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Bronxboro

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AN IMPORTANT FACTOR IN BRONY INDUSTRY

BRONXBORO



OFFICIAL PUBLICATION OF THE BRONX BOARD OF TRADE
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JOSEPH C. MEEHAN, *Editor*



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THE COVER

Our cover features a photograph of the Ward Baking Company's Bronx plant located at 143rd Street and Southern Boulevard. This well-known company, which markets Tip Top bread and cakes, was founded by Hugh Ward in 1846 in New York City. Since 1911 when it first opened a bakery in The Bronx, it has been playing an important role in the economic and industrial life of our Borough. The company is rightfully proud of the many "firsts" it has scored during its 112-year history and the many contributions it has made to the baking industry. A story about Ward Baking, which is a member of The Bronx Board of Trade, is featured on Page 3.

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The Tip Top Story

By MISS DOROTHY THOMAS
Consumer Service Director, Ward Baking Company

The Bronx has been the site of many milestones in the history of the Ward Baking Company, and the Baking Industry as a whole. There is every indication that both the borough and its pace-setting Tip-Top Bakery will continue to set new marks for progress in the years ahead.

The popularity of Tip-Top Bread and Cakes in the Bronx and the surrounding area dates back to 1911 when the Bakery was built. But the history of the Company dates back to 1846 when Hugh Ward arrived from Ireland and opened a bakery in a small building on Broome Street in New York City. A few years later he decided to locate in Pittsburgh, Pa., which decision he carried out and in a short time was engaged in introducing Ward's Bread to the people of the "smoky city."

The popularity of Ward's Bread in Pittsburgh increased by leaps and bounds and not long after the opening of the new Pittsburgh bakery, it was decided that since Ward's Bread had become the leading seller in the Pittsburgh district there was no reason why its quality should not find equal favor among the people of other cities. And so the next few years witnessed the further growth of the Company and bakeries were built and successfully operated in Chicago, Cleveland, Boston and Providence.

In 1911 plants were erected in the Bronx and Brooklyn. A distinctive feature of the new operation was the method of delivering Tip-Top Bread. Horses, harness and stables had no place in the Ward way of delivering the "staff of life." Since the bread was made amid surroundings of spotless cleanliness it was resolved to practice the same rule in the delivery of it and so every loaf was delivered in electric motor vehicles driven by clean cut, healthy sales-



ARNOLD JACKSON
President, Ward Baking

men, uniformed and gloved in white.

Today, the Bronx Tip-Top Bakery which is located at 143rd Street and Southern Blvd. employs more than 1,200 people. A fleet of over 300 vehicles serve Tip-Top Bread and Cake to grocery outlets, hotels and restaurants throughout the metropolitan area. Agency drop points, serviced by trailers from the Bakery and operating their own fleet of delivery trucks are located in North Brooklyn, South Brooklyn, Garden City, Huntington, Bay Shore, White Plains, Poughkeepsie, Bridgeport and New Haven.

The volume of bakery products distributed by the Company requires an around the clock production schedule—24 hours a day, 7 days a week.

A rigid program of quality control is maintained in the Tip-Top Laboratory which is located in the Bronx Bakery. Here, skilled technicians test all baked goods from the ingredient stage to the finished product. New product development is also a function of the Laboratory.

It is interesting to note that the majority of the Company's executives have come up through the ranks. President Arnold Jackson started as a Shipping Room Clerk in the Chicago Bakery over 40 years ago.

Bernie Lyons, genial manager of the Bronx Bakery began his career with the Company in 1935 as an extra route salesman in Brooklyn. Before long he was promoted to Route Salesman and in 1939 was made a Sales Supervisor. Mr. Lyons spent four years in the Service between 1942 and 1946. On his return he progressed through the positions of Sales Manager of the Brooklyn Bakery, Company Field Representative, Assistant Manager of the Bronx Bakery and was appointed Bakery Manager in November 1957.

The Company established a management development program a number of years ago for the purpose of training young men for future executive positions both in sales and production. The Tip Top Bakers are active members of the American Institute of Baking—the Educational and Scientific center of the Baking Industry. Every year Tip-Top personnel is sent to the Institute's Sales Seminars and their school of Baking.

One of the most exciting acquisitions of the Tip-Top Bakers during the past year was a delightful yet dynamic little saleslady named Emily Tipp, who is seen regularly on TV, in outdoor billboards and on display material at the point-of-purchase.

Emily Tipp is a cartoon creation. And a very successful one. She was created by Ward's account group at J. Walter Thompson Advertising Agency. Ed Graham, Jr. of Goulding, Elliot and Graham (also producers of Harry & Bert Piel) contribute to the dialogue and action.

(Continued on Page 15)

WARD BAKING

(Continued from Page 3)

Emily has created a warm and lively brand image for Tip-Top White Bread and other Tip-Top products. Emily is unique and friendly. Equally important, she is *convincing*. Her story about Tip-Top products is believable because she avoids big claims and dull "reasons why." For example, when Emily talks directly to young homemakers about the good milk protein in Tip-Top, she is helping to make Tip-Top *the* family bread. In her own words: "Tip-Top is the white bread that's a teeny bit better. It's made with good milk protein for energy and growth."

A study done here in New York showed that, following the introduction of this campaign, Tip-Top gained not only in brand recall but in share of the market.

The creation of Emily Tipp reflects a pioneering spirit by President Arnold Jackson. The idea is a distinct departure from competitive advertising.

"We are looking for the kind of salesman who would knock quietly at the door, be admitted and give a friendly sell. But we had to be sure that our salesman would be friendly, so that viewers would let him come in willingly, and even be happy to see him," he says. "I think Emily Tipp does this exceptionally well. Her approach is that of a friendly visit, and she makes people happy to receive her into their homes."

Since her TV debut, Emily has received hundreds of letters, poems and greeting cards from her audience; she has several fan clubs (with printed membership cards) and on April 1st some public schools in New Jersey held birthday parties for her with Tip-Top cup cakes and candles.

The Tip-Top Bakers now have bakeries located in Bronx, N. Y., Newark, N. J., Baltimore, Md., Springfield, Mass., White River Jet., Vt., Providence, R. I., Syracuse, N. Y., Pittsburgh, Pa., Youngstown, Ohio, Birmingham, Ala., Jacksonville, Fla., Tampa,

Fla., New Orleans, La., High Point, N. C., Rocky Mount, N. C., Cleveland, Ohio, Detroit, Mich., Chicago, Ill., South Bend, Ind., and St. Louis, Mo. They are enthusiastic about the year ahead. They believe it promises to be the most successful in their history.

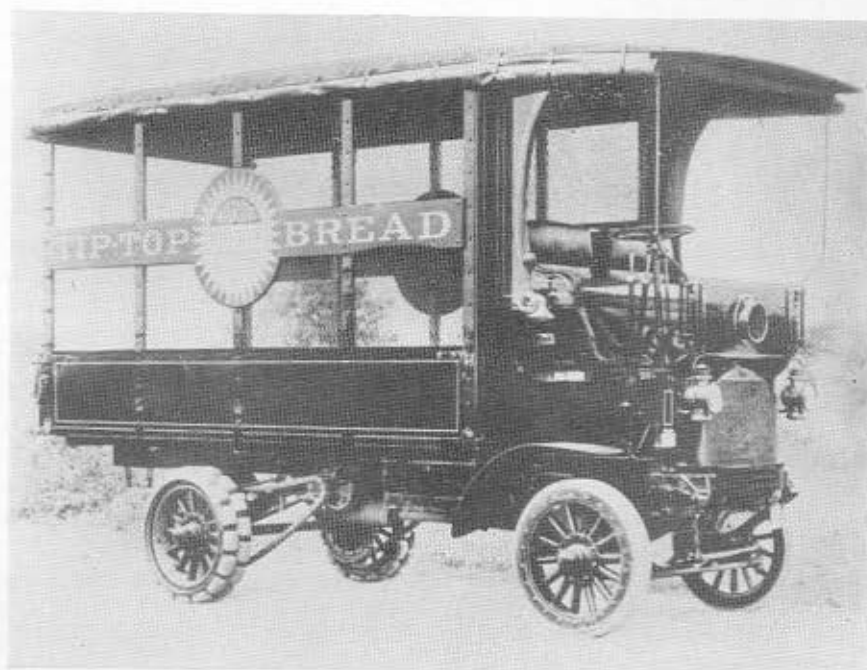
There is, perhaps, nothing which offers more convincing testimony concerning the constant progress and forward looking attitude of the Tip-Top Bakers than the record of "famous firsts" which the Company can proudly point to as the creator of established milestones along the century road of bakery progress. Here are some of these outstanding "firsts."

1. First baking company to erect and operate a modern, sanitary bakery. (Pittsburgh—1903)
2. First baking company in the United States to install and successfully operate a travelling oven. (Chicago—1908)
3. First baking company to abandon the use of horse drawn delivery vehicles, thus doing away with the unsanitary stable hitherto part of or adjacent to bakery. (New York—1911)
4. First baking company to establish an employees beneficial association, paying sick and death benefits, and providing group life insurance at very low cost.

5. First baking company to wrap bread on large scale.
6. First baking company to establish a Baking Research Fellowship at Mellen Institute, Pittsburgh, Pa., under the direction of Professor Robert K. Duncan. (1909)
7. First baking company to establish its own testing laboratory for the purpose of testing all ingredients used in bread making to maintain highest degree of quality and purity.
8. First baking company to create its own research laboratory and through the work of its personnel develop and market the first vitamin loaf. (Nov. 1922)
9. Among the first baking companies to tie up with and continue steadfastly to promote the Enrichment Program.
10. First large baking company to produce Protein Bread for wide distribution in several markets.

For over one hundred years, Ward's Bread, today's Tip-Top, has been in the front rank of food products and during that time has maintained its reputation for highest quality, purity and nutritional value.

FUEL OIL
FOR HOME AND INDUSTRY
SCHILDWACHTER
OIL BURNER & SERVICE
Phone TA 8-2500



Tip Top electric truck which was first introduced in The Bronx by Ward Baking to deliver "the staff of life" to consumers.