



HOLSUM

Changes to a New Size

Now Baked in BIG LOAVES Only

SCHMIDT'S BREAD BAKERY has for some time been contemplating changing **HOLSUM** to the large size, that is, the pound-and-one-half loaf.

We have been urged to this move by an unselfish thought. Bakers have known for some time, both from experience and from the findings of science, that bread

baked in the large size is better and more economical from every standpoint, and that the consumer can thus be given better value for the money in the large-sized loaf.

The change to the large size has been made in many markets, and we believe it can be done in Harrisburg, after a clear setting forth of

The Facts About the Large-Sized Loaf

The facts are these: **FIRST**, the large-sized loaf is more economically baked in the bakery. It requires little more heat to bake a large loaf than a small, and it requires less room per pound in the oven, so that there is an actual saving in fuel per pound. Large loaves also require fewer pans, less handling and less wrapping paper per pound.

These things lower production cost, and this saving the baker can put back into the bread in the shape of higher-priced and better-quality ingredients.

Taken altogether, the advantages of the large-sized loaf are so great that they very quickly become apparent to the housewife who gives the large loaf a trial.

HOLSUM, the premier product of the Schmidt Bakery, has long been made according to the highest baking standards. The change to the large size represents still another refinement in the quality of **HOLSUM** Bread. Buy **HOLSUM** in the new size, compare it carefully with the smaller loaf, and we are confident you will never again revert to the small loaf.

SECOND: The pound-and-half size has proved by experiment to be the correct size to get the best baking result. The weight of this loaf provides just the correct opposition to the expanding force of the heat—to produce the ideal texture—not too light nor yet too close-grained. This also results in an improvement in flavor.

THIRD: In addition to better quality and better baking, the large loaf has less crust in proportion, which means less waste in the home (as most bread waste is crust waste). Again, large loaves keep better than small after being cut.

SCHMIDT'S BAKERY

The Home Of

HOLSUM

