construction and have witnessed the final splash of painters' brushes agree that it is one of the most beautiful examples of modern architecture at the entire Fair Grounds. The first floor is given over to an actual Certified Bacon slicing plant, where beautiful girls are packing this delicious product in one-half pound Cellophane rolls and one-half and one-pound cartons. The huge slicer is capable of cutting off 400 slices each and every minute it is in operation. The revolving table close to the slicer is seen, and the belt line with girls on either side will be in operation.

Last Word in Machinery

Every piece of machinery in this de luxe bacon slicing room will be Stainless Steel. Girls will be in special costumes, and they will pack all sliced bacon with the aid of chrome metal tongs. No human hand touches Certified Sliced bacon. This room is entirely glass enclosed, which permits visitors to see each and every operation. The temperature of this room is 55 degrees. Around the lower edge of the entire room, in full view of visitors, but not obstructing their view of the bacon slicing operations, are to be seen a grand array of all Wilson's Certified food products. Hams, other smoked meats, all sausage items, canned foods in glass and tin, dried beef, Savory brand mayonnaise and other products, oleomargarine, lard, salad oils, bakerite, butter, cheese and eggs.



WILSON & CO. EXHIBIT BUILDING, NORTHERLY
ISLAND, IN THE HEART OF THE MIDWAY

Delicious Foods for Sale

A mammoth sales counter extends for 60 feet south along the western end of the first floor, where hamburgers, ham sandwiches, corned beef sandwiches, corned beef hash, tamales in sauce, chili con carne, coffee, milk, chocolate milk, ice cream, and individual Sunkist pies, will be sold by the prettiest girls we could find in Chicago. Of the 250 girls hired for various Wilson & Co. World's Fair activities there were at least 1200 girls interviewed, before the final selection was made. There will be an information booth, where visitors can be directed and questions concerning our company and its products will be cheerfully answered—and correctly. Around the walls of the entire interior of the first floor will be separate exhibits of those by-products of your

Wilson & Co's Activities at A Century of Progress

and other foods, which not only contain the calories and vitamins, but which are appetizing and sustaining. Foods which you will remember long after you've paid your check.

It would take a booklet ten times this size to adequately describe all of the interesting things and educational exhibits which are to be found in the Wilson & Co. Exhibit Building, but we want you, your relatives, friends, and above all, your retail meat dealer, groceryman, and delicatessen dealer, to visit your company's Exhibit Building. The company is very proud of its building. We believe you will share our enthusiasm.

Do You Crave Snacks?

Wilson & Co. owns and operates ten food stands throughout the Fair Grounds in strategic spots where visitors who crave snacks can be satisfied. The map of the entire Fair Grounds as shown in this leaflet indicates approximately where each and every one of these food stands is located. Crisp Certified corned beef hash, hot tamales and chili con carne will be served at each and every one of these booths.

The famous Wilson & Co. prize six-horse team was selected this year by The Wings of A Century concession to represent the finest in horse flesh at this historical pageant which was such a success last year. These six famous Clydesdales average more than a ton each in weight. They will also be on free exhibition at the special Wilson & Co. stables just south of the 31st street entrance and opposite the Travel and Transport Building.

Newspapers and Billboards

In addition to Wilson & Co.'s activities right at the World's Fair Grounds, the company has started a newspaper advertising

campaign on Certified Sliced Bacon and other Certified food products in all of the Chicago daily newspapers. These newspaper advertisements will appear regularly weekly for the duration of the Fair. In addition, the company will have, within a few weeks, three of the most novel, animated and neonized large outdoor billboards ever seen in this city or elsewhere. Large moving panels showing Wilson's Certified Ham, Certified Corned Beef Hash, and Certified Sliced Bacon, will move into the center of the stage alternately and then disappear. These billboards will be located at the east end of the Illinois Central Railroad tracks at 16th Street and Outer Drive; Michigan and Delaware Place, and Washington Boulevard and Ogden Avenue. These North, South and West locations will give the company 550,000 daily vehicular circulation, on a basis of one person only in each car.

We Urge Employees to Co-operate

Chicago retail food dealers have already received advertising material, such as large eight-color posters and invitations describing the Wilson & Co. exhibit building, and telling about the newspaper campaign which will materially help their sales of Wilson's branded food products to consumers. Regularly each week advertising material will be mailed and distributed to each and every Wilson & Co. customer, not only in Chicago, but in every sales territory of the company in the United States. The company invites its Chicago employees, their relatives and friends, to patronize its restaurants and food stands when at the Fair this summer. The company hopes that each and every employee, in Chicago and elsewhere, will tell his or her friends and relatives about the Wilson & Co. activities at A Century of Progress.

