



SUPPERTIME ACROSS THE NATION

Every night a family numbering millions sits down to a mammoth supper table—a table so *long* that it reaches across the country from coast-to-coast, and so *wide* that it touches both the Canadian border and the Gulf of Mexico.

We of the Wilson organization like to think of these millions of folks as members of one great family—the *Wilson* family—who have one thing in common: they prefer and relish the good *quality* and extra fine *flavor* of Wilson's *Certified* Meats and Clearbrook Dairy products.

Nationwide public confidence in food products identified by the Wilson label has been built up over the 30 years that Wilson & Co. have served America's homes. We rate it as our richest asset.

And in the years ahead we propose that this great family of Wilson customers shall continue to enjoy the newest and best meat and dairy products that modern scientific research and our experience can produce.

Women of today have implicit faith in the familiar Wilson label. It assures them that Wilson's *Certified* Meats and Wilson's *Clearbrook* Dairy Products are made with the same sincere regard for quality, cleanliness and appetizing flavor that they employ in their own cooking and baking.

That is why Wilson's "Certified" and "Clearbrook" products are served at this great, nationwide table, comprised of millions of individual family tables, not only for supper and dinner, but for lunch and breakfast, too.



The Wilson label protects your table