



Back of This Name Come The World's Best Foods

It's almost second nature with most people to think of "Libby's" when they think of quality foods. For they know that from start to finish, nothing will do for Libby's but—*the finest*.

Distance means nothing to Libby's. They go to Hawaii for the choicest pineapples, and to Spain for the plumpest olives as readily as to Illinois for the richest milk. And mind you, it's not a Libby buyer that goes—but *a Libby plant*.

That in itself is a wonderful guarantee of goodness. For it means that there's no long jostling in freight cars—no bruising—no deterioration. For day by day, as the crops ripen, they go straight to the big, cleanly Libby kitchens that stand in sight of the fields.

And that's the Libby way—always. It makes a difference, too—a difference you can taste and a taste you will like.

Libby's Foods—for quality and convenience.

Libby, McNeill & Libby, Chicago

