

## Use Freihofer's Liberty Loaf-Save the Labels

Every label taken from Freihofer's Liberty Loaf bread counts toward winning one of the U.S. Liberty Bonds the Freihofer Bakeries are giving away.

If you haven't entered the big label-collect ing contest for yourself, save Freihofer's Liberty Loaf labels for some friend or neighbor who has.

And don't forget that every Freihofer's Liberty Loaf' you use also counts in the great nation-wide campaign to save bread waste.

It means a saving of eleven million loaves yearly in the 400,000 homes in Philadelphia and vicinity
-Because Fredihofer's Liberty Loaf is deliciously good and stays fresh for days, so that every morsel will be eaten-no stale ends, crusts or left-over slices-no expense of stale bread dishes -no waste at all.


This is the label to save in r reihofer's big Liberty Bond Contest. One label is put on each the label is there and the bread Freihofer's Liberty Loaf

## A $\$ 100$ Liberty Bond

 goes to you if yours is the largest
## A $\$ 50$ Liberty Bond

goes to you if yours is one of the ten next largest numbers of Freihofer's Liberty Loaf labels. Label collecting ends Nov. 30, 1917. Turn in your labels Saturday, Dec. lIst, at Freihofer's Main Office, 20th and Indiana Ave.

This Is the Bread
"Save a slice of Bread a Day" by using

HEMSTITCHING Skirt Pleating while You Wat
Skin sonars mont ions ${ }^{\text {side }}$ Buttons



