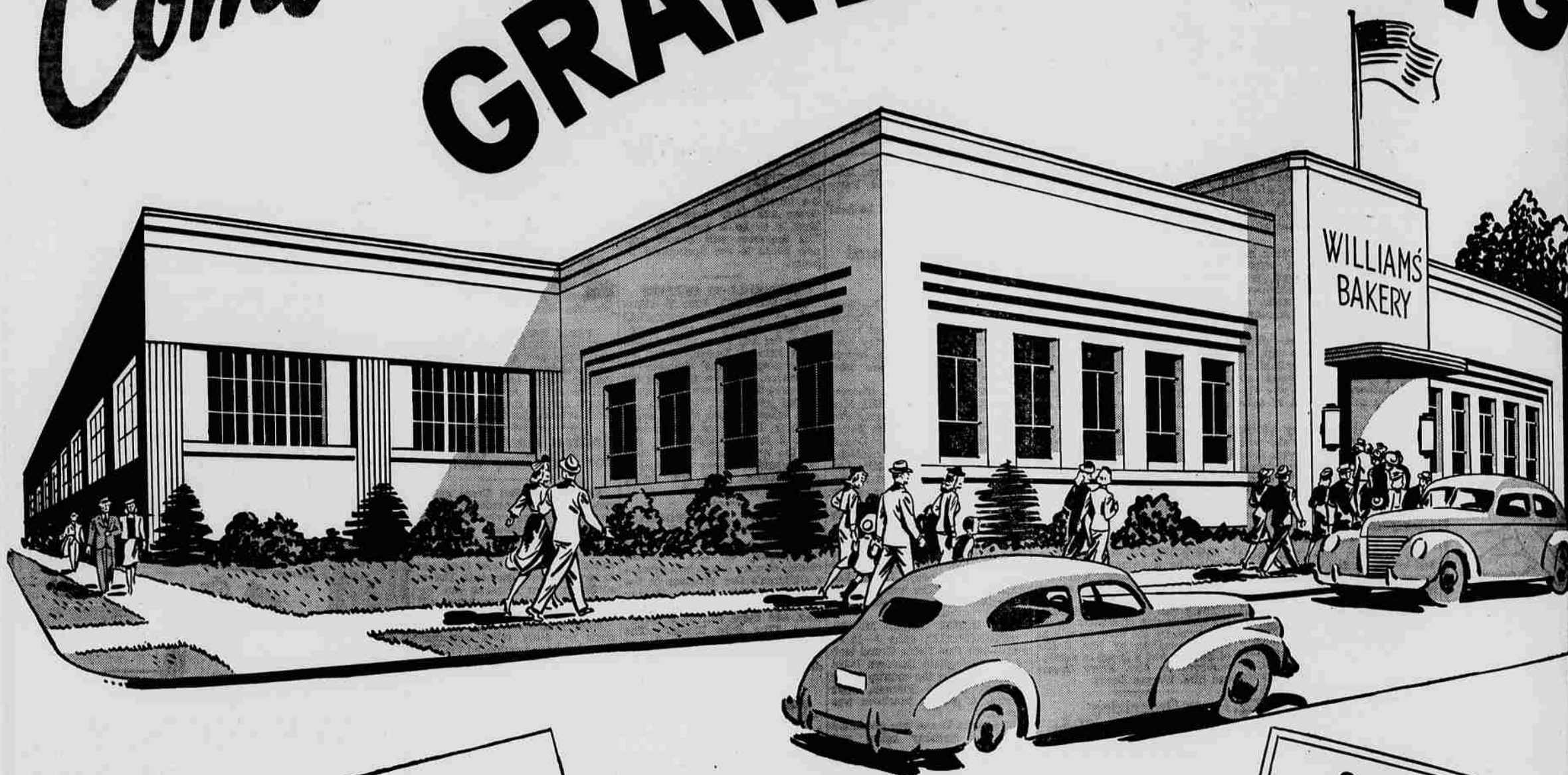


Come to our GRAND OPENING



**BRIGHT AND SHINING,
CLEAN AS A CHINA PLATE**

See how we bake
**OREGON'S
BEST BREAD!**

*You are cordially invited
to be our guest
AT OUR NEW HOME
any day this week
—June 9 to 14—
From 2:30 p. m. to 9:00 p. m.
REFRESHMENTS FAVORS ENTERTAINMENT*

*This new home of ours
really belongs to the good
folks of the Willamette Valley*

This is more than merely an invitation to visit us and join in celebrating the completion of our magnificent new bakery. It's also an opportunity for us to say a heartfelt "Thanks" to all our good friends and neighbors. For it has been your business that made this new home possible—and necessary.

Won't you drop in and see how

we "keep house" . . . inspect the ultra-modern building, devices, and machinery that aid us in producing the bread you like best . . . see for yourself the glittering cleanliness and care we maintain for your benefit.

You'll enjoy every minute of your stay with us. Come out any day or evening this week—and take part in the festivities.



● Scientific control and automatic handling mark every step in the making of Williams' Bread. Here the dough is delivered, formed into loaves and ready to be popped into the giant, radiant oven.



● A slow passage through the controlled heat of the oven brings the golden, tender-crusted loaves—with heavenly savor and appetizing fragrance—out and ready to be wheeled into the air-conditioned cooling chamber.

You'll be fascinated by every modern baking process you see when you visit our new, ultra-modern plant.

Williams'

BAKERY

1760 East Thirteenth
EUGENE, OREGON