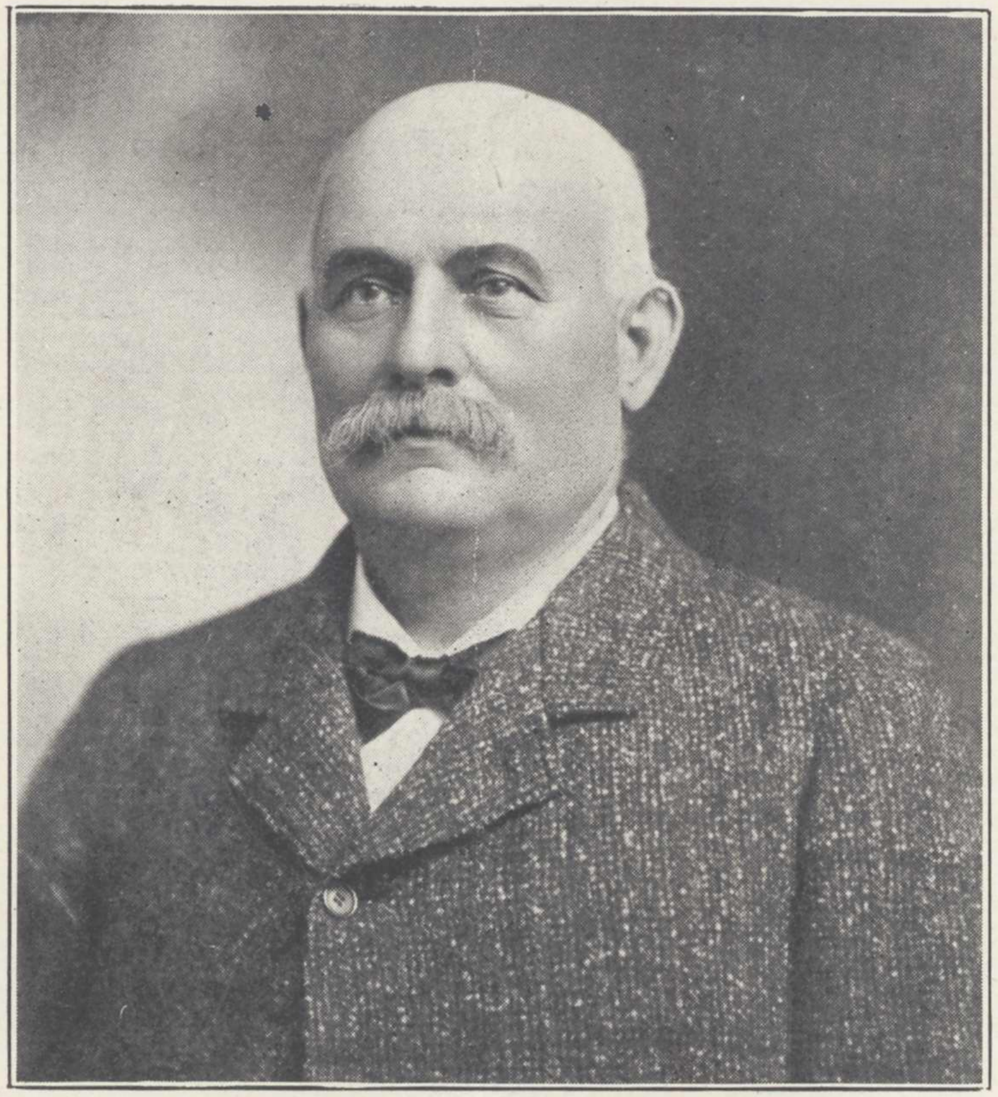
JUST A MINUTE

YOU see, it's just this way: We chanced to read, not long ago, President Roosevelt's now famous article on "Publicity" and the benefits to be derived from taking the people at large into one's confidence in matters both great and small, and it dawned upon us that perhaps a little publicity regarding ourselves and our affairs would not be amiss. It occurs to us that you—and in saying "you" we mean, of course, the general public—scarcely realize the magnitude and scope of the mass of systematized work and detail carried to fulfilment in an establishment such as ours. You, who munch your rolls at breakfast, or nibble at your pastry or cake after dinner, never, it is safe to say, give so much as a passing thought to the manner in which these staple and dainty articles of food that you partake of merely as a matter of course, are actually produced; or the methods employed in their production. This is the thought that has prompted us to figuratively take you by the hand, with your kind indulgence, and lead you through the varied mazes of our manufacturing plant, explaining as we go.



MR. JOHN SCHMALZ—Founder

BETWEEN OURSELVES.

WE want to say in starting, however, that the average reader who picks up this little volume in a perfunctory sort of way and straightway lays it down again under the impression that it is filled with dry-rot, log-rolling and cheap advertising matter is going to be, as our old friend "Billy Baxter," of fragrant memory, would say, "left at the post."

Although compelled to acknowledge that what follows is written with the dominant thought of exploiting our business, we nevertheless insist that it is going to be interesting; particularly so to those unfamiliar with the scientific principles involved in a model, up-to-date and progressive plant like ours.

WHO WE ARE.

BEFORE proceeding further, perhaps it would be as well at this place to let you know who we are; for, like the son of Erin, we find that we have succeeded thus far in putting the cart before the horse. Know, then, that you are getting an insight into



OUR OLD BAKERY—527 PARK AVENUE

the affairs of John Schmalz's Sons' (Incorporated) Model Bakery at Hoboken, N. J. "Bakers to the Masses," if we may put it that way—and the expression would certainly seem to fit the case.

Now, if we were to break off right here and sing the usual song to the effect that our bread, cake, pastry, etc., was so-and-so many per cent superior to every other brand to be had, we could faintly catch a little remark from you which, when interpreted into modern English would sound very much like "Rats!" And, what's more, you would cast this little book from you to find its last resting place in the waste basket—and we wouldn't blame you. Fear not, gentle reader, we have no desire to relate any "ghost stories," neither do we propose booming the merits of our wares; we are going to leave that for our friends and patrons to do after knowing us better. We are firm and sincere in the belief that the day of the "We Defy Competition" advertiser has long since passed to make way for more satisfactory and resultant methods both to producer and purchaser.



FLOUR ROOM

SYSTEM.

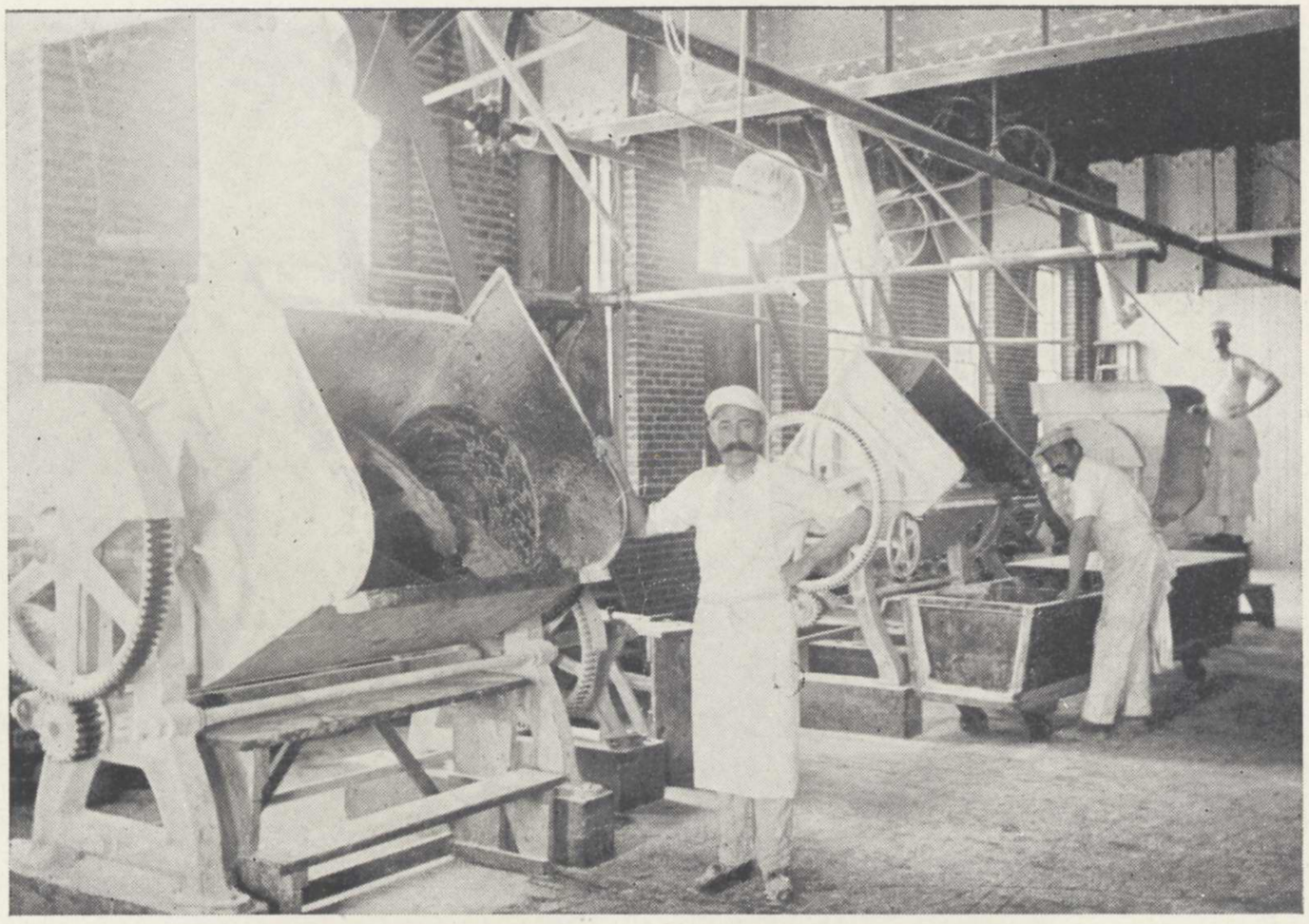
OUR chief aim in handing you this little booklet is not to proclaim the merits of our products. They, we are convinced, will speak for themselves. What we most desire to impress upon the minds of our readers is the "system" we observe and maintain in the various ramifications of our manufactory, and the scientific principles adopted by which a net saving of upwards of twenty-five per cent is accomplished, and by which scarcely anything, either substance or energy, is permitted to go to waste. As the greatest source of waste in a large bakery is loss of time, we have given this subject, perhaps, more attention than is done in most plants of a similar nature. We are not alone satisfied that our men shall be kept busy, but our system requires that their combined energies shall be so concentrated as to produce the best possible results with the slightest expenditure of wasted or misguided effort.



HOW WE HAUL OUR FLOUR

SLIGHTLY HISTORICAL

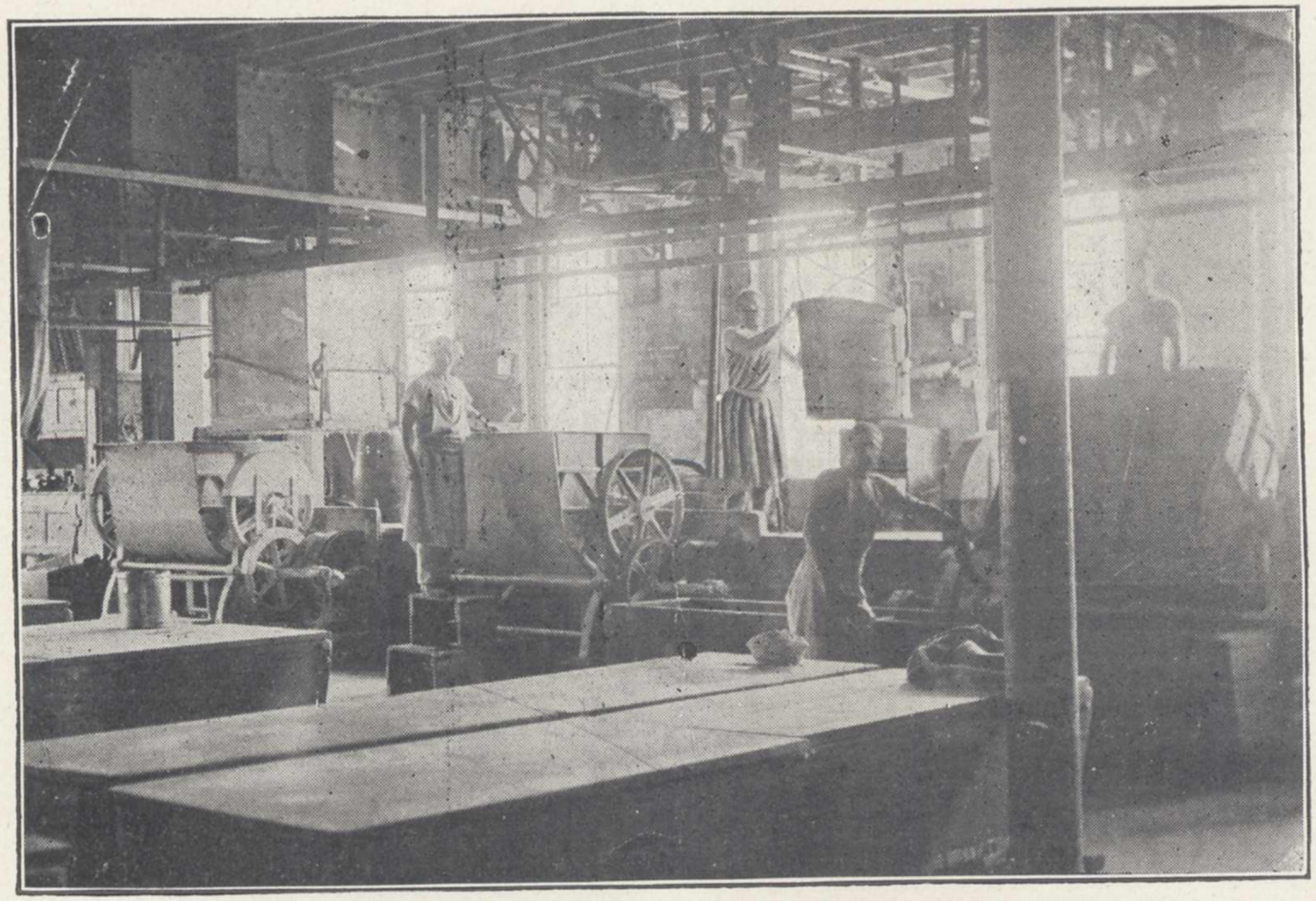
THIS establishment, which to-day assumes such enormous proportions, and is still growing, was started by the founder, John Schmalz, now president of the corporation, in the year 1867, at No. 527 Park Avenue, Hoboken, N. J. Mr. Schmalz on starting in business, was a comparatively poor man, as wealth is measured, but was rich in the possession of those rare gifts, indomitable courage and enterprise, coupled with an unlimited and insatiable capacity for hard work, which are more than all else to the man who is determined to hew his way through and over all obstacles. Many and many a time has he put in twenty or twenty-two hours of work in the bakeshop or on the delivery wagons, of which at that time there were only two, enjoy two, or perhaps three hours rest and wake up refreshed and ready to start in on the same routine for another and similar period of time. We are wondering as we set down these facts how many men at the present time *could* or *would* stand such a pace. And yet Mr. Schmalz, who is to-day a man of sixty-five is as robust and strong, if not stronger than many men half his age, **as the accompanying engraving gives ample evidence.**



MIXING ROOM

In spite of competition, which in the plant's early years was considerable, the business rapidly developed, and in due course of time the three older of Mr. Schmalz's sons were given berths in the concern, into which the youngest son has since been taken. The business growth and expansion soon became so marked that larger and more adiquate quarters became an absolute necessity. It was then decided to build and operate the present plant, which is located on the block bounded by Eighth, Clinton and Grand streets. This building was ready for business in September 1899, and at the same time the concern was incorporated under the laws of the State of New Jersey the firm name being John Schmalz's Sons, Incorporated, with the following officers: John Schmalz, president; Louis Schmalz, vice-president; Fred. W. Schmalz, secretary, and William Schmalz, treasurer.

With the several important additions which we have recently annexed, this plant compares favorably with any one of a similar nature in this vicinity; not only as regards output, but area as well. Upwards of one-half of a full city block is now occupied by a four story building given over entirely to the production of bread, cake and



ANOTHER VIEW OF THE MIXING ROOM

pastry. Four new ovens exclusively for the baking of cake and pastry are among the additional improvements we are about to install.

TOUR OF INSPECTION.

THE above being merely historical, as it were, we will now, if you please, conduct you through the establishment. Commencing at the top of the building we find ourselves in an enormous loft, known as the stock room, strewn with mountainous piles of flour in sacks, the various brands being kept in separate tiers. When these sacks are received from the trucks on the street they are placed on a novel sort of elevator with huge cups about two feet apart, each capable of holding a sack, and are hoisted direct to this room where they are automatically thrown, five sacks at a time, on a hand truck and conveyed to a platform scale where the weight is taken, after which they are stacked up in their several places. By this method a carload of flour consisting of two hundred and eighty sacks may be unloaded, scaled, and properly stored in less than two hour's time and with the aid of only three men. The same process accomplished by hand alone

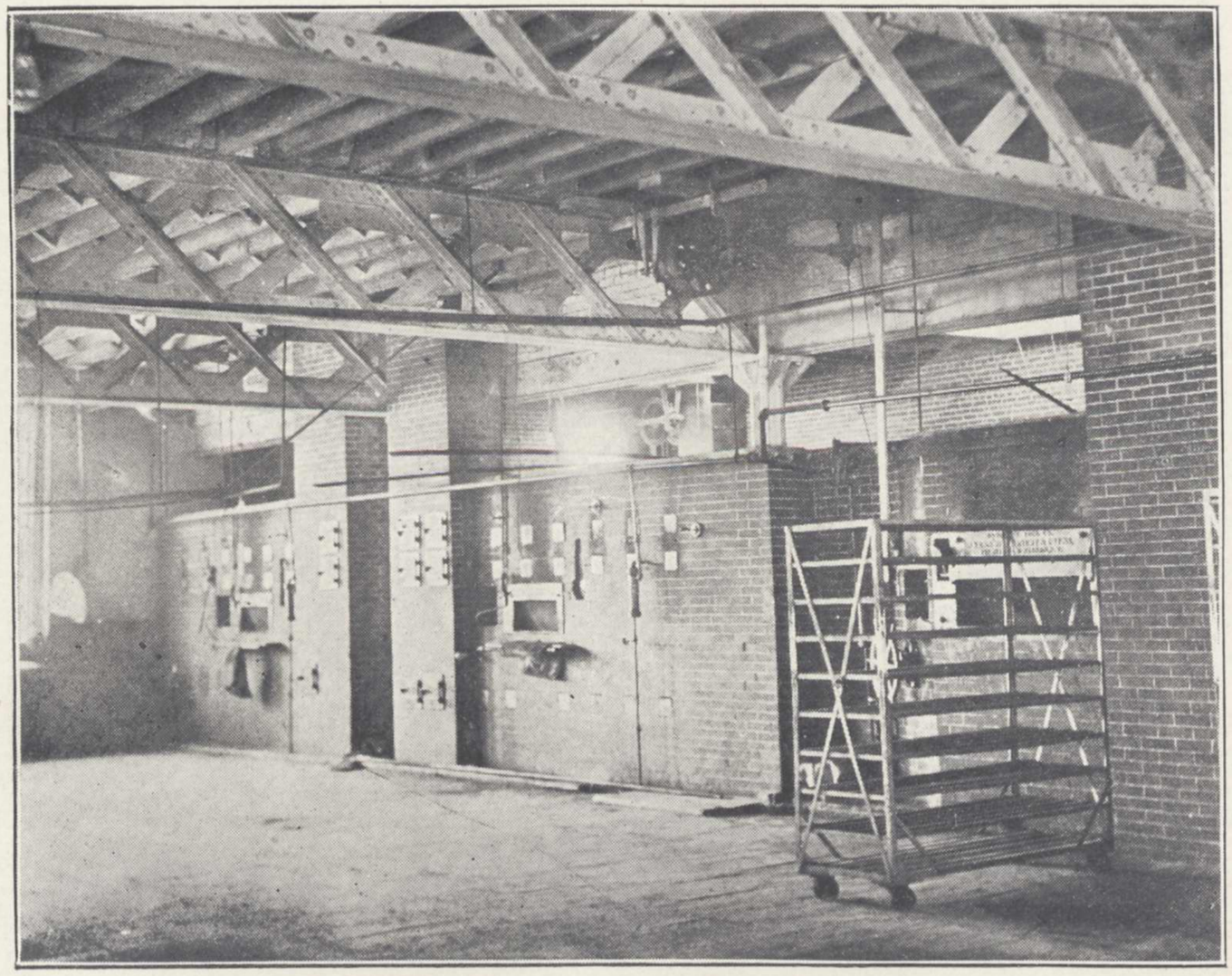


ONE OF OUR RETAIL STORES

would require the work of five men for at least ten hours. (This is our first point in the saving of time and energy by "system.") A dome directly over the mixing machines on the floor below sifts the flour, while a huge box-like structure divided into several compartments serves for blending the various brands so as to produce the very best results from the practical baker's standpoint.

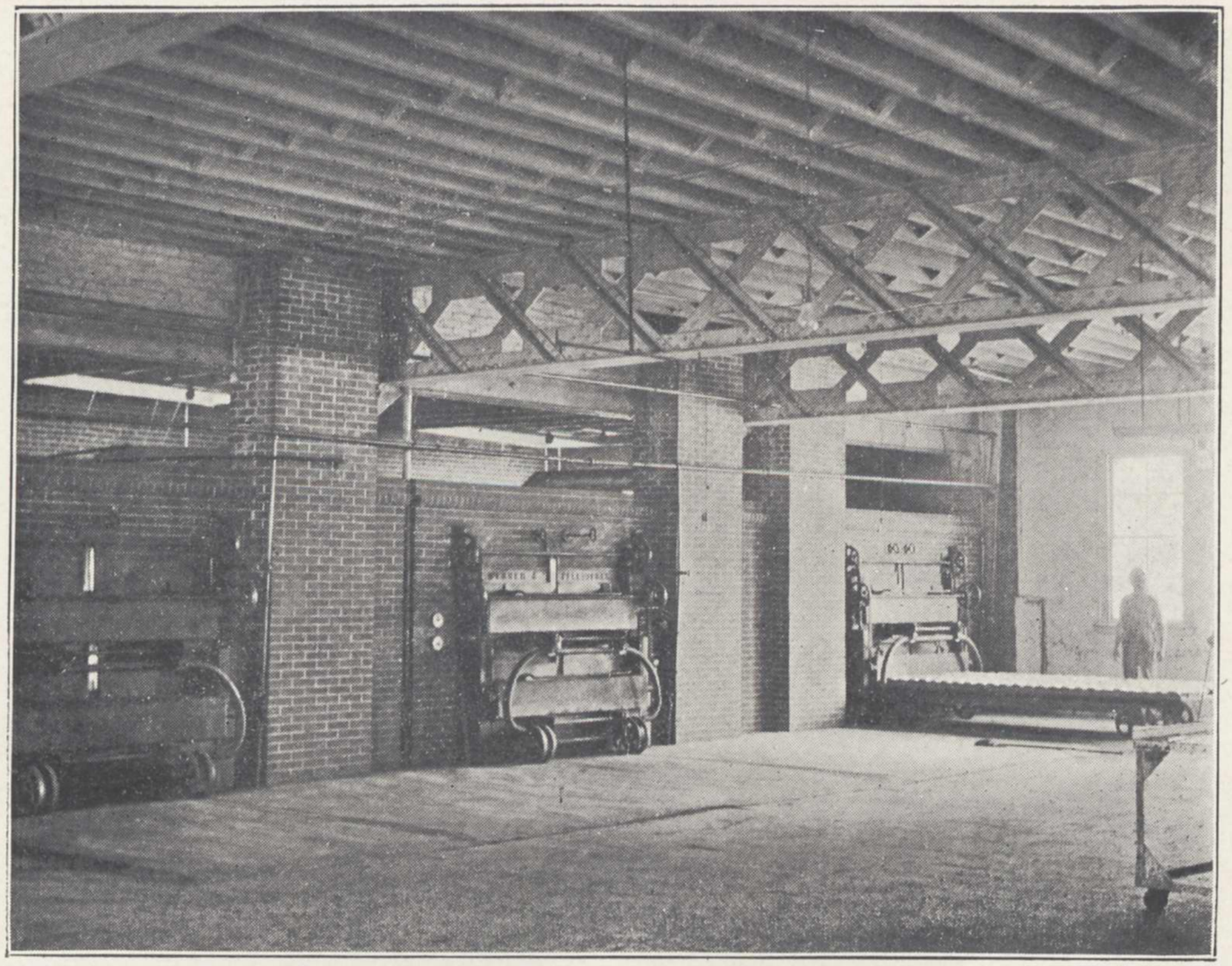
On this floor as well we maintain our own carpenter and repair shops where all our bread and roll boxes and cases are manufactured, also all wagon repairing and fittings done. This is a self-supporting and profit able department and scores another point for our pet theory. A thoroughly equipped chemical laboratory is also located in this upper loft, where all our flour is analyzed for our use and malt and flavoring extracts are compounded.

We descend now to the second floor, and come first to the mixing room. When the flour is sifted and blended on the floor above, it is passed down by process of chutes to the "mixers" on this floor, being previously automatically weighed. This automatic scaling system is also in use with respect to all ingredients entering into each batch of



THREE WERNER & PFLEIDERER DRAW-PLATE OVENS—2nd Floor

dough—the water being weighed in a fifty-gallon portable tank which runs on a sort of trolley above the mixing machines. This method not only saves considerable time, but insures perfect uniformity in results. The dough after being thoroughly mixed is transferred to large troughs for the purpose of fermentation before being sent to the moulding room. These troughs are equipped with rollers and easily moved from place to place. It is customary in most bakeries to use wooden troughs, but we have recently conceived the idea of having ours made of steel for two very good and sufficient reasons—as so constructed they are more durable and, better still, more easily kept clean. When the dough has become thoroughly fermented it is passed through a chute to a scaling and weighing machine, dividing the dough into loaves at the rate of forty-eight per minute. Thence the loaves are passed into another machine which moulds them, ready for the oven, at the rate of sixty loaves per minute.

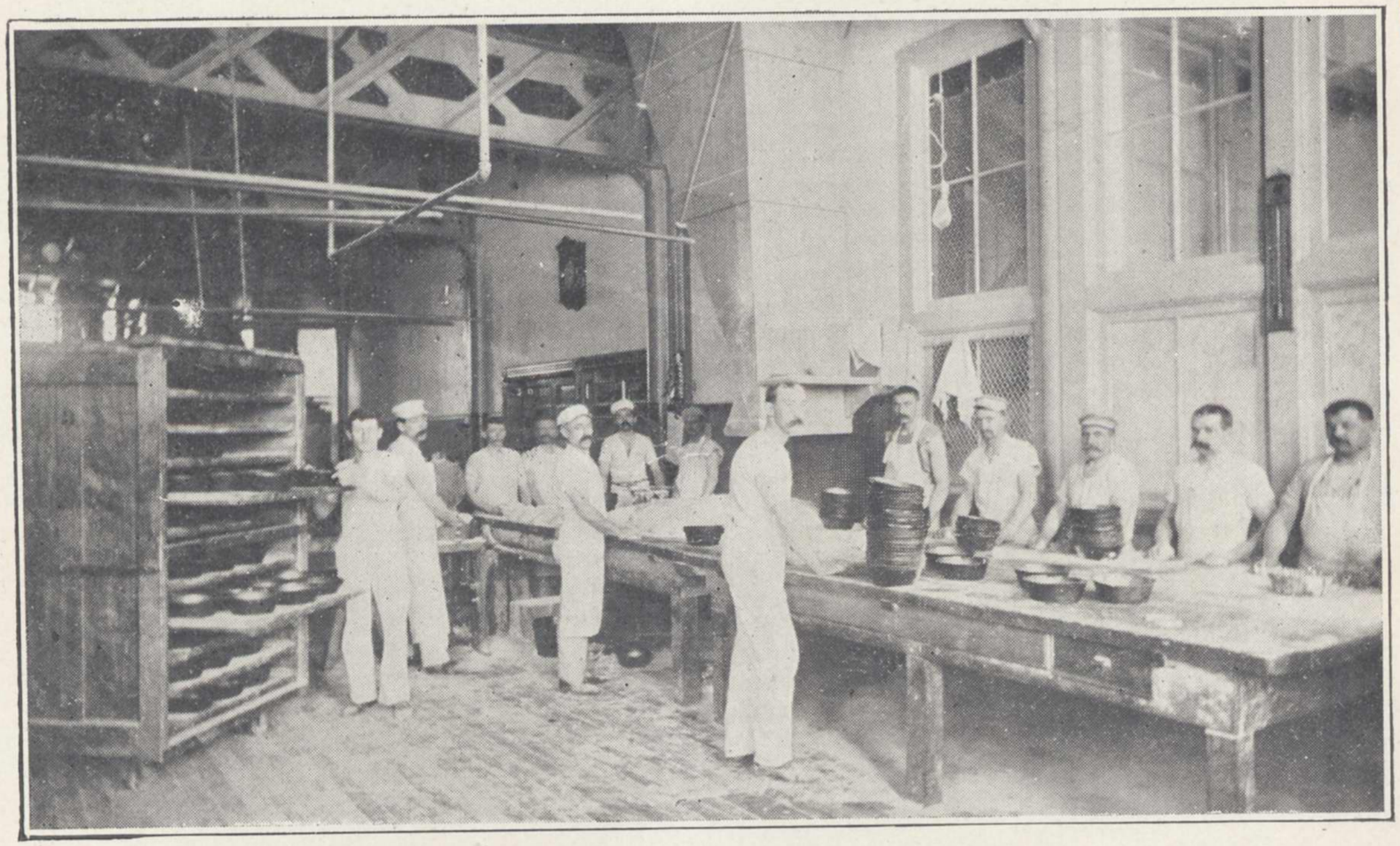


PATENT OVEN ROOM—2nd Floor

FANCY BAKING.

WE pass now to another part of this floor where considerable of our cake mixing and baking is done. This section would perhaps be more interesting to the young housewife than any other portion of our plant. We see her often on our "visitors' nights" stare with open-mouthed wonder at some of the, to her, unheard-of methods there revealed. Take the filling of "chocolate eclairs" for instance; the average person would say that they are made in two sections, filled in the middle, and the "lid" clapped on. Not so, good people; they are "built" in one piece and the filling inserted by the aid of a mechanical device which penetrates one end of the cake and forces the cream inside. You have to see these things to "get wise," if we may use current vernacular.

Adjoining this section is a large cooling room where the cakes, both large and small, are seen on trays in huge racks from whence they are carried to our several retail stores and placed on sale.

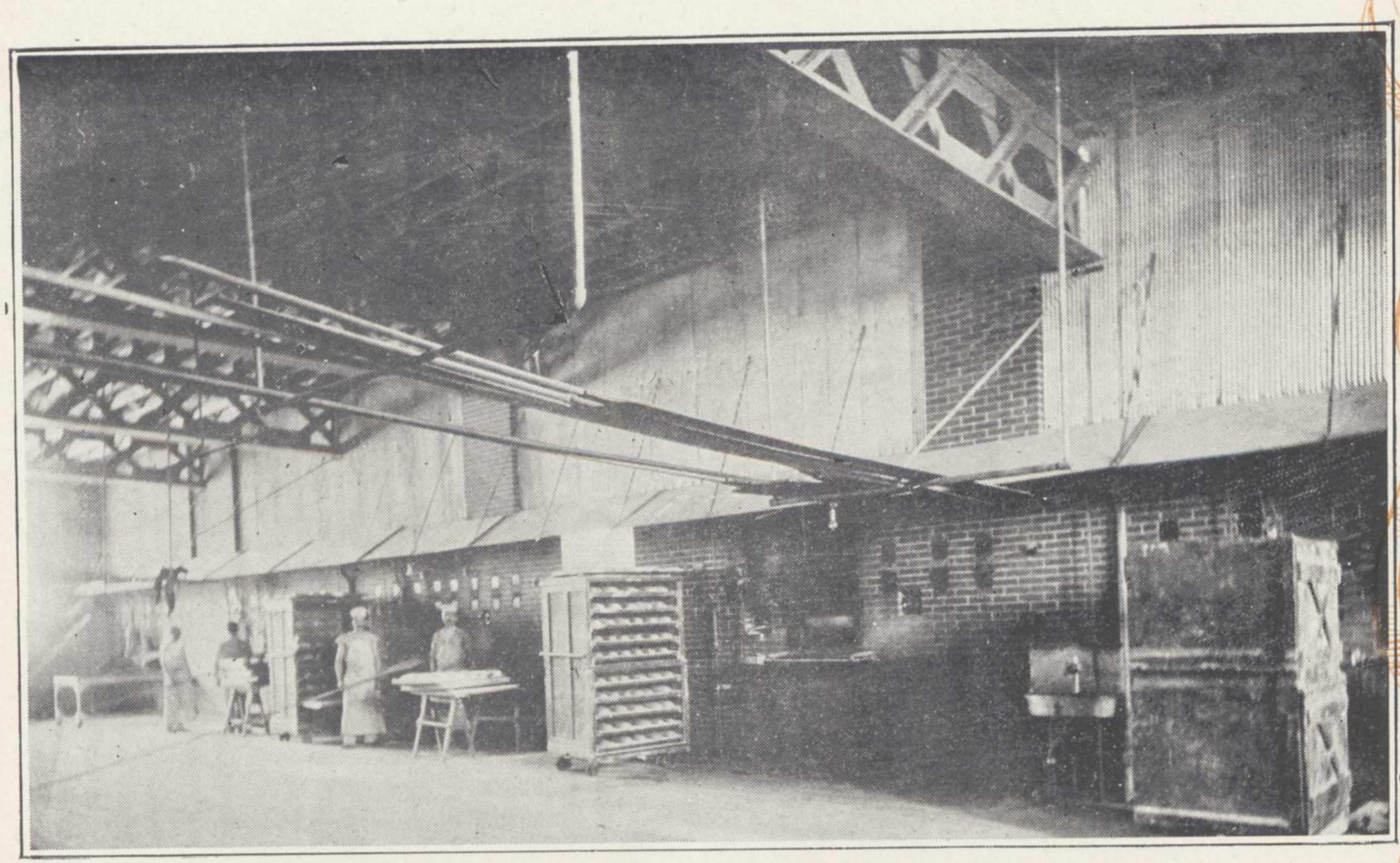


WORK TABLES SHOWING BAKERS AT WORK WITH VIEW OF PROOF CLOSET

Not the least feature of our plant, which is also located on this floor, but thoroughly isolated from the work room, is the establishment of a complete lavatory and bathroom for the use of the employees after the day's (or night's) work is at an end. This commodity is highly prized by the men and is in constant use at all hours.

THE REAL BAKING PROCESS.

LET us now look over the actual baking department of the plant. On the southerly side of this floor we find three enormous double-deck, draw-plate ovens, and three patent ovens, six in all. The draw-plate ovens are the very latest achievement in the matter of bread-baking machinery. They are each capable of turning out five thousand loaves of bread in ten hours. As implied by the term "double-deck" we mean to convey the idea that there are two plates or beds, whereby two batches of bread are baked at one and the same time, about six hundred loaves to the batch. The ovens on this floor are built directly over those on the first or main floor, the same foundation serving for both batteries. The supply of fuel for these ovens is handled by a tramway and chain elevator system which delivers it



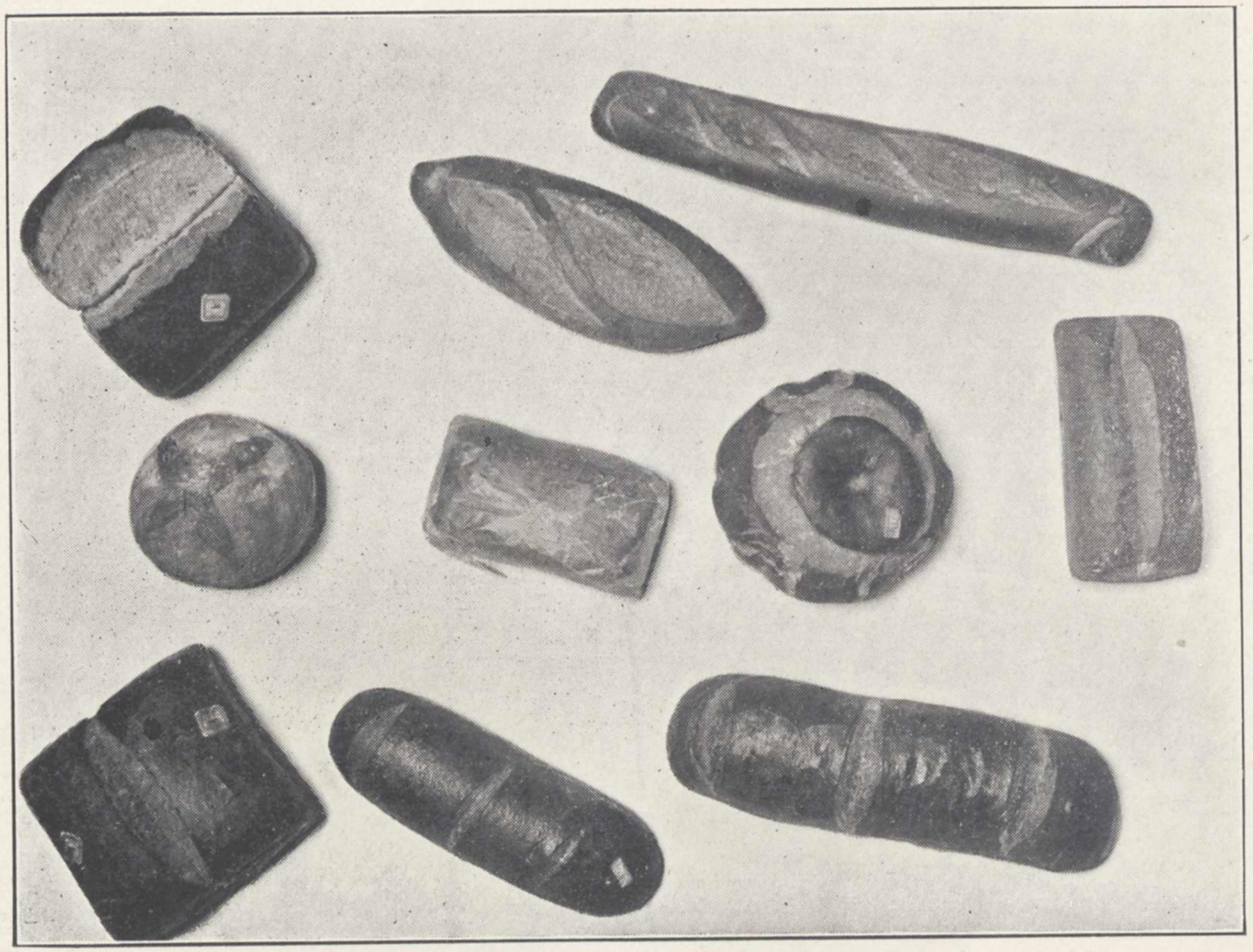
BATTERY OF SIX PATENT OVENS—FIRST FLOOR

directly to each oven, thereby scoring once more for our "system", in so far as it saves the expense of several extra men as coal passers, firemen, etc.

We had almost forgotten to call your attention to one more thing before leaving this floor—our proofing room. This is a large metal structure in which the articles to be baked are first placed to "raise" before being sent to the ovens. This compartment is portable and may be easily rolled from place to place as desired.

MOULDING ROOM.

DESCENDING once more we now reach the main floor where several more interesting details are met with. We will first look over the moulding room. Here we find two immense tables upon which the dough is dropped, after fermentation, by means of a series of chutes from the floor above, and which is handled by a small army of men at each table. Here also, is seen a somewhat ingenious contrivance—a dough moulder. Dough in huge quantities is thrown into a funnel-like hopper and comes out at the "business end"



SOME VARIETIES OF OUR BREAD

a perfectly shaped and moulded loaf. This machine, when run to its full capacity, turns out, on an average, three thousand loaves per hour. How much mere hand labor would be required to accomplish this result can be easily conjectured by the reader. Another machine in use here is a dough divider for the sole purpose of turning out rolls. The amount of labor saved through the use of this little device is realized when we say that one man in operating it can separate the material for just three dozen rolls in the time usually required to cut one roll by hand.

MORE OVENS.

DIRECTLY opposite the moulding room is another continuous chain of six large ovens. These ovens, like those on the floor above, are fired entirely from the rear; no ashes or extraneous matter of any kind being visible from their several fronts. An extra wide firing passage is provided back of the ovens for the purpose of coaling and drawing off ashes, the coal being delivered direct to the ovens by means of a series of cars on tracks connecting with the main



BREAD COOLING ROOM

coal pockets. All coal is delivered direct to these pockets by a continuous chain of bucket elevators which automatically dump the coal into the firing cars. Through the use of this scheme of firing, practically no coal is wasted through handling, while the work can be accomplished at about half the expense necessary if done by hand. (Another satisfactory result of "system.")

The above remarks regarding our manner of coaling may seem to the layman to be more or less trifling details of little or no importance; but it is the use of such labor and time-saving methods throughout that peculiarly distinguishes our plant from so many others of a like nature. Our aim throughout, as we have before inferred, is to prevent waste absolutely, which we claim not only can be, but is being, done consistently without interfering with quality in the slightest respect.

THE FINISHED PRODUCT AND ITS DELIVERY.

THE next room visited is the bread cooling room. What first greets the eye upon entering this room is a vast number of portable bread racks, eight to ten feet in height, so constructed by a series of tiers or shelving as to each hold about four hundred



ONE OF OUR DELIVERY WAGONS IN "ACTION"

freshly baked loaves of bread. These racks or trucks when filled are rolled by means of an inclined plane into the wagon room to be loaded for delivery. The delivery wagons are daily arranged in such a manner that the bread for each wagon is installed at its immediate rear ready for instant loading. Our rolling stock consists of some forty odd wagons, each driver of which has his respective route to cover. An idea of the scope of our trade may be obtained when we state that our wagons take in a territory comprising New York City, Brooklyn, all of Hudson County and a goodly portion of Bergen County. These wagons are started on their respective trips at about 1 a. m., at which time the horses are brought around from the company's stables at 622 Park Avenue.

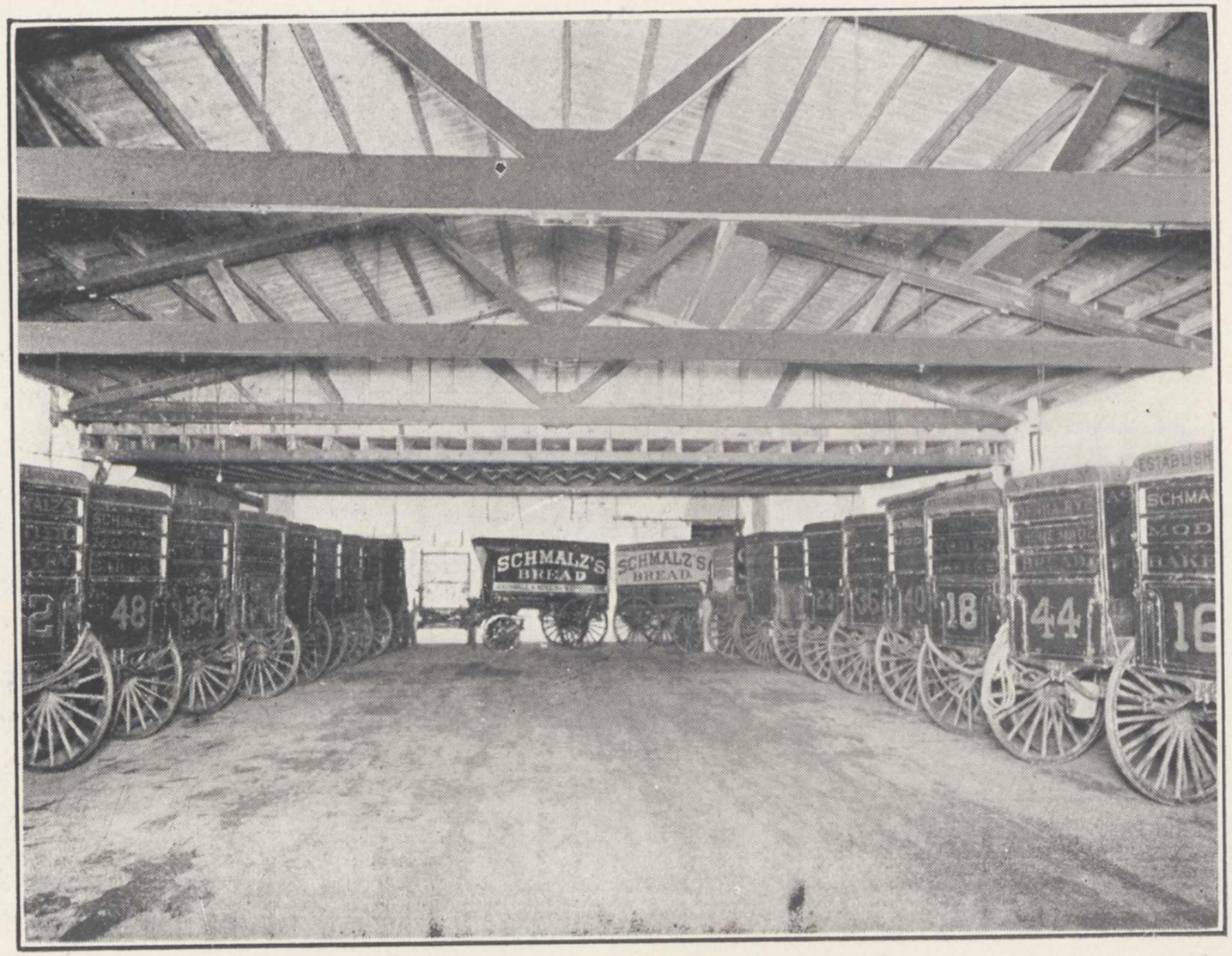
BASEMENT.

THE most noticeable feature on descending to the basement is the rich, fragrant odor that assails our nostrils; for it is here that all crullers and doughnuts are made up. Two mammoth gas ranges topped off with huge frying pans are constantly in use turning out these succulent morsels, the doughnuts being mechanically filled with delicious currant jelly. The main portion of this basement,



A GROUP OF BREAD BAKERS

which is constructed of concrete to insure against dampness, is given over to the storage of lard, butter, eggs, barrelled and crated fruit and the like. We maintain here, in addition, a compartment where we manufacture our own yeast. This is a feature not generally found in plants of a similar character. We find that this idea not alone reduces expense, but gives far better satisfaction. The power-house with dynamo for electric lighting, as well as the engine and boiler rooms are here located, and we desire to impress upon you that as much care is taken as regards cleanliness in these rooms as in any other section of our establishment. Many people are imbued with the idea that cleanliness in a large bakery is merely an after consideration. Now it's different with us, a fact which you can't help but notice if you will take the small trouble to pay us a visit. And right here it would seem a suitable place to announce that our "at homes" are maintained every Wednesday evening, between the hours of 8 and 10, when we would be more than pleased to receive our friends and conduct them on a tour of inspection through the building, explaining as we go the various details as well as giving an ocular demonstration of baking and its allied branches as carried on in an up-to-date model bakery.



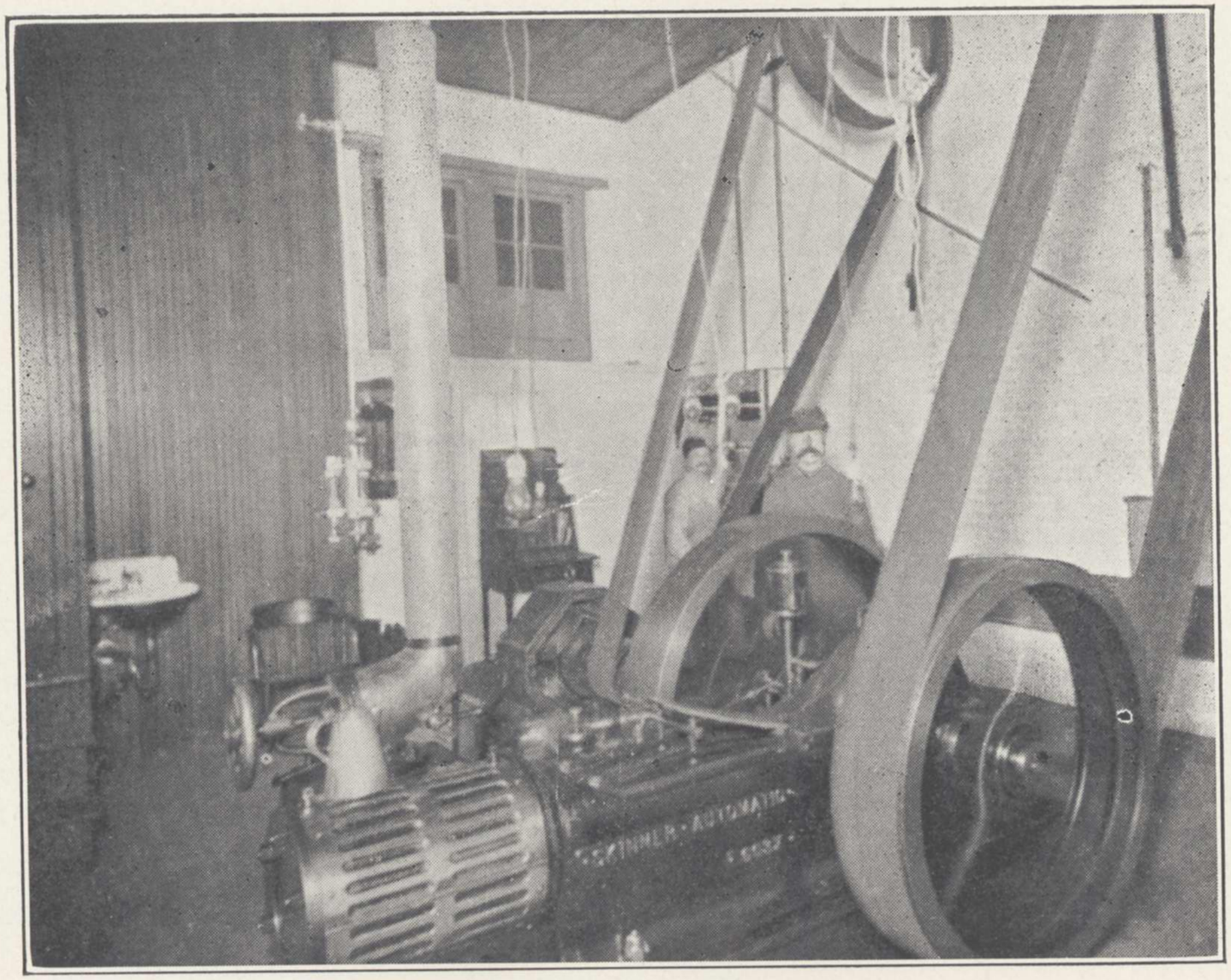
WAGON ROOM

OFFICES, ETC.

RETURNING again to the main floor we first enter the salesmens' room. Around the four walls of this room blackboards are placed upon which the salesmen's consignments for each trip are marked up, and where, also, returns are checked off after deliveries are completed. A short pair of stairs from this room leads down to what is known as the "stale bread" room. This is literally the store floor and is entered from the street as well. Here all bread returned by the drivers is sold at exactly half price, and it is perhaps needless to say that the stock is pretty well depleted each day.

Ascending once more (and for the last time) we reach the main offices to the rear of the drivers' room. The employees to the number of about two hundred, all enter the building here and register the hour of their arrival on an automatic clock before starting upon their various labors in the several departments. Above the main offices are located the executive offices of the firm.

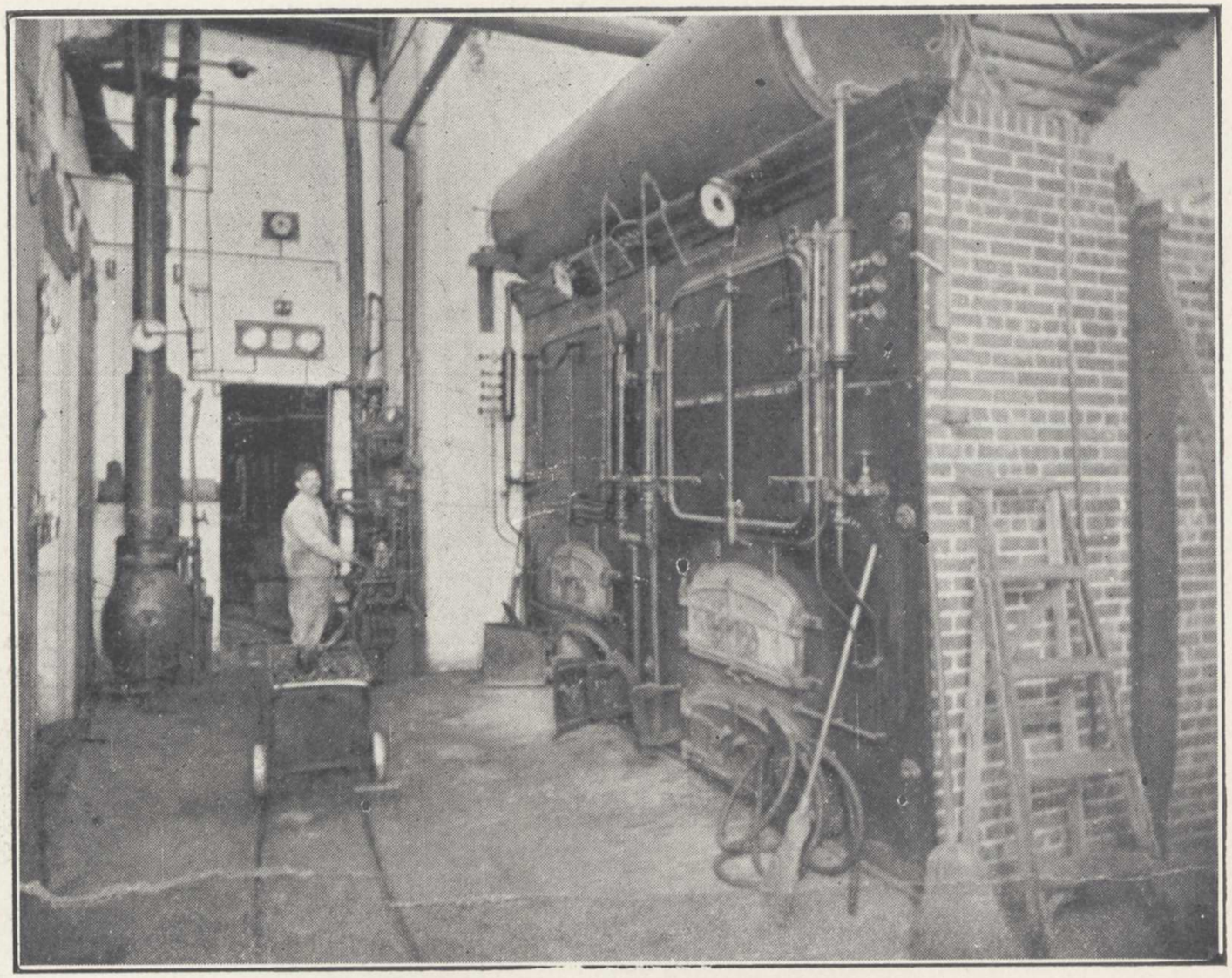
That moth-eaten bugbear often bobs up relative to the methods adopted in attaching the labels to our bread loaves. We do not here



DYNAMOS

propose to go into an explanation as to the manner in which this is done, but invite your thorough investigation at the bakery—if you are inclined to be a bit skeptical—where we will be only too glad to demonstrate "how."

In bringing this booklet to a close we feel that we may be pardoned for taking a little honest pride in the achievements brought about in the few years we have been in business on a "larger scale," and are convinced that all those who will favor us with a visit will be amply convinced that in this little work we have made no claims that cannot be justified by actual facts.



BOILER ROOM

IN LIGHTER VEIN.

JUST a few words before closing. We had not really intended to tell you this, but we think it is altogether too good to be held back. Some eighteen months ago we had in our employ a man as advertising agent and publicity promoter who certainly filled the bill in so far as novel ideas and ingenious methods go. In some manner known only to members of the craft he learned of a little congregation, whose whereabouts for obvious reasons will not be divulged, who were extremely anxious to secure a set of new hymn books for use in their little sanctuary, but who were in too straightened circumstances to even so much as dream of laying out funds for the same at the time. On learning of these facts our progressive man visited the trustees of the church in question, and without announcing what line of business he represented, proposed to furnish the church with the desired hymn books, provided he be allowed to here and there insert a few lines extolling the merits of the goods his firm manufactured. The trustees, thinking this a cheap and satisfactory way of securing the covetted books, readily assented.



GROUP OF SALESMEN

In due course of time the books arrived, well printed and neatly bound, but a cursory scrutiny failed to reveal where the advertisements were located. Believing they had builded better than they knew, the trustees had the books sent to the little church for distribution in the several pews. On the following Sunday morning, when the pastor during the service requested that the congregation please sing the 211th hymn, and read off the first verse before the singing (as is the usual custom), imagine the consternation of his flock when the good parson announced the verse as follows:

Hark! the heavenly angels sing—
Schmalz's rolls are just the thing.
Peace on earth, good will to men,
Six for five or twelve for ten.

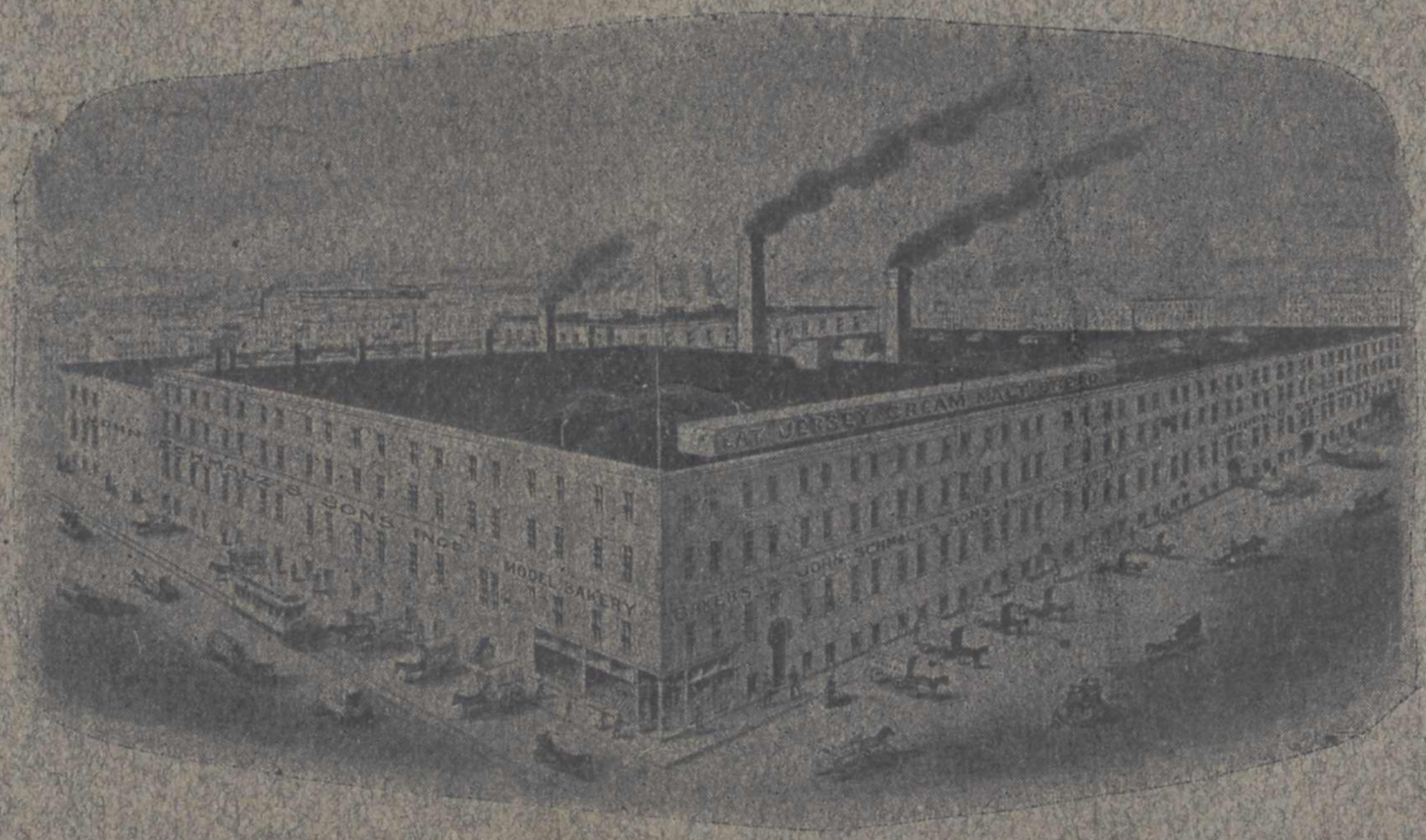
AU REVOIR.



THE "STALE BREAD" ROOM



EXECUTIVE OFFICES



BIRD'S-EYE VIEW OF THE PLANT