



SIXTY
CENTURIES
OF
PROGRESS
IN BISCUIT BAKING



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NATIONAL BISCUIT COMPANY

"Uneeda Bakers"

449 WEST 14th STREET, NEW YORK, N. Y.



Biscuits and Baking in Bygone Ages



THE rivalries of princes, the clash of swords, the rescue of distressed ladies by valiant knights, and other adventures no less romantic might easily be brought into the history of biscuit baking, which is one of the oldest industries in the world as well as one of the most important. Relics from prehistoric times indicate that biscuit were made in the Stone Age. Pictures on ancient tablets show the operation of bakeries at a time when classic Troy must have been but a straggling village.

Carvings on ancient Egyptian monuments show bakers at work and indicate the importance that was attached to their trade. Among the most striking of these is a series of illustrations showing operations in the royal bakery of Rameses III.

Rude statuettes give us intimations of the manner in which baking was done for the warriors of Assyria and



Babylonia. Aristophanes refers to Athenian biscuit as "fair complexioned wheaten cakes," and Herodotus says, "The Lydians were great biscuit makers."

Lydia was the country in which those fearsome ladies known as Amazons made men afraid to wander far afield;



in Lydia, Croesus, the richest man of the ancient world, piled up his treasure; and Lydia was the first country to make use of coined money.

Coming to the period when Rome was mistress of the world, we find plentiful evidence of the fact that biscuit were the sustaining food of her conquering soldiers. In the uncovered ruins of Pompeii are public and private bakeries which indicate how Romans in the days of the Caesars made their biscuit, and there are pictures which show how the ancient Roman bakers sold their products.

Thus through the centuries has come plentiful evidence of the importance of baking. The Bayeux tapestry picturing the struggle between William the Conqueror and King Harold of England shows how baking was done 800 years ago. In feudal days the barons not only owned the mills for grinding grain, but in many instances they also owned the brick ovens in which baking was done;

and, because of their selfishness in withholding more than a fair share of the products of the bakeries, they were led into many sanguinary conflicts with their vassals.

Later, guilds which controlled the baking business in England, Germany, Flanders, and other countries arose. Master bakers were important, merry gentlemen who arrayed themselves in gaudy costumes which marked them for public attention whenever they appeared in the streets. The guilds possessed powerful political influence, and baking was looked upon as one of the most important among the existing trades.



The Old Cracker Barrel

AFTER the bakers' guilds of the Elizabethan era, baking progressed, as did other trades, along various courses. It was a respectable business, but not particularly notable or picturesque. In most countries housewives did a large part of the ordinary baking, while skilled bakers were depended upon for fancy pastries and other special products of the ovens.



The first crackers produced in this country were principally "pilot bread," or "ship's biscuit," intended for the use of sailors. They were made of an unleavened mixture of flour and water, and would remain edible for a long time, an essential quality in the colorful days when sailing ships often were at sea for months at a time. It was in that period that Captain Josiah Bent, an ingenious Yankee, stepped into the baking business. He was smart enough to know that landlubbers, who had no special need of hard-tack, might like daintier morsels; so he began to bake other things besides "pilot bread," and thus became the first American baker to produce a diversified line of biscuit.

Captain Bent's bakery was established in 1801 at Milton, Massachusetts, near Boston. It consisted of a single Dutch oven. The captain's wife and their children did the baking, while he traveled about on horseback, selling his crackers from saddlebags, and doing so well that it soon became necessary to build additional ovens and add to his products.

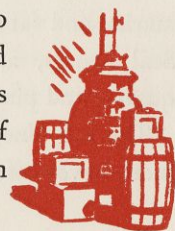
In 1837 the business passed out of the hands of the Bent family, but the original formula for baking Bent's

Water Crackers was retained, as it has been ever since. Although the little, old-fashioned bakery no longer exists at Milton, Bent's Water Crackers, invented by the enterprising Captain more than a century and a quarter ago, are still made much as they were made in his day, except that modern methods have replaced hand operations, and Bent's Water Crackers, today, are included in the long line of Uneeda Bakers products.



Encouraged no doubt by Captain Bent's success, other bakers soon followed him in the business of producing crackers. Most of them began by peddling their wares in baskets; but as their trade increased, more practical methods of distribution became necessary, and for many years crackers were packed in barrels and boxes from which grocers served them to their customers.

When the National Biscuit Company was organized in 1898, its experts began immediately to develop improved methods of packing and protecting its product. These endeavors led to the invention of moisture-proof and dust-proof cartons, to be placed upon



dealers' shelves and passed out unopened to purchasers.

That first step for the protection of the quality and freshness of its products has been followed by continuous developments from year to year, which have kept the Company in the forefront as producers of fine food for the American people.

The Red Uneeda Seal

WITH the adoption of special protective packages, or containers, for the products of the National Biscuit Company, the now famous red Uneeda trademark was evolved and placed as a seal on the ends of packages. It has appeared upon billions of the familiar dust-proof and moisture-proof containers, and is recognized everywhere as an assurance of the fresh, clean wholesomeness of the products with which it is identified. Famous among American trademarks, and familiar around the world, the red Uneeda Seal stands, as it has always stood, for unexcelled quality and purity in manufacture.

The red Uneeda Seal is an adaptation of an ancient mark never before used by bakers.



The Name Uneeda Biscuit



THE first product to appear in the new protective package was a flaky soda cracker of superior quality and flavor. To give it a distinctive shape, it was made square with cut-off corners.

Then it became desirable to find an unusual and easily remembered name for this product. Among the many suggestions submitted was "Uneeda Biscuit," and this name, destined to become world-famous, was adopted.

Uneeda Biscuit was first put upon the market in 1899, in Chicago. Its advent was announced by advertisements in newspapers and upon billboards, the first of which consisted of the single word "Uneeda" in bold type. People wondered what it meant. Their curiosity was even more aroused when, on the following day, the advertisement became "Uneeda Biscuit." A few days later came the query, "Do you know Uneeda Biscuit?" This was followed by "Do YOU know Uneeda Biscuit?" "Do you *KNOW* Uneeda Biscuit?" "Of course Uneeda Biscuit" and "Uneeda Biscuit? Certainly!"

The advertising, which immediately proved its effectiveness in Chicago, was extended throughout the coun-





try, not only in newspapers, upon billboards and by the use of painted signs, but in magazines, street cars, on theatre curtains, window and cut-out displays, store hangers, and in booklets.

Uneeda Biscuit became popular so rapidly that the National Biscuit Company soon found it difficult to meet the demand. New York was the second city in which the new cracker was baked and introduced. Then the Company's bakeries in other cities commenced to bake and pack Uneeda Biscuit, in exactly the same way. Thus began the extension of the National Biscuit Company's bakeries to all sections of the country, necessitated by the desire to bring Uneeda Bakers products to the grocer and into the home, with all the crisp daintiness and delicious oven-freshness that is assured by quick delivery.

A Trained Army at Your Service

TODAY the National Biscuit Company's bakeries produce about 500 varieties of cakes and crackers. Bread is made and distributed through a subsidiary,

National Bread Company. The National Biscuit Company also produces Shredded Wheat, Holland Rusk, Wheatsworth whole wheat cereals, crackers, and flour, as well as ice cream cones and Milk-Bone dog biscuit. Bakeries are located as follows:



BAKERIES

ALBANY, N. Y.	GLENS FALLS, N. Y.	OMAHA, NEB.
ATLANTA, GA.	HOLLAND, MICH.	PERTH AMBOY, N. J.
BALTIMORE, MD.	HOUSTON, TEX.	PHILADELPHIA, PA.
BIRMINGHAM, ALA.	INDIANAPOLIS, IND.	PITTSBURGH, PA.
BUFFALO, N. Y.	KANSAS CITY, MO.	PORTLAND, ME.
BURLINGTON, VT.	LOS ANGELES, CAL.	PORTLAND, ORE.
CAMBRIDGE, MASS.	MANSFIELD, O.	ROCHESTER, N. Y.
CHARLESTON, S. C.	MEMPHIS, TENN.	ST. JOSEPH, MO.
CHICAGO, ILL.	MILWAUKEE, WIS.	ST. LOUIS, MO.
CINCINNATI, O.	MINNEAPOLIS, MINN.	SALT LAKE CITY, UTAH
CLEVELAND, O.	NEWARK, N. J.	SAN ANTONIO, TEX.
DAYTON, O.	NEWBURGH, N. Y.	SAN FRANCISCO, CAL.
DENVER, COLO.	NEW YORK, N. Y.	SEATTLE, WASH.
DES MOINES, IA.	NIAGARA FALLS, N. Y.	SYRACUSE, N. Y.
DETROIT, MICH.	OAKLAND, CAL.	WILMINGTON, N. C.
ELMIRA, N. Y.	OKLAHOMA CITY, OKLA.	YORK, PA.

The New York City plant is the largest bakery in the world, and the largest manufacturing plant on Manhattan Island.

Altogether the National Biscuit Company employs an average of about 25,000 people, 2,500 of whom are salesmen. It is probably the world's largest user of flour, sugar, butter, eggs, chocolate, figs, raisins, cheese, salt, spices, and desiccated cocoanut.

The Company has agencies for the sale of its products in many foreign countries, including Central America, South America, the British West Indies, French West Indies, England, France, Australia, British Guiana, Bermuda, Haiti, and the Far East.

Biscuit Baking Raised to a Science



IN the development of its activities as a producer of high-quality food, the National Biscuit Company has elevated baking from a trade to a manufacturing science. Bakers of the old school knew that handling certain raw materials in certain ways usually produced results that were fairly satisfactory. They

knew little, however, about the constituents of the materials they used, or the relationship of those constituents to cause and effect.

One of the Company's early steps was the establishment of a laboratory under the charge of chemists of high standing. From a modest beginning, this laboratory has grown to be a great department with model ovens for producing new products, and scientific apparatus for research and the testing of materials.

The laboratory also has equipment for reproducing the climatic conditions of any part of the world, thus being able by accurate tests, under careful observation, to decide upon the "keeping" qualities of Uneeda Bakers products in any climate, and to devise suitable packages for their protection.

Similar accurate and scientific control continues through every step of the National Biscuit Company's baking operations. The young men who are continually entering the service as student bakers are not left to gain their knowledge by haphazard methods, but are trained under methodical guidance to do their work skilfully and with absolute accuracy.



Safeguarding Quality

THE National Biscuit Company has, from the first, been particularly concerned with the development of methods for safeguarding the quality of Uneeda Bakers products. Selected wheat of the highest grade is used exclusively, in making the flour the Company uses. In its bakeries all facilities for scientific baking under immaculate and healthful conditions are maintained. A rigid system of inspection prevents the slightest lapse from those conditions.

Special facilities are provided for transporting Uneeda Bakers products quickly from the bakeries to dealers' shelves. Fleets of trucks operating from 260 sales branches, located at convenient points throughout the country, make regular deliveries to dealers, so that they will always have cookies and crackers fresh, crisp, and delicious for their customers. This service extends to the remote village grocery as well as to the completely equipped city store.

Although some products in the Uneeda Bakers line are old favorites that have been on the market many

years, new varieties are constantly being developed, and approximately 500 different crackers, cakes, cookies, and other products are manufactured by the National Biscuit Company.

The centuries that have passed since the Pharaohs had their biscuit made by royal appointment have been centuries of progress in the baking industry; but, as in many other industries, the progress made during the past fifty years has been immeasurably greater than that which was made during all the preceding centuries. In contributing to this progress, the National Biscuit Company has been actuated by an appreciation of its responsibilities in rendering a public service, and by a determination that its products must merit the preference of people who are particular about the quality of the foods that reach their tables.

The justification of this policy is manifest in the prestige enjoyed by the products that bear the name of the National Biscuit Company and are distinguished by the red Uneeda Seal.

