

G R O W T H !



OMAHA 1924

THE story of the growth of the Iten Snow White Bakeries is a tale vivid with human interest; the story of the wonderful development of a humble one-oven bakery located at Clinton, Iowa, in 1892 to four of the largest and finest equipped cracker bakeries in the country, with twenty-eight distributing agencies scattered throughout the Middlewestern, Southern and Southwestern states, and supplying twenty-two states with Iten Quality Products.

The four Iten Snow White Bakeries are located at Clinton, Oklahoma City, Memphis and Omaha. The Omaha factory is the headquarters of the company and is the largest of the group, covering a ground area of three-quarters of a city block, from five to seven stories in height, and employing 550 men and women. It is the largest cracker bakery west of Chicago and, in fact, no other American city of less than one million population has so large a cracker bakery as Omaha's big one. The average daily output of the Omaha Snow White Bakeries is 72,000 pounds of crackers, 12,000 pounds of plain cakes and cookies and 20,000 pounds of fancy cookies.

The Iten Biscuit Co. is more than a gigantic baker. It is an institution to which Omaha and Nebraska point with pride; a worthy organization supplying Omaha and the Middlewest with products of proven quality; a company vastly interested in the upbuilding of a greater Omaha, a greater Nebraska, and a greater America.

Back of every great organization there must be the principles which bring success, and according to Mr. O. H. Barmettler, Vice President and General Manager of the company, the wonderful growth and progress of the Iten Biscuit Co. is attributed to the strict adherence to these principles:

1. Baking the very finest crackers, cakes and cookies, of the purest and best materials, in the cleanest and most sanitary Snow White Bakeries.
2. Giving consumers full money's worth in every pound and every package of Iten Quality Products.
3. Giving retail distributors a fair and square deal in every way, and co-operating with them in giving satisfactory service to consumers.



Iten Products



Many Varieties of fine Cakes and Cookies at your Grocer's.

An Invitation

All who are interested in the production of Fine Quality Pure Food Products are cordially invited to visit any Iten Snow White Bakery on any working day. Visitors' hours are from 9:00 to 10:00 A. M. and from 2:00 to 3:00 P. M.