

**LANE'S BREAD... The Bread to Buy!**

# LANE'S HOLSUM BREAD

**wins the W. E. LONG TROPHY for highest quality**



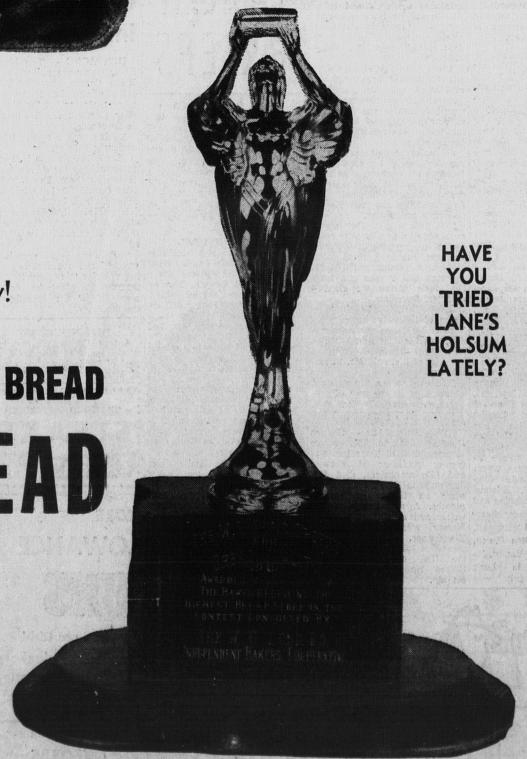
Lane's Bakeries Limited are proud to announce that Lane's Holsum Bread has won the W. E. Long trophy. This honor is conferred upon the bakery which receives the highest score in a continent wide bread quality contest conducted by the W. E. Long Co. Chicago, U. S. A.—Independent Bakers Co-operative.

Lane's Holsum Bread ...

tasty delicious bread with a  
deep golden brown crust. You'll  
be delighted with its satisfying  
taste—at your nearest food store today!

**LOOK FOR and ENJOY THE AWARD WINNING BREAD  
LANE'S HOLSUM BREAD**

Another Lane's quality bread  
baked to perfection by the  
master bakers



**HAVE  
YOU  
TRIED  
LANE'S  
HOLSUM  
LATELY?**

## LANE'S BAKERIES Limited