

Wednesday Evening, June 29, 1927. THE GREEN BAY PRESS-GAZETTE 19



Building for a Bigger, Better Service to the Community



THE popular demand for Butter-Krust and Bamby bread has grown to such an extent that a larger and more complete plant became decidedly necessary. In designing and building our new plant there has been but one aim in view; that of making ourselves better able to give service to our much loved patrons: those who have made this building possible and essential.

This organization has the distinction of delivering their bakery products over the entire northern part of Wisconsin, and of course, quality alone created this demand for the famous Butter-Krust and Bamby.



Our new plant, built on the same site that housed our small bakery many years ago, is without question one of the most modern and well equipped baking institutions in Wisconsin. 24,960 square feet of floor space is now available for use in the manufacture of the popular Bohemian products.

This Is Our Cordial Invitation to Everyone to Attend the Formal Opening of Our New Bakery Tomorrow, June 30th

2 to 6 P. M.

Tomorrow our entire new building will be thrown open for your inspection. Much time and care has been expended in building and equipping our new plant and tomorrow we invite you to let us show you how and where Bamby and Butter-Krust bread is made.

From the flour in the sacks to the finished loaves, creaming hot and ready for the grocer's case, we want you to go with our efficient guides and inspect each and every process of its making. You will enjoy viewing the manufacturing of these superior products and will marvel at the care and sanitation used in handling your food.

Seldom is the opportunity offered for viewing an institution of this kind and we will deem it a great pleasure to be host to the good people of Green Bay and surrounding territory.

In 1897 Mr. Mickich, the present owner of the Bohemian Baking Company built a building at 1243 Main Street and started the bakery business which was to grow to one of the largest baking organizations in the state. After fifteen years of steady growth, Mr. Mickich realized that his building was much too small and so the first building was replaced by a new and modern structure which was a beautiful building for its period of construction.

Now in 1927 the bigger and better Bohemian Baking Company building is opening its doors to the patrons who have made this steady and uninterrupted progress possible.

This is your building; yours to serve and please the discriminating housewife—visit it tomorrow, be our guests and help to realize over it's completion.

BOHEMIAN BAKING COMPANY

