

# IT'S HERE!

## A NEW KIND OF BREAD THAT STAYS FRESH ONE DAY LONGER!

Some poor souls go practically all through life squeezing bread (to make sure it's fresh). But now Holsum is here . . . with the really BIG fresh. Not just fresh when you buy it - Holsum is baked to stay fresh one day longer after you get it home. That's why you can take 2 or 3 loaves of . . .

### Holsum

NOW AT YOUR  
FAVORITE GROCERY STORE

