

Fine Goods and Fine Fixtures Go Hand in Hand

The beautiful equipment of Wall Fixtures, Show Cases and Counters in the store of the Standard Baking Company is in keeping with the high grade of baked goods on sale there.

All of this equipment was furnished by

JABURG BROTHERS

MANUFACTURERS OF, AND DEALERS IN
"The Best of Everything For Bakers"
MAIN OFFICE: 10, 12, 14 LEONARD ST., NEW YORK
CORRESPONDENCE INVITED

THE SCIENCE OF BAKING BREAD

Master Baker of Standard Baking Company's New Plant
Tells How It Is Done

Mothers, sisters, wives, you who are Mothers, sisters, daughters, wives, you who are famed for the baking of bread and you who would learn the best method of so doing, herewith are given a few simple facts about scientific baking which are authentic and instructive. The facts were obtained from J. J. Horn, master baker and superintendent of the big, new, airy, completely equipped baking plant of the Standard Baking Company at Tenth and Market streets.

The scientific methods used at the new plant are the last word in efficiency, and only once during the entire process, from the time the flour is dumped from the sack to the time it is wrapped and sealed and ready for distribution, does the human hand touch the materials, and then the human hand is covered with clean white gloves.

"The dough," says Mr. Horn, "must be properly matured, else it will not have the right flavor." When you say that it must be properly matured, you say it all. In other words, the secret of successful bread making lies in permitting the dough to attain to its proper consistency, and therefore bread cannot be baked in a minute's time.

Kneading that makes the bread white and flaky, and milk may be employed in connection with the baking. Pure ingredients are assured by the laboratory which is installed in the new plant, and all ingredients will be tested and their purity ascertained before they are used.

"The flour consists of two parts, gluten and starch, and gluten, which is known as gliadin, the starchy substance that gives to the dough its cohesiveness; the flour likewise contains starch and ash. Into the kneading machine is put granulated sugar, table salt, malt extract, pure lard, pure yeast, and sometimes mush, all before the dough itself is made. The above ingredients are employed at the time of kneading.

F. W. Reuwer

Registered
Plumber

The Entire Job of Plumbing, Steam Heating and Gas Fitting

in the new Standard Baking Company building was installed by our competent corps of registered plumbers and steam fitters.

No job too large for our capacity—none too small for our prompt attention.

Repairing and Remodeling a Specialty
All Work Guaranteed

208 Muench Street
Bell Phone 3836

Dough-Mixers Are of the Most Improved Type

The two dough mixers in the Standard Baking Company's new plant have been furnished by the American Oven and Machine Company, of Chicago, Illinois, whose machinery is being used by the largest and most representative bakeries throughout the country. One of their machines represents the latest improved type of dough-mixing machinery; a machine of extraordinary strength and weight (weighing 12,000 pounds) and is operated at a very high speed for the purpose of developing the gluten contained in the flour as much as possible, the result of which is said to be a dough of finer grain and flavor, besides a much whiter loaf of bread than is possible to obtain from

the old-style dough-mixer. The "New Era" dough-mixer installed by the Standard Baking Company, represent the finest type of dough-mixers on the market; the large machine is operated from a 30-horsepower motor, which might give the consumer an idea as to the powerful working of these machines.

This large "New Era" special mixer is the only one of its kind in use in Harrisburg bakeries, although very widely used in the largest bakeries of Philadelphia, New York city, Boston and Chicago, and the Standard Baking Company should be complimented on the purchase of such a machine for which the manufacturers claim that the best and finest possible loaf of bread can be made, and, although the initial expense of such a machine is very high—in the neighborhood of \$2,500—the Standard Baking Company have followed the rule that nothing is too good for the public of our city, and, for that reason they made this investment.

BAKING PAINTED CARS

A process has been patented by which a railway car can be thoroughly painted, inside and out, in a fraction of the time usually required. The car is first given a priming coat and put in a drying oven which has a temperature of 250 degrees F. After drying for three hours, it is removed and painted. Another three-hour period of baking follows, after which the car is ready for a second coat. This process is repeated until the car has not only been painted, but the necessary letters are also placed on the sides and it is varnished within. The length of time required depends upon the number of coats that are given and the quickness with which they are applied. — Popular Science Monthly.

Security Cement Used in Construction of Bakery

The same firm that supplied the cement for the Cumberland Valley bridge across the Susquehanna river was awarded the contract of supplying the cement for the new Standard Baking Company's Bakery. Security brand of Portland cement, it has been on the market since 1903. Thousands of barrels of the cement have since been used, and its reputation and reliability firmly established.

Security is regularly used by many of the largest and most critical users of cement in the country. Among the others, the following:

United States Government,
City of Baltimore,
State of Maryland,
State of Pennsylvania,
Norfolk and Western Railway Company,
Baltimore and Ohio Railroad Company,
Cumberland Valley Railroad Company,
Western Maryland Railway Company.

Security has been used in some of the most important work in the United States. For example,
640,000 bbls. in harbor and dock improvements by City of Baltimore,
350,000 bbls. in sewerage system by City of Baltimore,
175,000 bbls. in government work in District of Columbia,
50,000 bbls. in Connellsville Extension of Western Maryland Railway,
100,000 bbls. in Maryland State road work,
50,000 bbls. in Paw Paw cutoff of Baltimore and Ohio Railroad as well as large quantities in hotel, store and manufacturing buildings, post offices, bridges, reservoirs and other prominent structures throughout the Eastern portion of the United States.

M. W. Allen, of Harrisburg, is the traveling representative for the Security Cement and Lime Company, whose main office is at Hagerstown, Md., and the factory at Security, Md. In speaking of the Security cement, Mr. Allen said that every barrel of Security cement is manufactured in accordance with and guaranteed to pass the Standard and United States government specifications for Portland cement. During the year ending June 30, 1912, 35,925 barrels of Security cement were used by the commissioners of the District of Columbia and 3,592 samples were tested by the engineer department. Every sample passed the specifications, and not a single barrel was rejected.

Woman Sheriff Keeps Order

MISS CONSTANCE KOPP

Hackensack, N. J., March 18.—Under orders to prevent outbreaks of violence among striking silk weavers and those who have gone back to work, Constance Kopp, under sheriff, is in charge of the situation here today. Twenty-five hundred workers have returned to their looms. Those who refuse to go back to work threaten strong-arm work as a means of convincing the recalcitrant weavers.

With the woman detective are two male under sheriffs, who have gone to Garfield in answer to the summons of the Frostman & Huffman Company.

Plumbing and Heating System Is Thorough

Among the most important considerations in a modern structure are the plumbing and heating systems. Every convenience necessary to comfort and cleanliness has been provided for the employees. In addition to the lavatories are the shower baths, which permits every employe to become thoroughly refreshed after a whole day's work in the vicinity of the hot ovens.

The heating system is known as the dry-return system. A Bernhart sectional cast-iron boiler of 5,300 feet capacity was installed by F. H. Reuwer and his corps of registered plumbers and steam fitters. Another boiler, made by the Harrisburg Manufacturing and Boiler Company was installed by Mr. Reuwer to be used exclusively for the ovens. This part of the work alone entailed an expense of about \$5,000. Mr. Reuwer who had the contract has been in business for three years, and has had fifteen years' experience in the allied plumbing trades.

Accounting System of the New Standard Bakery

The entire system of accounting for the new Standard Baking company has been devised and installed by Max Teichman, of the firm of Max Teichman & Co., of Baltimore. This includes everything in the nature of a checking system or charge slip used from the receiving of material to the weighing and making of the bread, shipping orders, drivers' delivery books and back to the final accounting and banking system in the main office. Max Teichman & Co. are certified public accountants, auditors and efficiency engineers who specialize on work of this character.

HANDY DARKROOM LAMP

A lamp that can be used for printing and lighting the developer tray while the print is being developed can be made by covering one side of a wooden or metal box with orange or ruby paper or glass and leaving the other side open. The covered side should cast its light on the developer tray, while the open side can be used for exposing the print. — Popular Science Monthly.

Otis Elevators--

Used in the New Standard Bakery

All Types
Otis Elevator Co.

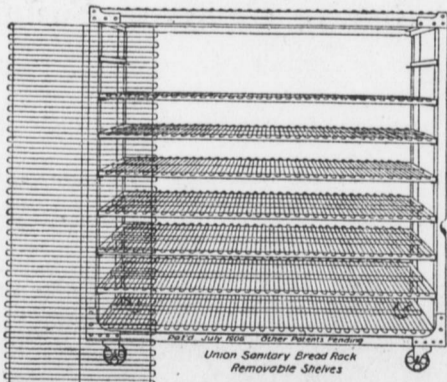
Offices in All Principal
Cities of the World

This Modern Bakery

of the Standard Baking Company

Is Equipped Throughout With

Union Racks and
Troughs are the
most sanitary and
the very latest
thing in Sanitary
Equipment.



They are being
specified in the
very best and
most up-to-date
bakeries every-
where.

Union Sanitary Bread Racks
Union Welded Troughs

UNION SANITARY RACK M'F'G. CO., Albion, Mich.

Publicity Advertising

We manufacture Signs, both pictorial and lettered—the kind that have a punch.
Our Window Displays are unique, and are sure to attract the attention of the passerby.
Our Booklets are clever and the recipient is sure to retain them.

Souvenir Advertising

Our Calendar Line is composed of exclusive designs of every description—beautiful heads, story telling pictures and landscapes. These are reproduced in every known process, and the prices are made to suit all classes of trade.

Our Leather Line contains some splendid articles for the pocket and also for the desk, and are made up in the latest effects.

We have a large line of Paper Novelties—all inexpensive, and can therefore be distributed promiscuously.

Let us hear from you. Our representative will be pleased to pay you a call, talk matters over, and submit business getting ideas that will amaze you.

WOLF & COMPANY

12TH AND CALLOWHILL STS.
PHILADELPHIA