

THE WHOLE TOWN'S GOING FOR SUNBEAM BREAD

STAYS FRESHER LONGER!

Fluhrer's

Sunbeam

**Tenderly Curled
Soft...Fresh**



Fluhrer's

It's tempting... it's delicious it's bread beyond compare!

WHEN YOU LOOK FOR...



NOW REACH FOR...

Sunbeam Bread

The whole town's talking about Fluhrer's Sunbeam Bread — the delicious new bread that's so tempting, slice... after slice... after slice.

"Mmmm, good" says one happy eater. "Mmmm, good," says another.

That's how Fluhrer's Sunbeam is making friends wherever it's served.

Try the loaf that carries Miss Sunbeam's picture today. See if you don't agree that our many quality improvements, from the selection of finer ingredients to our exclusive "Freshness Control" on your grocer's bread rack, make new Fluhrer's Sunbeam extra delicious and extra nourishing... it's truly bread beyond compare!

TENDERLY CURLED...STAYS SOFT-FRESH