

HERE IT IS!

Lane's **Toasty Twist**

THE BREAD YOU'VE BEEN WAITING FOR!



**FRESH EVERY DAY
AND FRESHER FOR DAYS**

Here's a new bread, a lighter, finer textured bread that's made for toasting. LANE'S TOASTY TWIST brings a new meaning to breakfast and a new taste to sandwiches. It's fresh bread, baked by master bakers — and it keeps fresh for days in Lane's new plastic wrappers. LANE'S TOASTY TWIST has a flavour all its own — a flavour so much finer you'll say, "Well! I never knew bread could taste like that!" Look for LANE'S TOASTY TWIST in the bright yellow plastic wrapper. Get it at your Grocers this THURSDAY!

**IN THE
ALL NEW BRIGHT
YELLOW PLASTIC
WRAPPER**

YET ANOTHER *FIRST* FOR LANE'S!