



at Your Grocer's
tomorrow

A New Grade of Bread at a New Low Price

BEGINNING tomorrow, the women of Omaha will have an opportunity to buy a full pound and a half loaf of good bread at a new low price. It's HOLSUM in name and wholesome in quality—pure, clean, good.

HOLSUM at its new price is our answer to those who desire low priced bread of dependable quality. It is a big pound and a half loaf—and a good one. In it you get our assurance of purity and wholesomeness, and you also get a saving of several cents in price. To many people this saving is highly important.

You'll find HOLSUM a loaf of fine character—a loaf with an appetizing flavor that makes the whole meal better. Your family will surely enjoy it.

From the Home of Betsy Ross

HOLSUM is a product of the BETSY ROSS bakery—an institution whose reputation as bakers of fine bread gives assurance of quality in this new loaf. It is fashioned by the same skilled bakers who make BETSY ROSS—by the same scientific processes—with

the same care and according to the same high ideals of baking.

No Change in Betsy Ross Prices

The difference between HOLSUM and BETSY ROSS is one of degree—not character. Some women will prefer HOLSUM, though BETSY ROSS has a greater measure of quality and must necessarily sell at a higher price. You are already familiar with the goodness of BETSY ROSS, with its wholesome shortening, abundance of rich milk and delicious honey flavor. Likewise, HOLSUM has its distinctive characteristics and is of a quality that makes it outstanding in value for its price.

Here are two brands of bread, each the highest in its grade. You can make no mistake with either. If you want the best grade, you can take BETSY ROSS at its old price. If a few cents in price are more important, you can have the good HOLSUM.

At your grocer's today—HOLSUM, the better bread, at its new price—and BETSY ROSS, the finest bread, at its regular price.

THE JAY BURNS BAKING COMPANY.

*There's a difference
in Bread*

THE JAY BURNS BAKING CO.