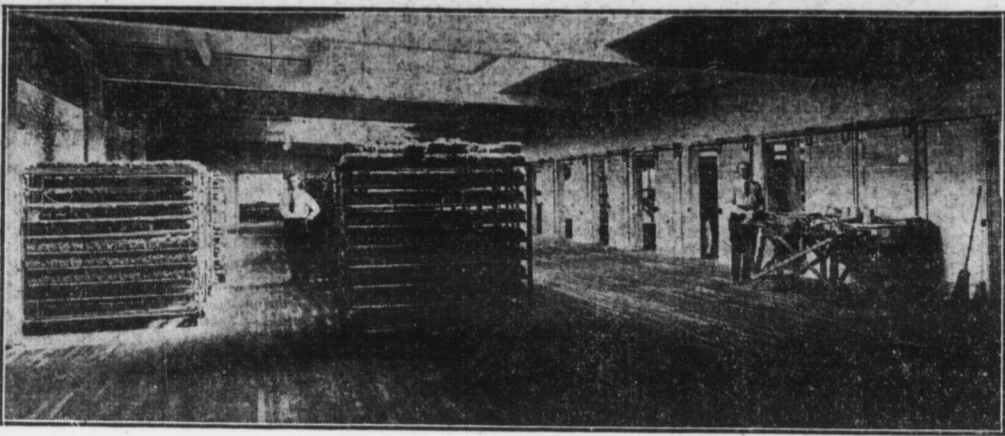


VIEW OF WRAPPING AND SHIPPING DEPARTMENTS



In these departments the crispy hot loaves are wrapped in waxed paper and distributed for the early morning deliveries. This is done with a Hayssen Automatic wrapping machine.

"BREAD-MAKING"---A SUBJECT OF VITAL MOMENT TO HOUSEWIVES

A Few Facts About the Nation's Chief Article of Food, Its Importance and the Part It Has Played in the Destinies of Mankind; Bread-making Antedates Recorded History---Absolute Purity Is Essential

(By Charles De Argentage)  
This story is presented to you who appreciate the good things of life to tell you just a few facts which we all should know about our most important food. It is estimated that the average consumption of bread in the United States is a little over one-half pound per day for every man, woman and child. While this may seem a great amount, it is not as large as in other countries. As bread is the cheapest and at the same time the most healthful food, the high cost of living might be reduced and we might be healthier people if we should eat more bread and less of the expensive food.

The history of bread as a food reads like a romance. It has played an important part in the destinies of mankind and in its struggles through the ages of perfection. The progress of nations through their different periods of development can be traced by the qualities and quantities of bread they have used. No other food has taken such an important part in the civilization of man. To a large extent it has been the means of changing his habits from those of a savage to those of a civilized being.

Bread-making preceded recorded history. Bread-making antedates the period

of written history and is mentioned several times in Genesis. The Egyptians were probably the first bread makers as there are some very complete records on the old tombs. Excavations at Pompeii show that baking was regarded as a fine art by the Romans. All of these old bakeries show that in the beginning, milling and baking were inseparable, in fact it was not until comparatively recent times that the bakers ceased to grind their own flour.

**Importance of Food to Nations**  
It is an interesting fact that the civilized and the semi-civilized people of the earth can be divided into two classes, based upon their principal cereal food---the rice eaters and the bread eaters. Every one admits the rice eaters are less progressive, white bread eaters have always been the leaders of civilization. It is an interesting fact that just as Japan is changing from a rice eating nation to a bread-eating nation she is asserting her power. Anyone who stops to consider the history of nations will see that this matter of what we eat is the one question of vital importance. It is, therefore, no wonder that the United States government through its Department of Agriculture (which annually spends \$140,000,000 in the betterment of conditions of this country) should give this subject so much serious attention. It is the work of that department to learn what food the average American is eating, whether that is the most healthful, what he is paying for that food, and whether or not he is getting the worth of his money. It is the duty of every housewife to learn these same things, and if possible to see that her family is getting the best there is for the money. One loaf of good bread costing two pounds of meat costing forty to sixty cents.

**A Balanced Ration**  
"But," says the housewife, "what is the ideal assortment of foods for my table? I do not wish to use all bread

any more than I wish to use all meat." The results obtained in the following table took years to compile. Men, women and children, doing different kinds of work and taking different kinds of exercise, require more of one kind of food than of another. The following represent a balanced human ration based on government figures. While it is not expected that the supply for every average family will be based on this ratio, it is a valuable table for reference in any household.

It was a surprise to find the low cost of an ideal ration. The food costs only a fraction over thirty cents, but bread, while costing only one-sixth of this amount, supplied nearly one-third of the total energy.

Estimated cost:

Cents.	Energy
\$ .05 Bread	980
.04 Butter	432
.04 Ham	321
.03 Milk	222
.04 Beef (round)	218
.007 Sugar	132
.04 Eggs	164
.005 Potatoes	164
.03 Cake	150
.02 Fruit and vegetables	95
\$ .302	3,050

**Cutting Cost of Living**  
The increased cost of living has become a serious problem. Without some facts as shown above, the housewife sees no comfortable solution, held as she is between the "upper and nether mill stones" of what the family wants to eat but cannot afford, and what they can afford but do not want.

To the housewife who knows the hard labor of bread baking regularly and the uncertain results produced by inexperienced help, the greater consumption of bread is scarcely a welcome idea. It is therefore pleasing to know that there is an easy and practical solution: Let this wonderful modern Purity Bakery furnish your bread from now on!

Times have changed. Not long ago the women spun the wool, wove the cloth and made their own garments. People made their own furniture, made their own soap, made their own shoes and molded their own candy. Now we know that others can make much better clothes, soap or shoes for us at a great deal lower cost than we can make them ourselves. The work of

the specialist is pre-eminent in every walk in life.

Look into your kitchen. You use canned goods in profusion; canned tomatoes, canned succotash, canned asparagus and canned spinach; you have canned soups; you buy coffee that is already roasted and ground; you use

ready-made pickles, preserves, catsups and relish---all put up in canning factories.

Yet there are some people who still insist that bread, of all things the most difficult food to produce in the kitchen, and the one requiring the most heat, work and worry, cannot be left to the

care and experience of the specialists. As this sentiment is at the very root of the bread question, and as more bread and better bread is the foundation of the nation's strength and the low cost of living, it behooves every housewife to consider it seriously. In Bulletin No. 13, Part 3, Division of

Chemistry, U. S. Department of Agriculture, on page 1,236, Dr. Harvey W. Wiley says:

"The baking of bread is an art which is most successfully practised by professionals and the American method of home bread baking is not to be too highly commended."

By a Careful Blending of  
**Matchless Flour**

Mr. Bricker Produces a Matchless Loaf---

---matchless in flavor, color and crispiness of the crust

To Mr. Bricker and The West Shore Bakery Inc., Success and the Best of Good Wishes

L. Christian & Co., Inc.

GENERAL OFFICES:  
Minneapolis, Minnesota

George L. Clewell

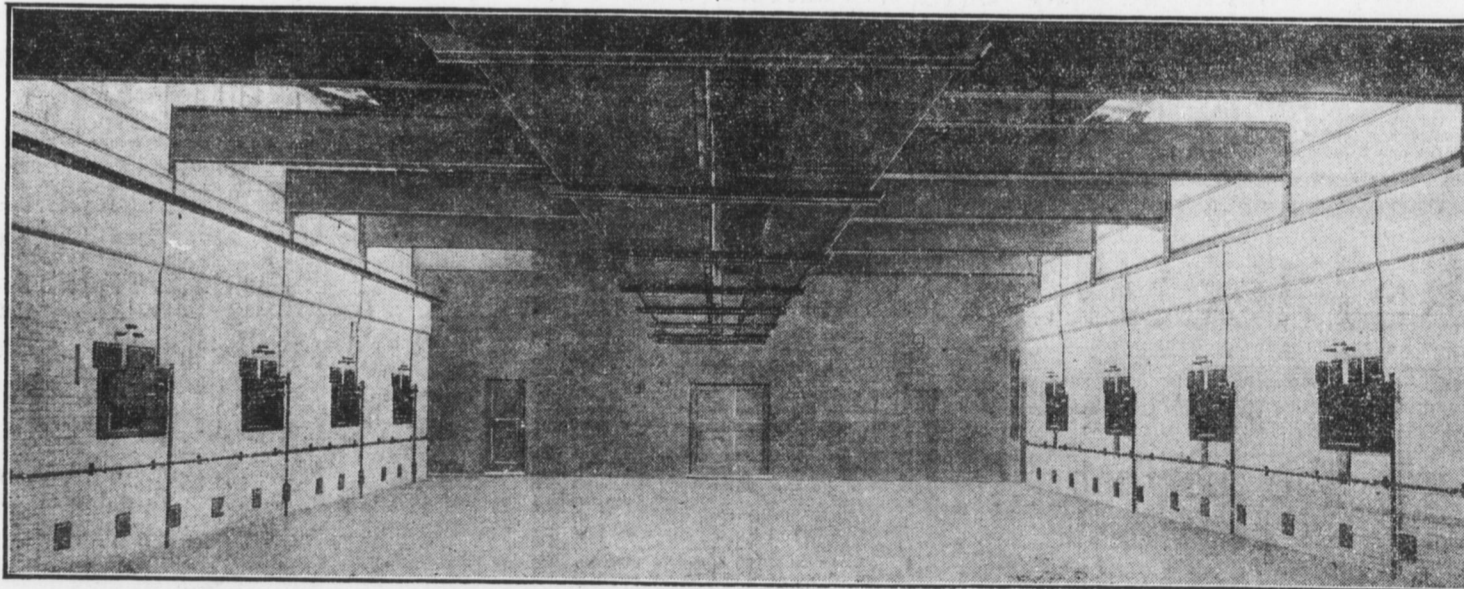
Eastern Representative  
Plymouth, Pa.

**NINE STANDARD OVENS INSTALLED FOR THE WEST SHORE BAKERY, LEMOYNE, PA.**

This firm began its career like many others with one STANDARD OVEN and added from time to time additional ovens till four had been installed in the old plant, and as business increased, was compelled to build larger quarters, and today is the proud possessor of one of the most up-to-date Modern Plants between New York and Chicago. L. M. Bricker, founder of the business, has been made famous by his (Famous) bread---the famous loaf has attained prominence by being baked in STANDARD OVENS.

**BE SUCCESSFUL**

The first step toward success in the baking business is to have an oven of reliability in which success has been brought to the realization of many bakers. The STANDARD its standing being VERTEX.



STANDARD OVENS IN THE WEST SHORE BAKERY, LEMOYNE, PA.

**Seven Important Reasons Why Standard Ovens Are Successful**

- 1st. Best material.
- 2nd. Best workmanship.
- 3rd. Durability.
- 4th. Maintenance of heat.
- 5th. Uniformity of goods produced.
- 6th. Easily regulated.
- 7th. And most important, economical on fuel.

The STANDARD OVEN IS THE STANDARD OVEN because it meets all requirements and all purposes, its construction is of the ARCH TOP TYPE, the furnace permits use of any kind of fuel, giving an accurate temperature of heat. The STANDARD OVENS are clean, the baking chamber being free from smoke and dust, produces without doubt or trouble clean and sanitary goods, which means 100 per cent pure when delivered to the customer.

The efficiency of the STANDARD is unsurpassed in the production of bread, rolls, pastry and all varieties of cake.

**STANDARD OVEN CO.**  
PITTSBURGH, PA.