

The Food Administration appeals to the housewives of the nation for assistance in food conservation. "Allow no waste!" is the War-Cry of the Food Administration.

In the service of the Omaha housewife, responding to this call—the Schulze Bakeries have perfected a new loaf of bread, scientifically made, to keep its freshness—thus saving waste, as even the last crumb will be moist and palatable until used.

SCHULZE'S
LIBERTY LOAF



ECONOMIC VALUE **SUPREME QUALITY**
SAVES WASTE

If each family in the United States wasted one slice of bread per day, due to its being dry or stale, it would mean an actual loss of over 1,250,000 loaves of bread daily—representing approximately 665,000 bushels of wheat each month of 30 days—or the appalling yearly waste in money value of over \$23,000,000.

Do Your BIT!

"Save a Slice of Bread a Day"

By using Schulze's Liberty Loaf—the loaf of economic value and supreme quality

LARGE, ECONOMIC LOAVES 10 cts.

At Your Grocer—Tomorrow—Thursday Morning

Liberty Loaf is Baked Only by Schulze Baking Co.