

Everybody loves Wilson's MOR—in sandwiches and in many other appetizing ways. MOR is such a wholesome meat. Comes in one solid piece. So easy to carry to picnics. So convenient at home. Just slice to make hearty sandwiches. Or quickly bake, or broil, or fry. Only MOR tastes like MOR.

Buy Wilson's MOR at your favorite store.

A tasteful meat so good to eat



The Wilson label protects your table