Bread in Clay Oven
In 1859 To Wolf's
Huge Local Enterprise

The beautiful buff-colored brick tile building which houses the million-dollar Wolf's Bakery industry in Lafayette presents a magnificent picture—far exceeding the visions that William Wolf had as he shaped dough into loaves and thrust them into a clay oven in his back yard at Baton Rouge in 1859.

The breadmaking skill which he had brought to this country from Germany brought results. A second step in the infancy of Wolf's Bakeries, was the delivering of bread house-to-house by young William Wolf.

The fame of Wolf's bread spread throughout the Baton Rouge area and presently it was necessary to purchase two mules and wagons to aid in the deliveries. The nucleus of the present-day million-dollar Wolf Bakeries moved to Third street in Baton Rouge in 1861 to larger quarters, where a large oven was built in the back room of the bakery.

With the invasion of Baton Rouge by the Yankees during the Civil War, the delivery system of the Wolf's was almost totally disrupted—for when the Yankees left the mules and wagons were also gone. But with confident ambition, they purchased additional equipment for the growing enterprise.

The nearby towns of Clinton, Gonzales and Denham Springs began asking for the product of the German baker. He accommodated them by putting them on the first outgoing Wells-Fargo express to these outlying districts. The stage coach gave way to the wood and coal-burning locomotives as railroads were laid in Louisiana.

World War I saw the first of the tri-state motorcade of delivery trucks which today covers a route from northeast Texas to western Mississippi.

William Wolf II died in 1911 but his four sons carried on the tradition. In 1928, a new bakery was built on Florida Street in Baton Rouge and last year $300,000 was spent on this bakery to increase production, so great has the demand become.

The old Vita-Milk bakery in Shreveport was purchased by the brothers in 1948. Also in 1948, the construction of the Wolf's Bakery in Lafayette, raised the number of plants to three, and the events surrounding the opening of the huge plant brought thousands of visitors to that location on the Scott road on September 13, 1948 and for several days following.

Located on an area of 12 acres, the building is about 300 feet in length and the complete south side of the building is fitted with plateglass.

The structure is on a solid concrete foundation. The floor where the baking process takes place is of solid maple. Modernistic furnishings in conservative taste, complete the up-to-date tone of the air-conditioned offices of Wolf and his administrative force.

Thomas Bryan, Associates of Houston, formerly of Lafayette, were contractors for this magnificent building, termed the "Bakery of Tomorrow."

"Let's Be Friends" was the theme that jogged merrily through the opening ceremonies of the plant in September of last year. Both local and outside talent were featured for Open House week, during which thousands made a complete tour of the bakery and inspected the modern devices, which resulted in the finished bread and sweet-bread products.

Flags, bunting and other decorative effects gave the million-dollar structure a festive air for the occasion.

During the year that they have served the area, Wolf's Bakery has gained in popularity, as the families of the section respond to the outstanding product they manufacture.