

## 

THE NEWS IN NEBRASKA
A convention it canled to meet at 1 SEEVEN MILL LEVY

## Truths that Strike Home

 Your grocer is honest and-if he cares to do so-can tellyou that he knows very little about the bulk coffee he
sells you. How can he lyow, where it originally came from, sells you. How can he lyow, where it originally came from,
how it was blended-Or with what
-or when roasted? If you buy your -or when roasted? If you buy your
coffee loose by the pound, how can
you expeet purity and uniform quality?


LON COFFEE, me leader of all Package coffees, is of strength and flavor, For oVER A guarter of a century, mon coffee has been the standard coftee in hallitons of homes.

## LION COFFEE

nt our tactortes, and untulty opened tin
your home, has no chance of tot terated, or of coming in eontact with duen

In each package of LION COFFEE you get one full
pound of Pure Coffee. Insist upon getting the genuine
SOLD BY GROCERS EVERYWHERE


