

**BRICKER PROVES HE'S PROGRESSIVE**

Years of Energetic and Persistent Efforts Rewarded by Exceptional Success



LEWIS M. BRICKER

The opening of a big bakery would not be complete without a few words about the man whose guiding influence has caused the baker to grow to its present proportions. He's so well known that he requires very little introduction, and a host of friends will wish L. M. Bricker continued success in his new and greater baking plant.

Born and reared in the vicinity now known as Camp Hill, Mr. Bricker served apprenticeship in the bake shops of that community. About twenty years ago he began business at Shiremans-town and continued to conduct a bakery for nine years. Ten years ago he moved to Lemoyne and formed a partnership with C. W. Willis. Four years later he purchased the interest of Mr. Willis and adopted the name of the West Shore Bakery. This building was located in Herman avenue, and two years later he built the larger one in Hummel avenue that he has just vacated to take possession of a still bigger one with a capacity of 75,000 loaves of bread each day.

Mr. Bricker dwells continually on two things—quality and co-operation. These terms are bywords about the West Shore Bakery. The thirty-five employees are not regarded as working for Mr. Bricker, but working with him. That the idea of co-operation has been of value to both the employer and the employed is at once seen by the extreme care on the part of every one and the spirit of cheerfulness that pervades the bakery. As cheerfulness is predominant in Mr. Bricker's nature it is but natural that those who associate with him become imbued with the same spirit.

A great deal of the success of earlier years was due to the active co-operation of Mrs. Bricker who was an earnest worker with him and was consulted in all the important questions that came up for discussion. In later years as the bakery grew to such an extent as to require specialists in charge of the respective departments, Mrs. Bricker's suggestions were frequently given careful consideration.

**RECEPTION AND OPENING OF WEST SHORE BAKERY SATURDAY AFTERNOON AND EVENING**

New Plant in Hummel Street, Lemoyne, Will Be Shown in Full Operation; Music and Refreshments For Visitors; Public Invited and Everybody Welcome

To-morrow, Saturday, afternoon and evening from 2 to 5 and 7 to 11 p. m. marks the formal opening of the new West Shore Bakery, Inc., of Lemoyne. The new building, the largest and most complete of any baking plant between Philadelphia and Pittsburgh is located within a stone's throw of the Lemoyne street car lines which makes it easily accessible for the crowd of visitors expected to be present for the opening to-morrow evening.

Public invited to reception.

The entire plant will be thrown open to the general public, giving the visitors an opportunity to see the inner workings of a modern bakery, conducted along the lines of greatest efficiency under the most sanitary working conditions. The process of up-to-the-minute baking will be demonstrated in actual operation, from the time the flour is blended and sifted to the time the perfectly browned loaf is wrapped in its heavily waxed covering, ready for delivery to your own tidy kitchen.

Music and Refreshments

An orchestra will be on hand to furnish music for the formal opening and reception and plenty of refreshments are promised for all the many guests expected to be on hand for the opening of the new plant.

64,500 square feet of floor space comprising the three floors of the new building are all occupied with the exception of one or two minor machines which have not yet arrived but which will be installed in a few days.

The delivery service is made up of a fleet of twelve automobile delivery trucks and six delivery wagons—familiar figures in every street of Harrisburg and suburban towns.

The following is a list of officers of the West Shore Bakery, Inc.: W. E. Bushey, president; Dr. J. W. Bowman, vice-president; L. M. Bricker, secretary, treasurer and general manager; J. A. Pryor, assistant manager and superintendent.

The baking of bread from flour or crushed grains by means of heat is the most ancient of human arts but it is only within the last quarter of a century that the manner of bread baking has shown any marked improvement. However, in the past twenty-five years marvelous advancements through the use of machinery and the scientific developments of its processes have been made. How many of us can remember, in the small town "way back somewhere" how Mother, the Queen of all breadmakers, zealously watched her "week's baking" with the eye of a Field Marshal calling his troops into action. The yeast-crook hidden away in the dark recesses of the cupboard (to keep it evenly temperatured) was one of the mysteries of childhood days. The flour had to be just the right temperature; but the matter of ingredients was largely a matter of guess-work—or shall I say, judgment. At any rate, in those days, if there were bakers, chances are they used the same methods.

To-day, in the modern bakery, guess work, and even judgment have both made way for accuracy and efficiency in the mysterious (to the average layman) processes of bread making. To follow the snow heaps of flour through a modern bakery, such as is the new West Shore Baking Plant, is to take an entirely new conception of the sweet and wholesome slice of feather-light bread served you three times each day for three hundred and sixty-five days in the year.

The new plant of the West Shore Bakery is located in Lemoyne, along the tracks of the Cumberland Valley railroad. The building itself is of fire-resisting material planned and constructed by L. M. Bricker with the object in view; efficiency in bread

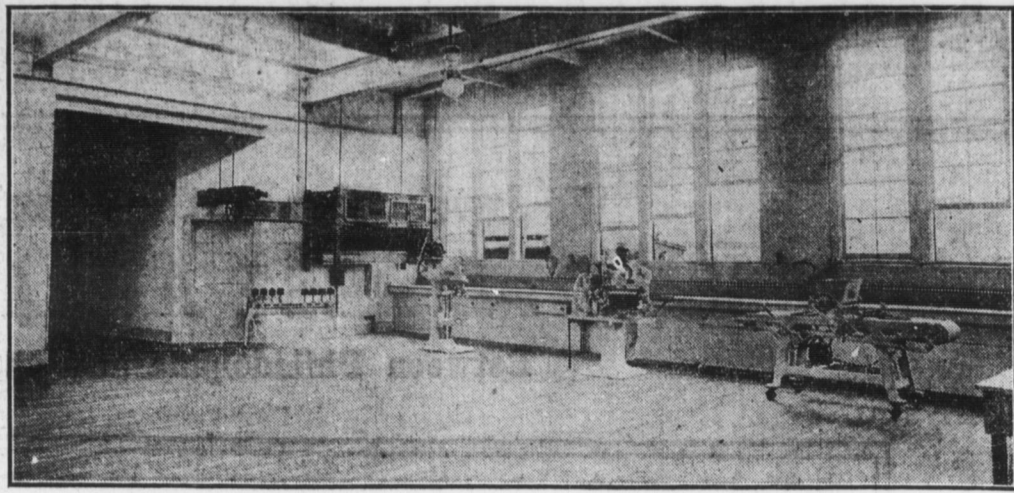
making. Efficiency in making bread, means simply a better loaf with no unnecessary delays in the process of handling the ingredients or in the actual making of the loaf. Two well-sunlighted floors and basement comprise the new plant.

A private railroad siding enables the workmen to unload the flour, lard, sugar, and other ingredients directly into the huge storage rooms located in the perfectly ventilated basement.

The flour is first loaded onto easily handled sledges or trucks and as necessity demands, a truckload is hauled to the automatic flour blender. This machine by means of a rotating "screw" thoroughly mixes or blends the various flours used. After the flour has been blended it is carried through an automatic conveyor to a huge sifter not unlike, except in size, the sifter used in the kitchen of the home you'll always remember. In this process should any foreign matter have crept in it, is removed, and the flour "shaken up." Here, again, the conveyors are called into duty and the flour is carried to the top floor where are located the mixing and kneading machines.

From the conveyors, the flour drops into great temporary storage bins. When the master baker is ready for "a dough" a pair of scales, accurate to the fraction of an ounce are set, and the correct amount of flour is deposited in an immense overhead hopper mounted on an inverted railroad. At the same time a stream of crystal clear water of even temperature is turned into a great measuring tank, which stands close to the dough mixing machines. At this point of the process, the baker-in-charge deposits the yeast in cake form in the mixing machines. The flour and water are now dumped into the mixer, an electric switch is turned and the mixing arms within the snow-white exterior of the machine are set in motion. These arms, revolving in different directions so thoroughly mix and knead

**MACHINES FOR ROLLING PIE DOUGH**



These machines mix the dough for pies, roll and cut it, ready for the toothsome filling. Fresh air and sanitary conditions are emphasized everywhere.

the dough that in a short time the contents are ready for the raising troughs into which the huge bulk is dumped. It is in this stage of the process that fermentation of the yeast germs takes place. During the course of its stay in the troughs the dough is turned or "punched" four times at short intervals.

After "a dough" has raised to its proper state, the whole bulk is dumped to the cutting machine located on the floor below. Attached to the cutting machine is an extremely delicate set of scales which controls the whole mechanism. The scales are set for the proper weight the loaf is to take, and the huge mass of dough is proportioned into 11-shaped masses, each of the same weight. These pieces of dough are then conveyed by means of wide belt conveyors to the "rounding machine" which rolls each piece into a perfectly round white spongy ball. These balls are dropped automatically into still another shaping machine which presses them into rather flat, oblong shapes. They hold this shape but a very short while for they now pass between a series of belts and they take on the form of rather longish looking rolls. Now they are given an eight-minute journey over a series of glass-covered belt conveyors which are located overhead. During the period of this journey the yeast germs are given a chance to regain the life lost through the shaping processes in the preceding machines. One more shaping machine is on the route. This time the dough rolled into long, round rolls and in the end is cut into two rolls.

This stage of the process is the only one in which the human hands are called upon. As the rolls come out of the cutting and shaping machine, they are placed in pairs in the baking pans which have been previously "greased" by machinery. The bread pans, with their soft white burdens are now placed on huge portable racks. These racks are then transferred to the "proofing room" to allow the bread to raise sufficiently before going to the ovens. When the proofing room is filled with racks, the doors are closed and sealed and a stream of live steam is turned into the room. The loaves are allowed to remain in this steaming room for a period of thirty minutes and are now ready for the immense coke-heated

ovens, which line two sides of the oven room. When the oven doors are opened, a flood of light appears from within and much to your surprise you learn that the source of this light is not from glowing coals, but from incandescent electric lights placed in the dark corners of the baking chamber, so that the master-baker can at all times watch the actual process of browning the loaf to just the proper degree.

When the brown-crust loaf is taken from the baking chambers it is placed in great portable racks and hauled from the white-tiled oven room to the wrapping department, located on the same floor. Modern mechanism is again called into play as the sweet-smelling loaves are placed side-by-side in the wrapping machine. Great rolls of waxed paper furnish the covering and the operations of wrapping and sealing are both done on the one machine.

The loaves are now ready for the shipping department, into which they are hauled on racks of many tiers. In the wee small hours of the morning and while the bread is still hot from the ovens, the bread is loaded into the delivery automobiles and wagons to start out into the furthest corners of the city and suburbs, ready for distribution from your corner grocery to be served with your breakfast of bacon and eggs only a few short hours after the snowy white flour has lost its original form.

**DO YOU KNOW THAT**  
Dirty hands spread much disease.  
A high-bred dog has a right to have his birth registered—so has a baby?  
The U. S. Public Health Service guards American ports to exclude foreign disease?  
Health is a credit with the bank of nature?  
A clean garbage can is a good example to the family?  
Filth breeds flies—flies carry fever?  
Slouchy postures menace health?  
Health brings happiness—sickness sorrow?

**Children's Day at All New Cumberland Churches**

New Cumberland, June 9.—On Sunday Children's Day will be observed by all the local Sunday schools. At Trinity United Brethren Church. There will be a Sunday school rally at 9.30 a. m. and on Sunday evening at 7.30 a special program of music, recitations and addresses will be given at Baughman Memorial Methodist Church.

On Sunday evening the members of St. Paul's Lutheran Sunday school will give a program of special character. College day exercises, with a special program will be observed at the First Church of God. The churches will be attractively decorated.

**P. O. S. of A. CONVENTION**  
Special to the Telegraph  
Lewistown, Pa., June 9.—On Saturday, June 17th, the third annual Pitt County P. O. S. of A. Convention will be held in McVeytown. The speakers will be Thomas F. Salley, of Huntingdon and C. L. Nonemaker, State President of the order.

There will be two business sessions and a parade. The literary and musical program will be given in the Presbyterian churchyard.

**PAVING MANHEIM STREETS**  
Special to the Telegraph  
Marietta, Pa., June 9.—Borough Council of Manheim will lay over seventeen thousand cubic feet of concrete paving in their borough, the contract being awarded last evening to John B. Shriner and Co., of Manheim.

**INVITED TO OXBROAST**  
Special to the Telegraph  
Lewistown, Pa., June 9.—Lewistown Odd Fellows have received an invitation to attend the oxroast to be held by Center Hall, I. O. O. F., No. 895, Lodge at Grange Park, on July 4th. There will be a parade and athletic events.

**C. A. FAIR**  
---Carriage and Auto Works

Pioneers in the manufacture of Commercial Auto Bodies, etc. We built the 2-ton truck body for The West Shore Bakery, Inc., and rebuild, paint and repair the majority of their other wagons, autos, etc. Nothing but first-class work done by us

"Service Is Our Slogan"

East End of Mulberry Street Bridge  
HARRISBURG, PA.

**Mr. Bricker Uses**



in his Modern Bakery because through its use a better bread is made possible

**THE LARABEE FLOUR MILLS CO.**

GEO. L. CLEWELL, Representative