

Meet Miss Sunbeam



She brings you...
Tenderly Curled
Fluhrer's Sunbeam
in the beautiful NEW
Sunbeam Wrapper

This charming little girl is the "cover girl" on Fluhrer's Sunbeam Bread — the new name for your favorite Holsum Bread. A new name to celebrate exciting new deliciousness. You liked Holsum — you'll love Fluhrer's Sunbeam Bread.

Fluhrer's Sunbeam has everything you could ask for in bread. It's mighty good eating and provides nutritious vitamins, minerals and proteins for glowing good health.

You'll be delighted to meet Miss Sunbeam. You'll be more delighted with her delicious Fluhrer's Sunbeam Bread. Reach for a loaf today at your grocer's.

IT'S BREAD BEYOND COMPARE

THE LITTLE MISS SUNBEAM STORY

Look for Miss Sunbeam whenever you buy bread. All over America, she is a symbol of the finest quality baked foods. Only the finest bakers in any area — like your local Fluhrer's Bakery — can become Sunbeam bakers and use this smiling little girl as their trade-mark and their assurance to you of superior quality.



WHEN YOU LOOK FOR...



LOOK FOR...

Fluhrer's Sunbeam Bread