



ANNOUNCING THE OPENING
OF THE NEW HOME OF
TIP-TOP and HARD ROLL BREAD

It is with a great deal of pleasure that we announce to the people of Omaha the opening of our new bakery building at Twelfth and Jackson streets.

No expense has been spared to make this the most complete establishment of its kind in the country, embodying every modern and sanitary idea and convenience.

With the opening of our new building, we can conceive of no more fitting occasion upon which to extend grateful acknowledgment to the good people of Omaha for the unanimous approval of our products. The public demanded it and we met the demand. Come and view one of the finest—largest and best appointed Bakery plants in the country.

The Building

was just completed this summer. Its architectural beauty is unsurpassed; its imposing grandeur is the cause of much favorable comment; its interior arrangement is ideal for the purpose it was built. In point of arrangement no bakery can compare with it. Nothing is lacking to make it complete in every detail. In the building are spacious rooms for the housing of our entire organization; nothing was overlooked to make it complete in every detail.

The Product

*Only Glance at the Golden
Brown Crust of*

TIP-TOP BREAD

and you recognize its genuine worth and superiority. Tip-Top Bread is truly the emblem of quality and purity in bread, and for years has been the preferred loaf of families who demand the best of food.

HARD ROLL BREAD
*the Bread with the Crispy
Brown Crust*

is finding its way to the table of more and more homes in this city each day. Hard Roll Bread is chock full of quality and richness and never fails to satisfy. The first slice is good as the last, wholesome and nutritious and good all the way through.

The Equipment

The baking ovens and equipment is the most modern and sanitary ever installed in the country. Our shop is a model of cleanliness and neatness, open for your inspection at any time. Using as we do only the best ingredients put together by expert workmen and baked in perfect ovens, why should we not turn out an absolutely splendid loaf? We take no chances, each day's flour is carefully inspected, the ovens, mixing machinery, rooms, etc. That's the sort of protection the public appreciates and what we give.

12th and
Jackson Sts.

Petersen & Pegau Baking Company

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