

*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**.