

Wm. Low : the very best in breads : now you can enjoy the delicious taste of Hovis freshly baked at Wm Low... as good today as it's always been : Hovis.

Contributors

William Low & Co.
Rank Hovis (Firm)

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Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



THE VERY BEST IN BREADS



Now you can enjoy the delicious taste of Hovis freshly baked at Wm Low.

A traditional crusty white loaf with the great name of Hovis behind it. Baked from the finest quality flour, to give the crustiest of crusts with a firm even texture. Hovis White is perfect for all the family, and any occasion.



Hovis Wholemeal is not like any other ordinary Wholemeal bread. You can't mistake the unique wholesome Hovis flavour made from the highest quality wholemeal flour enhanced with malt flour and added mini-malted and kibbled malted wheatflakes. This tasty wholemeal bread is ideal for any occasion.

AS GOOD TODAY AS IT'S ALWAYS BEEN

HOVIS IS THE REGISTERED TRADE MARK OF Wm LOW LIMITED