

# 8 HOURS FRESHER

## LANE'S LEADS THE WAY!

Now, all baked foods from Lane's will be 8 hours fresher on your grocer's shelves. New methods of production and distribution are now in effect at Lane's which assures you of the freshest baked foods in the Maritimes.



## QUALITY CONTROL, TOO!

Every loaf of Lane's Holsum bread has the same even texture and golden brown crust. The colourful plastic bag not only assures freshness but is re-usable . . . ideal for keeping sandwiches fresh for lunches at work or school, or for keeping leftovers fresh in your refrigerator.

*Lane's* **Holsum** BREAD

8 HOURS FRESHER... AT YOUR FAVOURITE FOOD STORE