

BEST BY EVERY TEST

No manufacturer, not even if he uses the finest machinery made and employs the best workmen the world furnishes, can succeed in producing high-grade products unless he uses only the best quality material possible to obtain. Neither can he attain success if the best quality of material is used and inefficient labor and poor machinery is employed



Products bearing this trade-mark are guaranteed to conform with all State and National Pure Food laws.

GOOCH'S BEST

Pancake Flour

Here is an economical product, made from only the choicest wheat, corn and rice, and contains the exact proportion of leavening properties. You'll find its quality and goodness far superior to any similar product. In demand by discriminating housewives where only the best is used. Order a trial from your grocer.

GOOCH'S BEST

Corn Meal

Made from only the very best quality of well matured corn. A more perfect Corn Meal would be impossible to make. Satisfaction is fully realized by its use, where the best Corn Meal is desired. A trial will make you a permanent customer.

Packed in 3-pound Cartons and 6 and 12-pound Sacks

GOOCH'S BEST

Graham Flour

In this, as in all other Gooch products, only the finest quality grain is used. You'll find Gooch's Best Graham Flour contains exceptional merit and is decidedly different from ordinary Graham Flour. A trial will convince you.

Packed in 3-pound Cartons and in 6 and 12-pound Sacks

GOOCH'S BEST

Compound Buckwheat and Wheat Flour

This is a self-rising product. Only the very finest grade of Pennsylvania Buckwheat and Nebraska Hard Wheat is used in its manufacture. Produces delicious Buckwheat Cakes almost instantly.

Packed in Cartons and Sacks

The Best Trade Demands Gooch's Products

Our process of making flour involves skill and the most exacting sanitary and scientific methods. The wheat that we use is the very best Nebraska and Kansas hard wheat obtainable and every kernel is thoroughly washed and scoured and the flour bolted many times through the finest silk. In

GOOCH'S Best Flour

you will find all the rich nutritious value of the grain successfully transferred, giving the housewife a pure, uniform flour—wholesome and efficient. It not only produces more loaves to the sack, but its judicious use is your assurance of nutritious, appetizing and delicious bread; purer, whiter and more easily made.



"No Better Flour Made"

"No Flour Better Made"

The emblem of Purity, Wholesomeness and Economy. Be sure your grocer gives you products bearing this trade-mark.



GOOCH'S BEST

Wheat Hearts

is the purest and most wholesome of all breakfast foods. Made only from the heart of the choicest, selected wheat, scientifically manufactured by sanitary methods, it never fails to please the most exacting.

It contains all the muscle-building and nutritious qualities so necessary to the promotion of health.

GOOCH'S BEST

Cake Flour

For fancy Cake Baking in the home or in the making of Pastry, Gooch's Best Cake Flour far excels any similar product for purity, economy and wholesomeness. Discriminating housewives are more than pleased with its use.

GOOCH'S BEST

Buckwheat Flour

Only the very best Pennsylvania Buckwheat used in the manufacture of Gooch's Best Buckwheat Flour. We are very careful in its cleaning and milling and can guarantee absolute satisfaction to every housewife using it. Order a trial today.

Packed in Cartons and Sacks

GOOCH'S BEST

Sterilized Pure Wheat Bran

Every kernel of wheat used in the making of this product is thoroughly sterilized. We guarantee it to give perfect satisfaction in the making of all bran foods. It also aids digestion.

New

GOOCH'S Best Products Coming

- Gooch's Quality Bread Gooch's Best Macaroni
- Gooch's Raisin Bread Gooch's Best Cut Macaroni
- Gooch's Bran Bread Gooch's Best Spaghetti
- Gooch's Graham Bread Gooch's Best Cut Spaghetti
- Gooch's Rye Bread Gooch's Best Egg Noodles
- Gooch's Best Elbow Macaroni

All to be Made in the Finest and the Most Modern Plant of Its Kind in the World

Gooch Milling & Elevator Co.

Lincoln, Nebraska

The Best Trade Demands Gooch's Products