

Fluhrer's

Big Advance



in Bread Baking

New Holsum Bread

gives you **Vitamin D**

Now today and every day Holsum Enriched Bread gives you all the vitamins and minerals *plus* Sunshine Vitamin D for *extra* nourishment. Vitamin D and the Calcium in Holsum Bread go to work to strengthen bones and teeth. Without Vitamin D, Calcium in the diet cannot be fully utilized, scientists say. Now Holsum gives you *both* Vitamin D and Calcium to work together as a team for your good health.

**MORE
for your money
at no extra cost**

Holsum is your best choice of enriched breads because it contains ALL the vitamins and minerals, including Sunshine Vitamin D, as recommended by the National Research Council's Food and Nutrition Board.

Here's what you get!

One-half pound (eight slices) of Holsum Bread will supply you with at least the following amounts or percentages of your minimum daily requirement for these essential food substances:

Thiamine (Vitamin B ₁)	55%
Riboflavin (Vitamin B ₂)	17.5%
Niacin	5 milligrams
Iron	40%
Calcium	17%

plus
Sunshine Vitamin D
93³/₄%
(PURE CRYSTALLINE VITAMIN D₂)

WHITE ENRICHED BREAD
**PLUS-SUNSHINE
Vitamin D**

Holsum



Be Holsum

Look Holsum

Buy Holsum
plus Sunshine Vitamin D