

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

LANE'S HOLSUM BREAD

wins the W. E. LONG TROPHY for highest quality



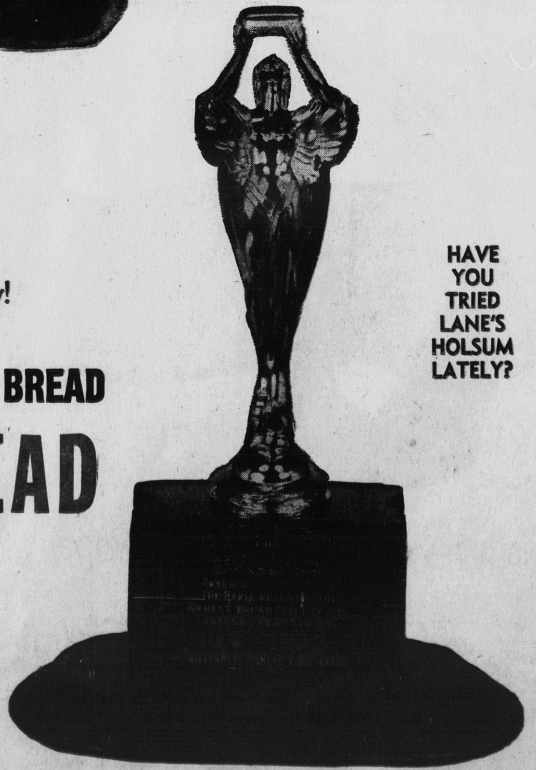
Lane's Bakeries Limited are proud to announce that Lane's Holsum Bread has won the W. E. Long trophy. This honor is conferred upon the bakery which receives the highest score in a continent wide bread quality contest conducted by the W. E. Long Co., Chicago, U. S. A.—Independent Bakers' Co-operative.

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