

Mr. Hoover 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 Philadelphia housewife, responding to this call, the Freihofer Bakeries have perfected a new loaf of bread scientifically made to keep its *freshness* for days---thus saving waste, as the last crumb will be moist and palatable even to the second and third day.

Freihofer's



LIBERTY LOAF

ECONOMIC VALUE SUPREME QUALITY
SAVES WASTE

Philadelphia and suburbs have over 400,000 families. If each family wasted one slice of bread per day, due to being dry or stale, it would mean an actual loss of over 30,000 loaves of bread daily, representing approximately 16,000 bushels of wheat each month of 30 days; or the appalling yearly bread waste in money value of over eight hundred thousand dollars.

Save a Slice of Bread a Day

By using Freihofer's Liberty Loaf
The Loaf of Economic Value and Supreme Quality
LARGE DOUBLE SIZE LOAVES, 10 CENTS
At Your Grocer—Tomorrow—Wednesday Morning