

# Progressive Omaha Printers Welcomes Ak-sar-ben 1918

## IDEAL BAKERY SUPPLIES OMAHA STAFF OF LIFE

Dream of Quarter of a Century Realized in Construction of Perfect Baking Plant.

Is there romance and adventure in business?  
Plenty of it, and even in the prosaic business of making bread.  
This is indicated in the history of the Petersen & Pegeau Baking company, which, since 1893, has grown from an idea into one of the biggest bakeries in the entire west, and is now housed in a baking plant which is entitled to be classed as "Exhibit A," the most perfect bakery in America from the standpoint of ventilation, mechanical efficiency and for the dietary as well as the commercial perfection of its product.  
Like everything else big commercially and industrially in America, the new bakery, located at Twelfth and Jackson streets, is the realization of an ideal, the culmination of an ambitious dream and the approximation of a business adventure.

Organized in 1893.  
In 1893 Peter F. Petersen amalgamated four small Omaha bakeries into one and interested Gustav Pegeau, then a well known merchant and banker of one of the small towns of the state in the new organization, and they formed the Petersen & Pegeau Baking company. For a quarter of a century the company operated a plant on North Thirtieth street which the growth of business eventually made too small for the concern, and resulted in the present mammoth plant, representing an investment of \$250,000.

The new bakery has a capacity of turning out 75,000 pounds of baked bread every day. This bread, sold under the name of "Tip-Top" bread, is distributed over a very wide territory, going as far west as Big Springs, Neb., 400 miles away. The company will specialize in shipping to the trade and now has a special representative in the field, establishing agents for the product of the bakery in Iowa, Nebraska, Missouri and Dakota towns within a radial circle of 400 miles.

At present the total volume of the business of the company, measured in dollars and cents, will approximate \$500,000 per year.

**Mechanical Perfection.**  
There is not another plant in America that is more physically perfect than the one which represents the home of the bakery. It is a white tiled, hygienically ventilated plant, equipped with machinery that represents the zenith of mechanical perfection and where the idea of cleanliness is carried out to the extreme, where the very air is washed.  
Two crews of bakers, forming day and night shifts, are at work at all the time. The efficiency of the plant

may be summarized by the fact that flour is literally dumped in huge bins in an above-ground basement, elevated to the top floor in conveyors, and come out on the main floor of the bakery a loaf of perfect bread, scarcely without the intervention of a human hand.

In the process of handling the flour for baking, every foreign particle is sifted and cleaned out before the elements of the staff of life reaches the most interesting department of the huge bread factory. This is the mixing room, where the operation are interesting expositions of mechanical and chemical efficiency. In order to have every condition perfect, even the air of this room is kept artificially humidified and the temperature arbitrarily at 80 degrees all of the time. It is under these conditions that the chemical changes in the working of the yeast bacilli, which is essential to perfect bread, performs its functions under the most ideal conditions.

**Use No Coal.**  
In this most modern of bakeries no coal is used for heat. Because of this, there is no soot, no ashes, no smoke, no dirt. Under its own unloading tracks the company has an underground storage tank which holds 20,000 gallons of fuel oil. This

is pumped to the ovens and boilers. The only power used in the operation of the machinery and each machine has its individual motor.

Two automatic wrapping machines seal the bread as it comes from the ovens in hermetic envelopes.  
In the development of "Tip-Top" bread, the company has used the services of Julius Wilfarth of New York City, who is with the research department of the Fleischmann company and who is recognized by the food administration of the federal government as one of the most successful baking and yeast chemists in the world.

**Perfect for Shipping.**  
Mr. Wilfarth, with all the facilities placed at his disposal in this most perfect of modern bakeries, has developed a formula which has produced a bread of the very highest dietic value, both by reason of its high percentage of vitamins, but also because of its digestibility. The bread, too, is so baked that it will retain the essential element of moisture longer than most commercial breads and this will permit the shipment of the product to points hundreds of miles away, still retaining its freshness.  
Peter F. Petersen has been president of the company since the retirement of Gustav Pegeau in 1907. It was in this year that Mr. Pegeau sold his interests in the company to his youngest son, L. M. Pegeau, one of the principal executives of the plant.

Mr. Petersen is trustee for Nebraska for the American Institute of Baking, having a capitalization of \$1,000,000 in Liberty Bonds, and which is one of the few research corporations maintained by any great American industry.

**Soldiers Like Chips**  
What are "hot chips?" Saratoga chips, naturally. Who loves 'em? The American soldiers in France. The "hot chip stalls" of the overseas Y. M. C. A. have proved almost as popular as the coffee counters, which means that they're kept going busily all the time.

When Buying Advertised Goods, Say You Read of Them in The Bee.

Consider, Mr. Business Man, what it means to you when you wish to get a certain printed matter out at once.

## YAFFE

"THE RUSH" PRINTER

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With His Automatic Machinery Can Always Get Your Job Out on Time. "EFFICIENCY IS WHAT COUNTS"

"A Country That Is Worth Fighting for Is Worth Saving For—BUY THRIFT STAMPS"

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Increased Floor Space and Equipment—Better Service.  
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Omaha business men are more than ever becoming convinced that it is not necessary to go outside this city to secure the very best there is in advertising. Corey & McKenzie's direct advertising is growing more popular as it becomes better known and its merits are realized.

Ask for Our Booklet "How to Get Good Printing"

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W. G. McConnell, Advertising Counselor Telephone Douglas 2644

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Manufacturers and Printers of Envelopes of Every Description  
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LABELS OF EVERY DESCRIPTION FOR CANS  
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## The Omaha Stationery Co.

Office and Typewriter Supplies. Full Line I. P. Loose Leaf Books, Architect and Engineer's Supplies. All Special Rulings in Blank Books. Engraving and Die Stamping. Leather Goods.

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307-309 So. 17th St.

## EDDY Printing Co.

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Fine Commercial Printing  
Prompt Service  
Personal Attention  
Correct Prices  
Your Patronage Solicited

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The Bates Advertising Co. of New York City, known the length and breadth of America for its exquisitely drawn, true-to-life commercial art cuts, has placed the entire Omaha rights for the use of its product, in the hands of the undersigned.

The cuts in question are modern, revised to the very moment, and pertain to Department Stores, Clothiers, Milliners, Ladies' Cloak & Suit Stores, Shoe Stores, Druggists, Jewelers, Florists, Bakers, Restaurants, Dental Offices. Auto establishments and HUNDREDS of other lines of business.

Any of these cuts are at the disposal of those who contemplate Direct By Mail Sales Advertising Literature or Commercial Job Work. Through the use of this Special "Bates Service" MOST of the expense of "cuts" is avoided.

NOTE—Haven't you noticed, during the past five years, that ALL of the innovations in Print-Ad-Craft in Omaha, were first offered by "T. Toby?"

T. Toby Jacobs Advertising & Printing Co.

National Building, 12th and Harney Sts. Phone Douglas 2065.

When Buying Advertised Goods Say You Read of Them in The Bee



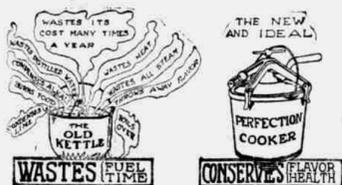
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