Visiting Dealers

and "Richmond's Strictly Commercial Bank"

What dealer has not felt, at one time or another, the need of a bank that CATERS PARTICULARLY TO HIS NEEDS? Visiting dealers have the opportunity to become acquainted with just such an institution during their next visit to Richmond.

Established 1865
Strong, Sound, Conservative

To-day, with capital and surplus of $1,800,000.00, this bank stands out as one of the most successful banks in the country.

And behind this success are the principles which are responsible for its growth—THE HEARTY CO-OPERATION WITH ITS PATRONS.

Helpful Interest Shown Every Customer

This service is extended not only to our local customers, but to all, regardless of distance. We are handling, with satisfaction a large number of out-of-town accounts, who appreciate the many advantages of dealing with a STRONG NATIONAL BANK WITH AMPLE RESOURCES.

You are invited to visit us, and if you decide to place your business with us, you may be sure that it will be appreciated. IT WILL RECEIVE EVERY ATTENTION AND COURTESY.

Planters National Bank

Capital, - $ 300,000
Surplus, - $1,500,000

In our savings department we accept deposits of sums of $1 or more and allow 3% interest, compounded semi-annually. "BANKING BY MAIL" is safe, easy and convenient.

American Bread and Baking Company.

There is one industry in Richmond, the importance of which is not thoroughly realized by many residents of this city—the baking industry.

In number of men employed, the bakeries of New York City rank fourth in the City Directory. The Industrial Directory of New York City, just issued by that department, states that there are 34,000 factories in Greater New York, with 682,796 employes. The clothing and millinery factories rank first in the number of people employed, the metal industry second, and paper goods manufacturers third. Then comes the baking industry, in which more than 17,000 people are employed.

While at the present time the bakeries of Richmond do not occupy the same relative position as those in New York, still it is very evident from the rapid strides made by the bakers of this city during the last ten years that it will not be long before this industry takes its place among the foremost of Richmond.

This fact is made possible by reason of the wonderful improvements made in the manufacturing, handling and selling of bakery products. Not many years ago most bakeries were located in cellars or small, unsanitary buildings, but when the idea was conceived to build a thoroughly modern and sanitary plant in the city of Richmond, there came coincident with that idea the opportunity of placing the baking business on an equal footing with that of any other properly conducted industry.

The custom of baking bread at home has now almost become considered a Southern "falling" rather than a Southern "virtue." Because, with a thoroughly modern and sanitary plant in which bread is made, without hardly the touch of human hand, the old idea of the unclean bake shop has been eradicated, and the objection to bakers' products removed.

Some six years ago the American Bread and Baking Company of Richmond erected on East Leigh Street a magnificent baking plant, modern in every respect. And during the past six years this company has continually made changes and improvements in order to keep their plant at all times up to the last word in the bread manufacturing perfection.

A trip through the plant of the American Bread and Baking Company, at which place the famous Eatmor bread is made, is almost an education in itself. To see the flour brought in from the great mills of the Northwest and sifted through silken cloths, in order that every particle of impurity may be removed; to see this flour conveyed automatically to large electrical dough-mixers; to see the water, milk, sugar, lard, yeast and other ingredients placed in these mixers after having been automatically weighed and measured, and then to see the ponderous arms of these electrical mixers revolve at a rapid rate of speed—to see all this would quickly convince the housewife that it is impossible for her to so gauge the materials she puts in the home-made loaf, and that it is likewise impossible for her to so thoroughly mix the dough as to preclude the possibility of lumps or streaks in the baked loaf.

But the mixing is only the first step in the making of A. B. C. bread. After the dough is mixed for some fifteen minutes, it is automatically passed to white steel troughs, where it is permitted to stand for the proper length of time in a room kept at an even temperature, and from which place it is later (again automatically) carried to the floor below, where, passing through a second machine, it is weighed and measured into loaves of equal size. This machine is known as a dough divider, and from this divider the dough is carried on a canvas belt to an apparatus or machine known as a rounder-up. This rounder-up shapes the dough in the spherelike forms, much after the manner in which the housewife prepares her dough for its second "raising."

From the rounder-up the dough is passed to a molding machine, which molds the sphere into a new or oblong shape, exactly the proper size to fit the pans in which the bread is to be baked. After these "oblongs" have been placed in the pans, the pans are put on steel racks and the racks wheeled into what is known as a steam room. When this room has been filled with racks of dough, a heavy head of steam is turned into the room and the room sealed. The object of this operation is to back down the starch granules in the dough, and make the dough more digestible. This is a process that cannot possibly be carried on in the home; and is one of the chief reasons why bakers' break, when properly made, is more nutritious and digestible than that made at home.

From the steam room the pans are then taken and placed in white tiled ovens. The ovens are heated at 450 degrees Fahrenheit, and kept at a uniform temperature.

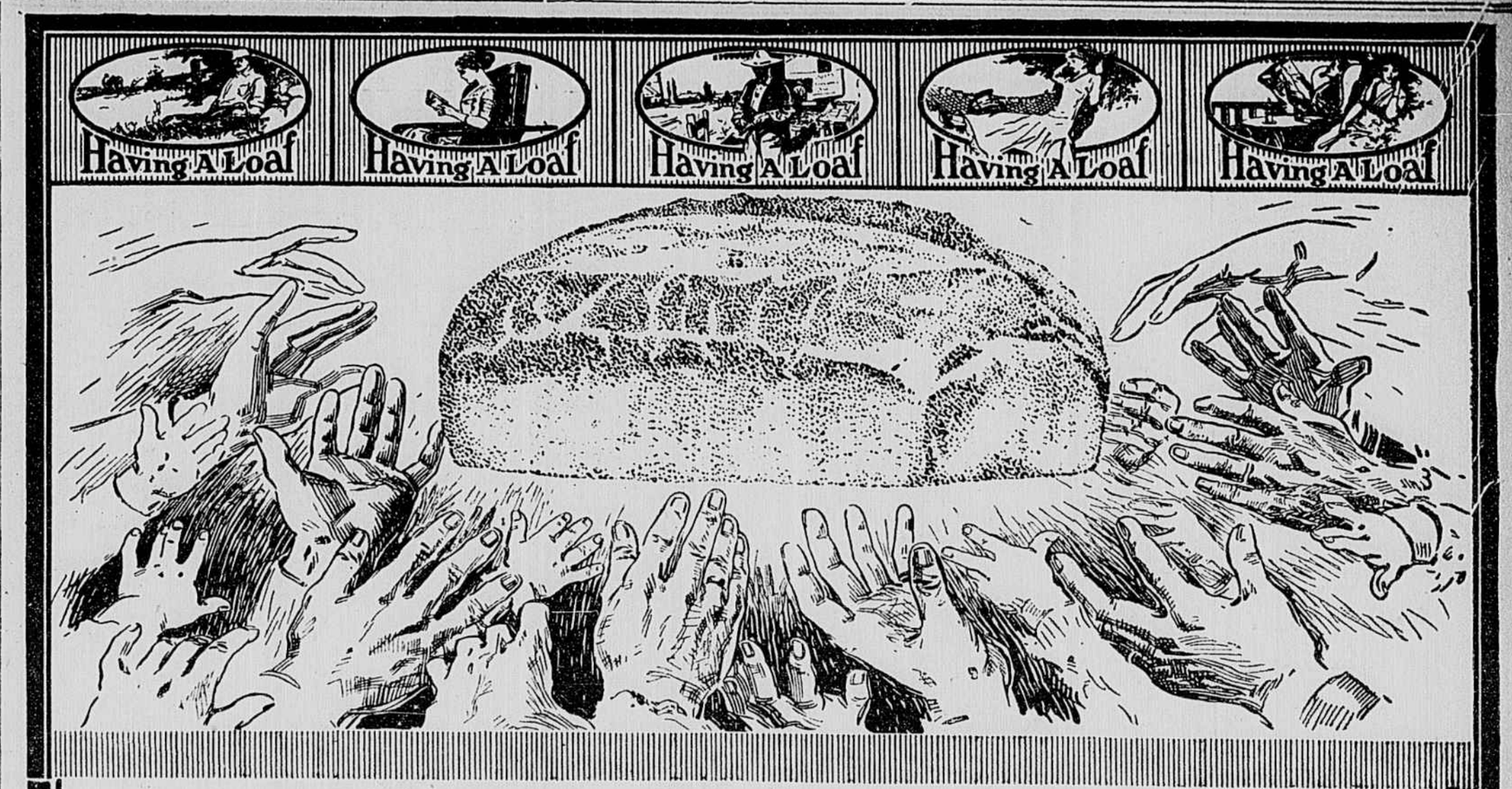
No bread can be properly baked in an oven that is not heated to at least 450 degrees, and this degree of temperature cannot be obtained in the ordinary kitchen stove. Here, then, is a second reason why bakers' bread is superior to the home-baked variety.

At the American Bread and Baking Company's plant as much attention is given to the character and quality of the ingredients that go into the making of Eatmor bread as is given to the improved machinery and methods of baking the bread.

Without exception the ingredients used in the baking of Eatmor bread are established brands, made by responsible manufacturers.

But it is not only in Richmond that Eatmor bread is sold by the American Bread and Baking Company. Each day a large truck may be seen leaving the bakery loaded with baskets and cartons filled with Eatmor bread, to be shipped to the small towns within a radius of 150 miles of Richmond.

The plant of the American Bread and Baking Company is at all times open for inspection, and the public generally is invited to visit this factory at any time of the day or night, in order to see for themselves just how this delicious bread is made.



Here It Is!

The Finest Loaf That Was Ever Offered to the American Public

In placing this delicious loaf on the market, we did so with the absolute knowledge that no better bread has ever been produced.

And the immediate favor with which it was received proved that the housewife---and her family---thoroughly agree with us.

No longer will the knowing housewife submit to the Slavery of Baking at home. We have set her free by producing this nutritious, satisfactory loaf.

EATMOR BREAD

"EATMOR" is on sale to-day in all good grocery stores, and we want every housewife in town to try just one loaf.

Especially we want the woman who bakes her own bread—because she wants her family to have the best—to try the new "EATMOR."

It's the taste that tells—and by the taste of this new "EATMOR" we want you to judge it.

Serve it to the family; see if they don't say it's the best bread they ever ate.

Your Grocer will cheerfully refund your money if you are not actually delighted with your trial loaf of "EATMOR"

Notice to Grocers If you are in business in any town within a radius of 150 miles of Richmond, write to us for our Special Shipping Offer to live grocers. There's money in it for you.

American Bread and Baking Co. Richmond

Watkins-Cottrell Co.

119 to 125 South Fourteenth Street,

Most Heartily Welcome all Visitors to Our City During Better Acquaintance Spring Trade Week.

We are expecting you to pay us a visit while you are in our city, where you will find Davis Swing Churns, Dazey Churns, Colt's Revolvers, all kinds of Roofings and a large assorted stock of General Hardware and Cutlery.

ONE OF THE NEWEST

Richmond Buggy Manufacturing Company and Its Big Plant.

The splendid plant of the Richmond Buggy Manufacturing Company, Inc., located away over yonder in South Richmond—in fact, a little beyond the city limits—where they have all necessary room to grow, is one of the new enterprises of Greater Richmond. The first work of this splendid enterprise was put on the market about the first of last October, and that work was an assortment of up-to-date buggies that were quickly sold, and in this short time they have given Richmond something of a reputation as a buggy-making centre, for the retail dealers in Virginia, North Carolina and South Carolina towns in which they have been sold know a good buggy when they see it, and as evidence that they have pronounced the Richmond product as the thing wanted, they have been continually duplicating their orders since the first sample shipments were made.

The officers of the company are John B. Pinder, president; T. M. Carrington, vice-president; T. M. Carrington, Jr., secretary and treasurer; Charles Behlen, general manager. The company's plant over in South Richmond is one of the manufacturing plants of this city of which Greater Richmond justly is proud.