



A Quality Flour for Fifty Years

A LITTLE over a half century ago the Crete Mills started grinding flour, and from the first pound up to the present time, quality has been paramount in the making of VICTOR FLOUR.

Through the *good years* and the *bad years* which naturally come in fifty years of business, the quality of VICTOR FLOUR has never wavered and has continually forged ahead in popularity with housewives all through the middle west.

Every car of wheat is thoroughly analyzed in the big complete chemical and milling laboratory before it is admitted for flour-making purposes. It has to measure up to the Crete Mills standard before it is accepted.

VICTOR FLOUR is made in the most completely modern daylight mill in the middle west. All day long the rays of light and sun flood this mill, thereby letting Nature play her part in adding to the purity of this product.

The most modern machinery is used in milling VICTOR FLOUR, and, as a result of this modernized equipment, uniformity in production prevails.

When you order VICTOR FLOUR from your grocer just remember that you are buying the product of an institution which has enjoyed fifty years of successful quality milling.

The same executive head has directed a uniform policy among the working personnel for over thirty years, which accounts for the fact VICTOR FLOUR is "Not accidentally good but—MADE GOOD ALWAYS."

YOUR GROCER SELLS VICTOR

The "CRETE MILLS" Crete, Neb.

2000 BBLs. DAILY

ESTABLISHED 1869

