

ARROW MESSENGER. Phone 610.

EAT SHREDDED WHEAT for the same reason athletes do! It builds

**WE GET
NIGHT'S**

IT'S REAL FRESH BREAD... THAT'S WHY WE GET JULIA LEE WRIGHT'S

ITS WOMAN'S RECIPE TASTE-LIKE HOMEMADE -WON US

Bread made from a woman's recipe— it reaches you fresh as Grade A milk

by JULIA LEE WRIGHT
Head of one of the world's largest Home Economics Bureaus

How is it different? Hundreds of Western housewives know. They helped us develop a true woman's recipe—a more appetizing kind of bread.

Because Julia Lee Wright's is real woman's recipe bread, we use in its baking only the fine quality ingredients you require in your kitchen. Each loaf costs us more money than is usual.

In their bread tests, women uncovered another vital point. To really taste its best, women found, bread should reach you fresh as Grade A milk!

My bread comes out of the oven so fine-textured and flavorful we want you to enjoy it at its best. So we make a special effort to get Julia Lee Wright's into your hands *always fresh*. Every loaf tender and delicious for all your meals, for toast and sandwiches.

Will you buy a loaf of Julia Lee Wright's today? When you do, you'll discover the special goodness of *really fresh, woman's recipe bread!*

Julia Lee Wright's
 (From her favorite recipe)
SLICED WHITE

GUARANTEE
If you do not agree Julia Lee Wright's Bread tastes better—all your money will be refunded!

At your neighborhood grocery
 ... **SAFEGWAY**