

# Tour of Cramer's Bakery Is Education; Visitors Are Welcome

## INGREDIENTS AND WORK CONTROLLED BY MACHINERY; MISTAKES BARRED

Flour Must Be Aged and Sponge and Dough Kept At Just Right Temperature Through All Operations.

A tour through Cramer's Bakery, 1955 Julian avenue, which is celebrating its fortieth anniversary this week is always interesting and educational. Flour as it comes from the mill is not ready for use in Cramer's Butter Cream Bread. Neither is any one flour satisfactory for what Henry E. Cramer believes to be the best bread.

Two different kinds of flour go into Butter Cream Bread. Each contributes its share toward making what is believed to be the ideal bread flour. But even then they are not ready for use. They must be aged.

Thus the huge storage and aging room which is a very necessary part of the plant of Cramer's Bakery on Julian avenue. Here 1000 sacks of 98 pounds each—98,000 pounds of flour is kept for three weeks before it is used. Each day as the flour is taken out of the aging room, that quantity is added, so that never is any flour used that has not lain in the storage room for three weeks.

The flour is stored on racks, as in Figure 1 at the right, which, in turn are on rollers, the whole six inches off the concrete, thus giving complete and forceful circulation of air on all sides of the sack of flour. And thus is the consumer assured that the flours used in Butter Cream Bread have no smell or taste from the concrete floor.

**DOUGH MIXER SOURCE OF WONDER**  
The dough mixer in Figure 2 is a source of never-ending wonder for the visitor to Cramer's Bakery.

After the ingredients are weighed automatically in the hopper above, they are dropped into the mixer. It is a huge beater which has three arms that pound and work the sponge and dough to such a fine texture and consistency that Mother never dreamed of obtaining when she kneaded her bread.

It mixes 1000 pounds of dough or sponge at a time. And how it mixes it! Its capacity is 1000 pounds every thirty minutes.

The mixer is cooled with a water jacket, which is a tank of water around the body of the mixer. The temperature inside must be kept down to 38 degrees, an impossibility because of the motion, were it not for the water jacket. The water in the jacket is cooled and kept at the correct temperature automatically. Its temperature often approximates that of ice.

The mixing arms inside make 75 complete revolutions per minute, which is some speed when they are pounding and working a thousand pounds of dough or sponge.

The sponge is worked for six minutes, the dough, of course longer.

**SPONGE PERMITTED TO FERMENT**  
The sponge is then dumped into troughs and is cooled into the fermentation room as in Figure 3.

The sponge, when it goes into the fermentation room at Cramer's Bakery is at a temperature of 75 degrees. It goes into a room where the temperature is kept at 80 degrees. And it comes out with a temperature of 85.

Now if that isn't a puzzle for the layman to conjure with, it is a puzzle for the expert. The explanation is quite simple when the visitor—and visitors are always welcome at Cramer's Bakery—listens to the explanation of Vincent McQuinn, superintendent of the plant. It is a chemical explanation, which cut short of its technical terms, means that the working of the gas and the yeast is so strong that it runs the temperature up. It would run up much higher, he says, if the temperature of the fermentation room were not controlled.

Also, the humidity of this room is controlled. It is kept at 75 percent relative humidity.

**AND NOW THINGS HAPPEN FAST**  
After the Butter Cream Bread dough leaves the mixer, things happen to it, and they happen fast, as shown in Figure 4.

It is dumped from the mixer into a trough, just as the sponge before it was. Then this trough of dough is lifted and dumped into a hopper, from which it is fed to the divider.

The divider does just what its name implies. It divides the dough into loaves, each of which must weigh eighteen and a half ounces. This eighteen-and-a-half-ounce piece of dough makes the pound loaf of bread. There is a two ounce and a half loss between the dough and the loaf. This is the weight of the moisture lost in baking.

From the divider, each piece of dough is fed into the rounder. Again, the function of the machine is designated by its name. The dough is whirled and worked and emerges a round ball which is deposited in a pan which carries it upward and into the proofers.

## Pictorial Travelogue of Modern Baking Plant; 40 Years Old

Sights that the average person cannot imagine await the visitor at Cramer's Bakery where Butter Cream Bread is made and baked in the largest electric automatic oven on the Pacific Coast, where everything from the aging of the flour to the wrapping of the newly baked bread is done by machinery. This modern plant is the business that grew from an ambitious young man's first baking of 55 loaves of bread 40 years ago tomorrow when with a basket on his arm he started out in his neighborhood to sell them. He did sell them—in Logan Heights, and on the site of that first bakery stands this modern plant. And in that neighborhood that ambitious baker still lives and watches that bakery grow.



1. Flour is stored on racks, which are on rollers, the whole six inches off the concrete, thus giving complete and forceful circulation of air on all sides of the sack of flour.

2. The dough mixer in Figure 2 is a source of never-ending wonder for the visitor to Cramer's Bakery.

3. The sponge is then dumped into troughs and is cooled into the fermentation room as in Figure 3.

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positioned by the pan which carried it from the rounder, before it has been deposited into the molder it has traveled the length of two city blocks in 12 minutes.

The molder molds it into the loaf and deposits each loaf of dough upon a board from which a baker lifts it and places it in a greased pan.

These pans, each with its loaf of dough, are then placed in a rack which is hung by rollers upon a track, each rack containing 64 pans of 4 loaves each, and wheeled into the proof box. Here the temperature is kept at 95 and the humidity at 85.

**VISITORS FIND OVENS INTERESTING**  
There is one scene among the many awaiting the eyes of the visitor at Cramer's Bakery where Butter Cream Bread is made, that never fails to attract "Oh's" and "Ah's". It is the loading and unloading of the huge electric oven.

First, the sightseer sees huge racks of baking pans, each with its loaf of dough wheeled from the proof box ready for the never-filled mouth of the oven. A baker loads the oven, thirty-six loaves of bread at a time.

Loading this oven merely means setting the pans on its traveling floor. It is 54 feet long and requires 30 minutes for a pan to travel from door to door. When it reaches the other end it is baked. There is no guess work about it. No tests are necessary to determine whether or not it has baked enough. It has been baked just right.

These modern machines wrap 55 loaves a minute.

**MACHINES WRAP 55 LOAVES PER MINUTE**  
The paraffined paper with which Cramer's Butter Cream Bread is wrapped for delivery undoubtedly seems a small item. It is when it is thought of in terms of single loaves. But it is no small item in the Cramer plant.

More than a ton and a half of it is used every week.

Five hundred pounds of paraffined paper used every day so that Butter Cream Bread may be delivered to the consumer that much fresher.

**CLEANLINESS ALWAYS FIRST REQUISITE**  
Cleanliness is the first requisite of Cramer's Bakery. Here such simple cleaning devices as dust cloths and mops are not the sole reliance. The plant is equipped with high pressure air lines to clean out all accumulations after each night's bake.

It is so powerful that anything not "matted down" goes.

It blows out every bit of stray flour dust that may have been dropped during the work of the night.

Yes, sir, it cleans that entire plant "as clean as a hound's tooth."

## George W. Cramer Looks Backward; Says Narrow Escapes Equal Success

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years of work in San Francisco, I arrived here on the evening of July 9, 1886.

The first few days I spent making side trips to National City, Old Town and Coronado, in company with a fellow passenger from the steamer.

The old countryside gave evidence, not so much of wealth, but of honest pioneer endeavor and was interesting with cattle, horses, sheep, haystacks and eight-horse teams now and then, freighting merchandise or bringing in the woodpile. The lead horses had jingle bells to give warning to teams from the opposite direction to make calculations for a stop to pass by on narrow roads.

Quite a few of the localities around San Diego that now look so poorly on account of abandoned or neglected real estate enterprises and auto scrap-heaps, then looked more prosperous. In San Diego itself almost everybody who wanted to work was busy. I remember building contractors storming hotel lobbies and other places after arrival of the train at 6 a. m. asking, "Any carpenters, any plasterers here?"

Soon I had, like almost everybody, bought a lot or two and on the advice of my hotel landlord, I also bought five shares of the second issue of the San Diego Building and Loan association.

After about two years of boom prosperity there came a great collapse. Many people could not raise enough money on their fully or partially paid for real estate to buy a meal. A few years later there came a recovery in building activity, only to be promptly interrupted by local bank trouble. It was at this time that I started in business.

In the years following, crowded with experiences of depression, growth and other things, "Pa and Ma Cramer," besides our business cares, took great pride in rearing our three boys. The boys naturally took to work as a useful, necessary vocation and they and their young friends had much fun around our house and yard with horses, chickens, pigeons, geese of which the strange gander, "Pa," was a pet. In the garden outside the kitchen door there was a house with about 40 canaries and their symphony concerts could be heard more than a block away.

From a small beginning, through many changes, Cramer's Bakery has become what it is today. If I had to answer the question how, I might best say in terms of special geometry that, given a number of narrow escapes is equal to one success.

## CRAMER'S BAKERY FORTY YEARS OLD

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dustry, has always been quick to take advantage of the newest, most modern methods and equipment. This trait is particularly noticeable in his sons.

One of the first improvements he made in his bakery was the acquisition of a horse and wagon for delivery of his bread. He bought one of the first old Flanders trucks, it was number 23, and he was the first baker in San Diego to use complete automobile delivery.

There came new and improved ovens. Regardless of the state or condition of his old oven, he managed somehow to install the new one if it was better equipped to do his work.

He never missed an opportunity to take advantage of the newest and most improved process for the preparing of his ingredients. The best flour, the best sugar, milk, yeast, shortening. Always, it was the best that went into Cramer's bread.

And now, with this great modern plant which in itself covers a half block, sitting on the site of that first shop which was 16 feet by 20 feet, all the equipment is electrically controlled. All the power is electrical. All the heat for the ovens is supplied by electricity. The temperature and the humidity in all the proofing and testing rooms is controlled by electricity.

## More Nourishment - Finer Flavor

Milk, with all its health promoting minerals, is an important ingredient in every loaf of

## Cramer's Bread

Milk in its purest and most modern food form—powdered—is supplied to Cramer's Bakery direct from the Imperial Valley plant of

Golden State Company, Ltd. [Milk Products]  
San Diego El Centro Los Angeles  
San Francisco

## The Same Sweet Snowdrift

That you use at home for your baking and frying is used by Cramer in making those delicious Mayflower Doughnuts.



## The Fine Body Work

In those fast Cramer delivery trucks was done in our shop. No matter how large or difficult the job, we are prepared by experience and equipment to serve you satisfactorily. When you want a GOOD job, call us.

## San Diego Auto & Carriage Shop

452 8th St. Main 5637

Baked Better Delivered Faster Served Fresher

THESE are the reasons why San Diego County homes use more than 225,000 slices of CRAMER'S Butter Cream Bread every day; more than one slice for every man, woman and child in San Diego County.

Ask for Butter Cream next time you order bread. You'll notice the difference! You'll agree with thousands of other San Diego housewives—that Butter Cream is the best of good bread, at its very best!

## CRAMER'S Butter-Cream Bread