



## I Bake Four Million Loaves of Bread Yearly

### THIRTEEN THOUSAND LOAVES EVERY DAY!

Why Do I Bake Such a Vast Quantity of Bread, You Ask?

## BECAUSE---

My Home-Made Milk Bread Is the Sweetest, Most Delicious Bread baked, and the housewives of Washington homes are beginning to appreciate that fact.

Why Spend Long Hours in the Kitchen Every Week Baking Bread When I Can Do the Baking for You?

I have spent thousands of dollars perfecting ovens and machinery so that I could make the finest bread ever baked.

My Bread is better than home-made bread because I have every facility and method of baking known to modern science.

Fresh, sweet milk is the principle article used in the making of the dough. One of the largest and finest dairies in Montgomery county, Md., furnishes 200 gallons daily for this use.

Every fifth loaf is tested as to weight, no loaf weighing under 16 ounces being allowed to pass. The rising or "fermenting" of the dough takes place in rooms heated with a moist heat and where the temperature is registered to a fraction of a degree.

The baking is done in double-deck, draw-plate, dust-proof ovens heated with steam super-heated to 400 degrees. These ovens are made tight so as to retain the steam rising from the bread. But this is not enough—other steam is forced in under heavy pressure. The result is marvelous. Every particle of natural moisture is **baked right into the loaf.**

Home-baked bread is baked in dry heat. This heat bakes the crust to a crisp and then cannot penetrate to the center of the loaf. So while the crust is well done, the center is only half-baked. Then, also, the yeast cells continue to ferment until they are killed by baking in a heat of 212 degrees. And by actual test, the center of your loaf rarely exceeds 100 degrees. Hence, the yeast cells are never killed in kitchen stoves and continue to ferment after the bread is baked. They form gas in the stomach and cause indigestion. **Before my bread** is permitted to be packed for delivery it is allowed to cool to a temperature of 90 degrees. While in this condition, the loaves of Holmes Milk Bread are carefully handled and packed in clean, sanitary wagons.

I only ask that you serve one loaf of my bread on your table. Then let your folks decide who shall bake the bread in the future. If they decide in my favor, you should be delighted. For surely you do not wish to spend five hours every week in the kitchen. I want every woman in Washington to know how good, how nutritious, how light and dainty, and of what delicious flavor bread can be made when baked by our new method. It is the finest and best bread ever made. And we only ask that you try one loaf.

Whenever bread is so good that its bakers—with their great knowledge of bread—see fit to be really proud of it, it must certainly be worth your trying. Delicious as it can be, perfectly baked and tempting as bread can ever be. Once you've tried my bread, you'll continue using it, because it's different from ordinary bread. Delivered anywhere in our wagon in response to a phone call. **Twenty-one Tickets, \$1.00.**

Phone Main  
4537

**HOLME'S BAKERY, 107 F Street N. W.**

Phone Main  
4537