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# Meat of the Wheat

## IN THE BREAD YOU EAT

The perfection of a job depends upon the skill of the worker--plus proper tools and machinery. The making of good flour is more than running wheat between rollers. If that were all, anybody could make good flour. But some flour is better than others. It is better because the wheat is selected with care; because expert millers handle it from the time the wheat is cleaned until it is sacked or barreled; because it is ground by perfectly adjusted machinery of the most approved pattern; because all these things exist in our famous mills.

### *Liberty Flour is the Best Flour Made*

We do not buy all wheat that is offered to us—it must grade the best. We are not content to merely grind flour—we grind the best. This is evidenced by the fact that there is more Liberty Flour used in Lincoln and suburbs than any other brand, and the demand is growing day by day.



### *The Trying Test Proves it to be the Best*

The best way to test flour is to use it, and we are anxious to have you put Liberty Flour to the test. If it is not to your liking the loss is ours, not yours. Behind every sack of Liberty Flour is our absolute guarantee. We know its merits, and so do thousands of housewives in Lincoln and its suburbs.

### **The Loaf of Perfection**

Liberty Flour makes that light, satisfying loaf of bread that is the delight both of the cook and of the eater.

### **The Flour with Results**

The use of Liberty Flour results in a satisfied housewife and a bright family circle well content.

### **The Acme of Milling**

Everything in the way of skill, experience, and machinery will be found combined in the making of Liberty Flour.

## TO THE WIVES OF NEBRASKA UNION MEN

We want you to become our regular patrons. Already we have hundreds of testimonials from union wives who have been regular users of Liberty Flour for several years. They join in declaring that it is the best flour they ever used. They get not only better bread but more of it to the sack. They know, when they use LIBERTY FLOUR, that they are using the product of a mill where the owners are in hearty sympathy with the objects and aims of organized labor. Our mills are growing, and when, by the patronage of organized labor, they are large enough to employ a sufficient number of Cereal Mill Employes to maintain a union, we'll assist in its organization. We believe in co-operation--and reciprocity. But our chief claim upon your patronage is the fact that Liberty Flour has no superior, measured by any test offered to flour.

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L I B E R T Y

### Order Liberty Flour of your Grocer

If he does not handle it telephone the mill. We'll attend to your wants at once---and have an interview with your grocer. The money spent for LIBERTY FLOUR is retained in the channels of Lincoln's trade and remains right here.

L I B E R T Y  
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## There's No Better Flour than Liberty Flour

We guarantee every sack to be just what you most desire in flour. It is the perfection of the miller's art. The meat of the wheat in the bread you eat.

**LINCOLN BARBER & SON LINCOLN**  
LIBERTY FLOUR