The Cotton's Holsum Story

29 Years of Progress

This modern bakery is the result of 29 years of baking experience and represents the combined thought of many experts in the field.

Hundreds of research workers have contributed their part to make it as completely perfect as a baking plant can be.

AN EXPRESSION OF CONFIDENCE IN THE FUTURE GROWTH OF A COMMUNITY———
"BILL"  Bill Cotton's friendly smile and discerning manner are two attributes which have enabled him to fulfill well his part in the Cotton Brothers partnership. Since he and Hub went into business in 1923, Bill has handled the sales, office work, employee and public relations and his sincere friendliness and congeniality have paid off.

As president of the Cotton Brothers Corporation and as manager of the Alexandria bakery, Bill Cotton is respected as a capable and well liked businessman and civic leader and a considerate understanding employer.

When Bill and Hub Cotton set up business here, they were strangers in Alexandria, and Bill was comparatively new in the baking business. He had worked in various jobs at the Fort Smith bakery while attending high school, before he entered the US Navy and after World War I before going to the University of Arkansas. After two years at the University where he studied engineering and business administration, he and Hub pooled their resources and came to Alexandria. Bill learned the baking business as he learned about people, and how their bread and cake wants could be met. The rest of the Cotton Brothers story is told in pictures and features in this section. Their is a success story which could only happen in America where hard work and business opportunities can add up to fulfillment of a dream.

The original ideas for the construction and layout of the new building, were worked out by Bill Cotton and engineer Carl Horman of Shreveport who is manager of Cotton's plant there. They are now working on ideas for further expansion and buildings, confident that the next 29 years will be as successful as the first 29.

Bill is married to the former Genevieve Hathorn of Alexandria and they have two sons — Fred, who works at the bakery and Gene who attends Bolton High School. Their home is at 1016 City Park Boulevard.

"HUB"  Twenty-nine years ago, H. M. Cotton was a man with a dream. Today, he is a man who has seen his dream surpass itself. Because the Cotton Brothers Bakeries, as they are today, are beyond the fondest expectations of the two brothers who came to Alexandria in 1923, and stayed to make baking history.

Hub Cotton is a modest, determined man whose desire to succeed did not dim through the years. As a boy attending grade school in Fort Smith, Arkansas, he was full of determination, ambition and vision. And when it became necessary for him to leave school and make his own way, he did so with the thought that he would someday be the "boss", not merely the "baker's helper.

He worked industriously, learning every phase of bakery productions and in 1923, came his first big chance. He and Bill bought the old Louisiana Baking Company in Alexandria with money they had saved and all they could borrow. From the beginning, Hub ran the production division and Bill handled the office and sales contacts. Their duties have remained the same, multiplying as the business enlarged.

Hub has been personally responsible for the changes and improvements in Cotton's bread and rolls and for the addition of the cake and pastry departments. There is no job in any one of the bakeries that Hub Cotton could not do, if called upon.

Hub is married to the former Hazel Waddell of Alexandria and they live on Avenue A in Hillcrest. As vice president of the corporation in charge of production, Hub is spending his time now in Baton Rouge where equipment is being installed to give the Baton Rouge division of Cotton's bakery, the largest bread-oven capacity of any of Cotton's plant.

For Hub Cotton, production is looking up for more and better Holsum products.
MEADE E. PALMER is the assistant manager in charge of production of Cotton's plant in Alexandria, working directly under Bill Cotton. He was named assistant manager on January 1, this year when the move to the new location was completed. Meade Palmer started with Cotton Brothers Bakery 14 years ago, after graduating from Bolton High School, and he has worked in every department. During World War II, he served as a Chief Petty Officer in the US Navy in navigation and communications. He returned to Cotton's after the war and became purchasing agent for the four bakeries. A position he still holds along with being assistant manager of the local plant. He has attended the American Institute of Baking schools in New Orleans and in Chicago. Meade and Mrs. Palmer, the former Edwina Shute of Mt. Vernon, N. Y., live at 119 Colonial Drive. They have two daughters.

ERWIN JORDAN is assistant manager in charge of sales. He had 24 years experience as general sales manager for Cotton Brothers. He was the first and only sales supervisor of the company and during his years has built up an enviable record for sales expansion. Working under his supervision are approximately 80 salesmen whose job it is to sell Holsum and Mrs. Cotton's products. In addition to the responsibility of seeing that all routes are covered throughout the territory, he has personal supervision of sales and advertising. He is married to the former Inez Loe and they, with their three children, live at 2607 Monroe Street.

CARL FLANAGAN is sales manager in charge of the Southern Division, has been with Cotton's for 19 years. He started out as a salesman then after five years was made a supervisor. He was the first salesman to be drawn from a route and put into a supervisory position, working under Erwin Jordan. For about a year, he has been sales manager with about 20 salesmen working under his leadership. Flanagan opened some of the first routes in the Southern division (Opelousas, New Iberia and Crowley). He and his wife, the former Georgia Stringer of Jonesboro, and daughter live at 1802 Bush Avenue.

JAMES LANIUS is office manager of Cotton's plant here. A graduate of Catholic High School in Baton Rouge, Lanius attended Louisiana State University then joined Cotton's bakery in Baton Rouge as an office worker in 1946. In 1948, he was transferred to Alexandria. His wife is the former Lelia Didier of New Roads and they live with their five children at 2121 Madison Street in Alexandria.

AUBREY "BOOTS" WATSON was a sales helper when he first went to Cotton Brothers 16 years ago. He worked up to salesman, then supervisor and is now cake manager in charge of sales. He is a graduate of Dry Prong High School and is married to the former Audrey Reed of Alexandria. They have one child and live at 222 Meyer Street.
Cotton’s Holsum PROGRESS

First one — then two — now more of America’s most modern bakeries

The new $1,250,000 building on MacArthur Drive, equipped with the most modern mixers, ovens and coolers, is one of the largest industries in Central Louisiana. Its design went the latest ideas for efficiency in bread and cake mixing and baking. As a result of the recent expansion, Cotton Brothers bakery in Alexandria, alone, can furnish 5,000 loaves of bread an hour — a far cry from the Cotton Brothers beginning in 1925 when one sack could amply supply the bread needs in the area they served.

In 1929, when Bill and Hub Cotton came from Arkansas to Alexandria to set up business in the old Louisiana Baking Company, they used one sack of flour a day, had one delivery truck and needed only one employee to attend to themselves. In 1930, their store ran out on Lower Third Street and they decided to build a bakery. They chose the block on Bolton Avenue between Elliott Street and Park Avenue. By this time, they had increased production and had seven delivery trucks. The little red brick building became known for the delicious aroma of freshly-baked bread and all cars turned to Bolton Avenue during baking hours. Cotton Brothers Bakery was on its way.

Then came the 1927 flood. The two brothers who had lasted success in their three years of business, were tragically affected by the flood. Their bread routes were cut off which curtailed production; several delivery trucks were completely ruined when they tried to master flood waters. But, undaunted, the brothers literally rolled up their sleeves and went back to work. Both of them did the work of more than two other men. They were lucky in keeping several faithful employees. During the next few years, they built up again, came the depression. They laughingly say that the flood of 1927 prepared them for the depression. By that time, they had faced every possible setback.

During the depression, they opened a plant in Baton Rouge and steadily hold their own here. They gradually made small additions and renovations; production tripled, then quadrupled; they expanded to Shreveport. Around 1941, they realized that the local plant would have to be enlarged if demands were to be met. So it was, until Cotton's operations took almost an entire block in area. The two small ovens originally installed in the Bolton Avenue plant were soon replaced by one larger oven, then two larger ones and finally in 1946, two more large ovens were installed for bread-baking and the two old ones went into the cake department.

In 1947, a bakery was built in Natchez, Miss. and full-speed expansion was undertaken. Stations were set up through Texas, Louisiana, Arkansas and Mississippi for conveying Cotton’s bread and cakes from the bakeries to grocers in every town, and along rural routes.

In 1950, Cotton's purchased a 12 acre tract on MacArthur Drive and the wheels were set in motion for construction of the steel and masonry building unequalled in this part of the country. Bill Cotton and Carl Burman, manager of the Shreveport plant, designed all of the layout. Nothing was spared to make the new bakery modern in every detail. Machinery which had just been perfected was installed. One particular piece of equipment had only been used in California before it was put into use here. Ninety per cent of the equipment in the Alexandria plant is new and the remaining 10 per cent will be replaced when newer models are made.

The $1,250,000 well-lighted, many-windowed plant was built by contractor Ramsay Bremer with O. G. Wilson as roofing contractor, Harborth Mfg. Co. steel contractor and Sanders Tile Co. doing the tile work.
There's a BAKER
in our house

His Holsum Is Always the Same—Fresh and Holsum

"To look Holsum, feel Holsum and be Holsum, buy Holsum." This slogan, since 1936, has pushed the sale of Cotton's Holsum bread and bread products, higher and higher.

When Cotton's opened in 1923, Better-Not bread was the specialty. In 1928, the trademark Holsum was adopted for the rich formula chosen by Hub Cotton. Through the years, the formula has changed about seven times, each time becoming more wholesome and enriched.

Bread baker Dick Satterthwaite at the Alexandria plant supervises the making of tons of thousands of loaves a day. From the time the flour, shortening, yeast and other ingredients are poured into the giant mixer, the dough is untouched by human hands. Under the supervision of Satterthwaite, each batch of dough is mixed, taken to the proofing room for the first rising—then remixed and conveyed to the divider where it is cut in loaf size. From there it goes to the overhead proofer for the second rising—then into the moulder and panner. Then into the final proof box for rising before being baked at 420 degrees in the long tunnel-like oven. The loaves are then dumped, cooled and conveyed to the slicing and wrapping machinery, and finally to the loading dock where they are boxed and packed into trucks for delivery.

The same formula is used in all of Cotton's plants in the two loaf sizes—one pound and one-and-a-half pounds. Cotton's also makes Cloverleaf rolls, hamburger buns, finger rolls, tea rolls and brown-n-serves bread and rolls.

He makes Mrs. Cotton's CAKES

Tons of Sugar and Spice to make cakes taste nice

Cakes better than "mama's" used to在家 are turned out in the spice-and-sugar cake kitchen at Cotton's. Whether you prefer a fluffy angel-food cake, rich buttery pound cake, coffee cakes or sweet rolls, they are all made to please the discriminating palate at Cotton's.

Baker Buddy Els who handles all formulas in the cake and specialty departments has been with Cotton's since 1932. His schedule in a day may include supervising the mixing of formulas for cakes, spice cookies and cupcakes and the testing of recipes for new lines.

Buddy Els is the baker supreme, and he is the only baker in the Cotton's organization who bakes cakes, for the Alexandria division alone handles the production of cakes. After being carefully packaged and boxed, cakes are conveyed to the loading dock for delivery to the local grocer, and transferred by relay truck to the other Cotton divisions.

Since 1946, Cotton's cakes have been distributed under the trademark of "Mrs. Cotton's."
Cotton's Holsum Bakers Have Grown With The Community

Cotton Brothers had a humble beginning in Alexandria. Back in 1923 Bill and Hub started their first bakery on Lower Third Street. It was modern in every way and boasted of one delivery truck. Four other employees were hired and these in addition to the Cotton Brothers and their father baked and marketed their first loaves of bread. As time moved on the bakery progressed. More trucks were added and more employees put to work to make more bread for a growing community.

The baking company stayed in the Third Street location for three years. In 1926 Cotton Brothers Baking Company built a plant on Bolton Avenue. By this time Holsum had been accepted in this area. It was a top favorite then, just as it is today.

Remember how good Holsum tasted in 1924?
Remember the Polly who said:
"Don't say bread—say Holsum!"

COTTON'S HOLSUM GREW
AND GREW AND GREW—
EACH YEAR A BETTER TASTING LOAF OF HOLSUM—

(Above) After several years on Lower Third Street so many people were buying Holsum we had to build a larger plant. The photo shows Cotton's Holsum Bakery on Bolton Avenue when first completed.

(Right) The Bolton Avenue plant had its first face lifting. It was painted snow white and the interior remodeled.

(Above) Growing again. We added new machinery and had to enlarge the bakery. This is what Cotton's Holsum Bakers looked like after remodeling was done. Holsum was on the march!

(Above) Still Growing. Cotton's Holsum added a new addition to the building. The increasing sales of Holsum and Mrs. Cotton's Cakes made it necessary to add more floor space to handle more production.

(Above) This is an air photo of the mammoth new Cotton's Holsum Bakery on MacArthur Drive. Capacity of this plant nearly doubles that of the Bolton Avenue location. This newest of Cotton's Bakeries produces Holsum Bread and Mrs. Cotton's Cakes on the production line basis and is considered one of the most modern of its kind in the country.
OPERATION HOLSUM — From Start to Finish...

Floor storage room in which many carloads of flour are constantly stored for aging and conditioning.

Complete floor handling equipment consists of blender with bin and dust collector, grinder, sifter and a flour bin of tremendous capacity.

Dough for Holsum bread is divided and rounded on these machines before it goes to the overhead proofers, then molded and placed into baking pans for further rising.

The ingredient room where all ingredients are weighed precisely so that every loaf of Holsum is the same.

Fermentation room in which doughs are proofed (raised) under completely automatic temperature and humidity controls. Fresh mixed dough is put into huge pans to rise.

Here's your Holsum on the way to the baker's proofing tunnels. Each round loaf of Holsum bread, just like it does at your grocer's, goes through the same process.

The sponge and dough mixers are supplied with direct expansion cooling systems for temperature control and have an hourly capacity of thousands of loaves of Holsum.

Complete flour handling equipment consists of blender with bin and dust collector, grinder, sifter and a flour bin of tremendous capacity.

Dough for Holsum bread is divided and rounded on these machines before it goes to the overhead proofers, then molded and placed into baking pans for further rising.

The bread is then placed in the above tunnel type oven where it travels 95 feet during the baking process. Uniformity of this oven is 1000 loaves per hour.

The oven and dough mixers are supplied with direct expansion cooling systems for temperature control and have an hourly capacity of thousands of loaves of Holsum.

This machine slices and wraps Holsum quickly and seals each loaf to preserve flavor and freshness.

From Start Finish...

The sponge and dough mixers are supplied with direct expansion cooling systems for temperature control and have an hourly capacity of thousands of loaves of Holsum.

The ingredient room where all ingredients are weighed precisely so that every loaf of Holsum is the same.

Here's your Holsum bread — so uniform — so appetizing, just before it takes a trip to the cooling room and then to the slicing machine.

Here's your Holsum on the way to the baker's proofing tunnels. Each round loaf of Holsum bread, just like it does at your grocer's, goes through the same process.

The ingredient room where all ingredients are weighed precisely so that every loaf of Holsum is the same.

Here's your Holsum bread — so uniform — so appetizing, just before it takes a trip to the cooling room and then to the slicing machine.

Here's your Holsum on the way to the baker's proofing tunnels. Each round loaf of Holsum bread, just like it does at your grocer's, goes through the same process.

...HOLSUM is a MUST in my Household!

I DARE not serve any other than HOLSUM BREAD!... for Holsum's better baking brings home fresher flavor and aroma in bread such as you've never tasted before. For complete appetite satisfaction, I rely on HOLSUM... the bread that's rich in vitamins and minerals for radiant healthy looks. So in my family it must... BE HOLSUM—LOOK HOLSUM—BUY HOLSUM!

Holsum

DELIVERED FRESH TWICE DAILY TO YOUR FAVORITE GROCER