

Fluhrer's Holsum bakers bring you a better bread

NOW

TODAY-

see the
New Look!

Pick up the latest in bread protection!
See the sparkling new plastic-coated package. It's a
"flavor saver"—keeps **Holsum** flavor fresher, yet
costs you no more...now at your grocer.

taste this
Better Flavor!

You have a delicious surprise in your next
loaf of **new Holsum**. Just smell that
bakery-fresh aroma...taste the satisfying
flavor that sharpens your appetite, makes
you want more! Better baking makes
Holsum **better than ever.**