SECTION B

CRAMER'S BAKERY 40 YEARS OLD

Invites All San Diego to Free Ball at Mission Beach

PERK CARR, **10 ARTISTS**

Prizes Promised; Interesting Announcements Will Be Made; Fun for Everybody; Come as Bakery's Guests.

Arrangements were completed today for the mammoth ball to be given San Diego and vicinity tomorrow night at the Mission Beach ballroom by Cramer's Bakery in commemoration of the company's 40th anniversary.

It was 40 years ago tomorrow that George W. Cramer baked his first baking of bread, the baking that gave birth to the present plant at 1955 Julian arenue, which supplies Butter Cream bread to San Diego and vicinity, and its sister bakery at El Centro which supplies Imperial Valley and Yuma county in Arizona. Never ones in those 40 years has the management of this bakery left the hands of the Cramer family.

Henry B. Cramer is president and general manager of the plant today and his brother, Herman G. Cramer, is assistant manager. Both are sons of the founder.

the founder.

It is a momentous occasion and nothing has been spared in the Cramer Bakery's attempt to provide a good time, fun for all.

Perk Carr and his orchestra, 10 artists, will provide the mustc for dancing and individual members of this group of musicians will provide entertainment throughout the evening.

entertainment ning.
More than 300 individual prizes have been arranged which will enliver

and beautifully decorated for the occasion.

This is Cramer's Bakery's party for sion and everybody is invited. Tickets are being distributed freely. Grocers and dealers in Butter Cream bread have them and will give any person as many as he or she can use. But if you do not obtain yours, come anyway. There will be a place for every man, woman and child—any every man, woman and child—any every man, woman and child is invited.

There will be several announcements of unusual interest made at the ball, so don't fail to attend. Remember, tomorrow night, Mission Beach ballroom. No admission. It is Cramer's party to San Diego!

ALL PRODUCTS OF CRAMER TOOTHSOME

Although Cramer Bakery has al-ays specialized in bread, good, whole white bread, there are other ts of the plant at 1955 Julian

avenue. Oh yes.

The Raisin Bran bread, for instance, is—well, there is just no word to describe it but toothsome. It is similar to Boston Brown Bread with raisins

Also, beside Butter Cream bread, there is Butterkrust bread. And now, Mayflower doughnuts and Dolly Madison cakes.

CRAMER'S WEIGHS ALL INGREDIENTS

To the eyes of the sightseer, the big difference between the making of bread in the home and the making of bread in a large bakery. Such bread in a large bakery, such as Cramer's bakery on Julian avenue, is that at home the housewife measures her ingredients while at the bakery they are all weighed—used in terms of hundreds of pounds instead of terms of the same of the

Proud

Herman G. Cramer, son of the founder of Cramer's Bakery and assistant manager of the present company, is proud of the economy of Butter Cream Bread.



the evening. The ballroom will be elaborately Greatest Value and beautifully decorated for the oc-For Price Paid, Cramer's Policy

policy is based upon this principle," declared Herman G. Cramer, assistant plaining why Cramer's bakery special-

nlaining way cramer's sease, operate zes in white bread.

"Good white bread has always been the staff of life. Good white bread sthe most economical food it is possible to buy for the same price. It is the greatest builder of energy we have a modern diet.

have in our modern diet.

"Butter Cream bread is the most economical, we believe, because of its high quality. It is easily digested and contains most of the elements necessary for the best body development and maintenance. It has been proven that bread is more easily assimilated in the human digestive organs than most other foods.

"There is no waste. Proper blending of the ingredients and good baking based upon years of study and experience, results in a loaf that retains its moisture, keeps frésh longer and silces without crumbling.

"Users of Butter Cream bread agree with me. If they did not, our sales would not show a steady increase. They do show a steady increase. They do show a steady increase and our territory is ever growing. Prom that first baking of 55 loaves with which my father started, we are supplying fresh bread 'to San Diego and Imperial counties in California and Yuma county in Artzona. More than 400,000 silces of Cramer's bread is consumed daily in these three coun-

without reference to the taying conditions that may exist in different individuals.

"Dr. W. C. Aivarez, of the Hooper Foundation for Medical Research, has vigorously attacked the unquarded and unqualified recommendation of course food substitutes.

"Many other dietary substitutes, such as celery, lettuce, fruit, provide excellent roughage. It is for the inedition of the intestinal tract of the person with whom he is especially reconcerned to determine whether or not that person should use breads or other foods that depart from the normal diet."

Founder Tells Story

George W. Cramer, founder of Cramer's Bakery, 40 years old tomorrow, tells the story of the birth of the business.



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

Like many other earlier arrivals in San Diego, I came here

On leaving San Francisco, the sistership of the Orizaba, the (the two were California pioneers in their line) lay on the other side of the dock where she had just been towed

Having decided to make a trip down the coast, after a few



Cramer's Makes Two Bakings Daily and Cuts Hours Off Time Between Oven And Grocery Counter.

When a loaf of Cramer's Butter Cream bread is sold over the counter the corner grocery store or at the

And that can be printed in capital letters, thus—IT IS FRESH.
The grocer knows it is fresh, That is why he recommends it to strangers, why he hands it to the children who merely ask for a loaf of bread. It is

s Cramer's bread.

The bakery knows it is fresh. The ovens make two bakings every twenty-our hours—not one. The second baking is for the later-in-the-day deliv-

CERTAIN IT'S FRESH

CERTAIN IT'S FRESH

The grocer sells Cramer's bread to strangers because he wants them to come back. They will if they are satisfied with the bread he sells. He hands it to children because he wants to be sure that mothers do not get the idea he is taking advantage of children and selling them stale bread. And why all this? How do all these handlers of bread know it is fresh?

The answer is the Butter Cream speed plan.

is sold?

Cramer's have cut minutes and hours from the time the bread leaves the oven until it reaches the grocery. Every move in the bakery, every stop by a route salesman is timed—and they keep that schedule.

REFUSE TO OVERLOAD

The salesmen will not overload the grocer simply to make a showing for

The salesmen will not overload the grocer simply to make a showing for Butter Cream bread. If he did that grocer would have to be selling "stales"—and that would be disaster for the salesman.

The grocer aids in this plan for speedler delivery and fresher bread. He estimates to a loaf what his sales will be before the next delivery. He cuts it short rather than overload because he knows that if he runs out he has but to telephone the bakery and a special delivery wagon will rush him as many fresh loaves as he needs.

On some counters there is enough bread to last two days. Who eats this stale bread? The answer is plain un-

Some baker was bound to revoit against the old time bread selling plan; against overloading the grocer simply to make a showing for that brand of bread. It was Cramer's Bakery that changed the old system. The result is fresher, richer bread—Butter Cream Bread.

FEW SIMPLE TESTS

PROVE FRESHNESS husband and children. Here are a

ance that choice milk and sugar hav Slice the loaf. It must not crumble

and it must have a rich creamy tex-ture with no large holes.

Taste it. If it passes these tests to your satisfaction and suits the taste, it is good, wholesome bread, the kind any wife or mother will enjoy serving.

Chief Baker

dent of Cramer's Bakery,



Cramer Marvels At Quality of Mother's Bread

house because it was baking day. We

store.

HEAT RECULATED

How different it is today, with modern bakeries equipped such as the Cramer Bakeries in San 'Diego and EI Centro, so arranged as to keep

Founder Took First ing of 55 Loaves Out and Sold Them Himself; Always Modernized Plant.

Forty years ago next Thursday young man who was determined to have his own business and to make duct of its kind available in the young San Diego, took his first bakyoung San Diego, woo in a started out through his neighborhood to deliver them.

That young man was George W. Cramer who founded Cramer's Bakery, which is this week celebrating its 40th

anniversary.

Two events are commemorating this 40th birthday. They are:

The huge ball to be given in the Mission Beach ballroom Thursday evening to which all San Diego is invited. Every man, woman and child is urged to come and be the guest of Cramer's Bakery. Free admission tickets may be secured at all Butter Cream grocers.

be secured at all Butter Cream grocers.
And the birth of the "Mayflower" doughnuts, a new product for Cramer Bakery, lighter, fluffier and more "gedunkable."
Although the number of firms in San Diego which have been in business for forty years is small, the number in which the management has remained in the hands of the family of the founder continuously during that manded in the mands of the family of that time is even smaller. The manager of Cramer's bakery has never left the hands of a Cramer. Founded by George W., it is now in the hands of his two sons, Henry B., as president and general manager, and Herman G., as assistant manager. CAUGHT IN SLUMP

CAUGHT IN SLUMP
George W. Cramer came south from San Francisco on a vacation—just to look around and see what all the shouting was about, as he puts it. His coming was in 1886, at the height of San Diego's land boom. His capital consisted of less than a \$1000. He bought a lot or two. Had to keep in style, he says. And then came the depression. And what a depression followed that land boom!

Between the time of his arrival and that proud day when he started work in his first bakery, this young man met, woed and married Miss Bertha Beerman, who, like himself, had been in San Francisco and came south to see what all the shouting was about. They founded their home on Julian avenue at 1955.

STARTED BAKING

white bread; with its crisp blowd crust, and the biscuits that were made from the dough left over from the regular baking pans. We remember the large number of operations that were necessary, from the preparation of the yeast to the mixing of the dough, and the period when it was left to "rise."

To the writer it was always a wonder that one efficient person could accomplish all that she did in bring-der that one efficient person could accomplish all that she did in bring-der that one efficient person could accomplish all that she did in bring-der that one efficient person could a wagon and with a basket on his arm he started out to sell it. He canvassed friends and neighbors. He obtained

few tests: Press the sides of the loaf. If it springs back it will have been properly fermented and thoroughly baked. A rich, golden-brown color to the crust with a tender texture is assur-Bread, Story of Legend Reveals

What is the origin of white bread? before. A new idea was needed, a Perhaps no one knows but here is the legend of its birth:

An English nobleman, famous for his dinners, was about to give a din. of copying.

Now We Know How Bakers Used To Test Thoroughness of Baking

old time baker is out.
At least Virgil McQuinlan, produc-

tion superintendent for Cramer's bak-ery, says it is true. But Virgil's eye is always a twinkle and Irish wit flows from his lips, so it is hard to distin grown his fips, so it is hard to distinguish between one of his "yarns" and one of the many facts of bread baking which he dispenses freely. But if you doubt it, try it!

"In the old days," says Virgil, "bakers used to tell when a loaf of bread was done by holding it to their nose. If the bottom of the loaf burned the nose, it was not sufficiently heled. But

He did not, it was ready to be taken from the oven."

However true that may have been, it is not true now. The dough is made too scientifically. The ovens are too scientific. The heat is too well regulated. When that loaf of dough goes into the oven, it doesn't sit still. It goes right on through. It travels in the process of baking. And when it comes out the other end it is bread, baked just right and no testing process is necessary.

If you doubt that, visit the Cramer plant at 1955 Julian avenue any night of the week except Saturday, and

WHITE BREAD BELONGS IN NORMAL DIET

White bread is a wholesome, nutri-tious feed. As such, it has its right-ful piace in the normal diet of the normal individual. Its avoidance for

One of the old time secrets of the did time baker is out.

At least Virgil McQuinlan, producting the second as plain as the gas oven in the home—plainer, for

ECONOMIC EXPERT Miss Virginia B. Lander Contends White-Whole Wheat Bread Controversy Has Outgrown Importance. "The question as to whether w

VALUE OF BREAD

DIET, SAYS HOME

bread, has assumed entirely too much rtance in the mind of the house wife," declared Miss Virginia B. Lan ders domestic science expert of Cra

"Both breads are excellent food, but both breads must be supplemented by vegetables and milk. Bread does no

vegetables and milk. Bread does not and can not contain every food element needed for the body. A varied and balanced diet does that. No single food is complete, not even milk, or eggs. But bread is, or should be, the center of every well balanced diet.

"Pure whole wheat breads have a slightly higher mineral content than white bread. But white bread is more completely digested by the body than whole wheat breads. Many authorities believe that the fruits and vegetables prove the best roughage for the normal person as bran is apt to

too freely.
STARCH IS IMPORTANT
"Wheat now contributes about one
fourth of the calories of the Ameri staple food stuff. Its nutri-importance in the United States

tional importance in the United States lies primarily in the starch content, not in the content of protein, mineral elements, vitamins or roughage.

Dr. Alonzo E. Taylor, of the food research institute of Stanford University, says. "To consume our wheat as whole wheat bread instead of white bread would not be in the interest of national economy, at least if the present American diet continues to prevail."

not constitute a valid reason for dis continuing its use."
WHITE KEEPS BETTER

"The American public likes white flour bread, he continues, and I do not see any reason why this taste should be disturbed. The important thing, he expiains, is to insist upon the consumption of a sufficient amount of protective foods—milk, and vegetables of the leafy type—to insure that the calclum deficiency and the vitamin deficiency of white bread will be made good.

MORE MILK IS USED

"Now baking technology is able to incorporate larger amounts of milk solids in the loaf of bread, thus overcomiag this deficiency, and even this charge can no longer rest against white flour bread.

"The supporters of the whole wheat flour for dietary purposes argue that the human bowel requires a certain amount of roughage in order to exercise its functions satisfactorily. This point must not be considered without reference to the varying conditions that may exist in different individuals.

By G. W. CRAMER. Founder of Cramer's Bakery.

waterlogged after an accident.



women, the appearent intraction of the intentinal tract of the person with whom he is specified to the person with which the person with whom he is specified to the person with which which with the person with which which with the person with which which with the person with which with the person with which which with the person with which which which we will be person with which which with the person with which which with the person with which which which which we will be person with which which which which which which which which with the person with which which



