MRS. IVALOO LINDLEY, has been selling Holsum for 23 years. She came to Cotton's in 1929 and has been with them constantly. Originally in the retail department on Bolton Avenue, she is now running the employees' coffee shop in the new Holsum plant.

JOE CACHIA has been with Holsum for 39 years. He first came to work at Cotton's in 1923. Today he is head shipping clerk and he sees to it that Holsum bread and Mrs. Cotton's cakes are packed right and shipped right to all areas served by the new Holsum Bakery.

These folks have seen tons and tons of Holsum baked—enough to reach around the world hundreds of times!

TAFT "DR. BULL" WILLIAMS, right, is another old timer. He started in 1923 and has just rounded out 39 years of service. He operates a dough-divider machine. It's his job to see that Holsum bread is the same size every time a loaf is formed from dough.

STEVE SIDNEY, left, weighs all ingredients that go into the process of making up Holsum. He has to weigh the shortening, milk, yeast and other ingredients accurately so every loaf of Holsum is uniform. He started in 1924 and will soon celebrate his 28th anniversary with Holsum.
A Holsum Task—
for EACH Holsum Employe

These folks all join together in producing and marketing Cotton's Holsum Products.

Selling Holsum IS OUR JOB

Holsum must be at the grocery store early and late and always fresh, so we see that it is there whenever you want it.

From Cotton's three bakeries in Louisiana's key cities and one along Mississippi's border at Natchez, Holsum bread and Mrs. Cotton's cakes are delivered to hundreds of grocers.

From Gladewater, Texas in the west to McComb, Miss. in the east and north and south from DeQueen, Ark. to the Gulf of Mexico, Holsum bread and rolls, brown-n-serve products and Mrs. Cotton's cakes are served by discriminating homemakers.

Service to this large area is possible because of Cotton's fleet of more than 300 trucks. Large delivery trucks bearing the Holsum label take the bread as soon as it is baked and wrapped to the company's numerous relay stations where it is put into other trucks and distributed to all parts of the four-state area it serves.

More than 800 employees work around the clock so Holsum bread may be delivered fresh. Cotton's has had the franchise for Holsum bread here since 1930. Holsum is a trade-mark used by independent bakers throughout the country. The Holsum advertising service is furnished by the W. E. Long Company of Chicago, Ill.

It takes men and machinery to make and distribute Holsum bread.

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Always FRESH...
Always RIGHT...
That's HOLSUM—

IN THE BRIGHT-RED WRAPPER
AT YOUR FAVORITE GROCERY STORE.

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OPERATION FRESH!

GETTING HOLSUM TO THE DINNER TABLE REQUIRES THE SERVICES OF MANY, MANY PERSONS!


HONORABLE MENTION must go to these two men—P. J. Rabalais, Superintendent of Holsum's Fleet Maintenance and James (Potts) Morgan, plant engineer. With their knowledge and skill they and their staffs are always on the alert if equipment breakdown occurs.
Here's where we mix 'em an bake 'em!

Luscious-looking and delicious-tasting wedding and special occasion cakes are really a treat when they come from the spacious and immaculate cake kitchen at Cotton's.

Cakes will be made in any size and shape and in any color combination specified by the buyer. The largest cake ever made by the present staff was made since the move to the new building. It was a four-tiered square anniversary cake weighing around 75 pounds and artistically decorated in pink icing with silver dragees.

Special-occasion cakes will be made on order and decorated by Mrs. Lois Bonial who has been with Cotton's for about six years. Birthday, anniversary and wedding cakes receive expert attention, as do all orders on party or tea delicacies.

(Above) View of the cake oven at Cotton's Holsum plant. It is here that the cakes start their journey through the traveling ovens. In these ovens proper top and bottom heat is maintained by thermostatic controls insuring smooth, even baking.

(Right) Cake batters are mixed in machines like these. Each batch is carefully mixed in small quantities to insure fine flavor, lightness and tenderness.
You are invited to visit

Cotton's
Holsum

Open House
7 P. M. to 10 P. M.

Tuesday-Wednesday-Thursday, May 6, 7, 8
(Thursday, May 8, reserved for our colored friends only)

Refreshments and hot bread & butter will be served to all visitors

Daily door prizes

Cotton's Holsum Bakers
MacArthur Drive, Alexandria