

Sudden Death of Robert B. Ward, Head of Ward Baking Company

Robert Boyd Ward, president of the Ward Baking Co., the largest bakery concern in America, died on October 18 at his home near New Rochelle, N. Y. Death was caused by heart disease, which followed a short attack of neuritis and rheumatism.

Mr. Ward's was one of the strongest personalities in the whole baking trade. A progressive in his ideals, he was one of the first and most dominating factors in the recent forward movement of the trade. He was born in New York City in 1852, his father, Hugh Ward, being a baker before him; in fact, when young Robert was only eight years old, he was called upon to help out in the delivery of bread, because of the scarcity of labor during the period of the Civil War. However, a little later Mr. Ward's father moved to Pittsburgh, but the son completed his scholastic training in the public schools and a business college of New York City. Upon reaching the age of 21, Robert B., and his younger brother, George S. Ward, started in the bakery business for themselves in Pittsburgh, under the firm name of R. B. Ward & Co. They continued together until its vast growth made it necessary to provide a greater capital, and then the firm was merged into a company known as the Ward-Mackey Company. Following the success of this company, these men organized the Ward-Corby Company and built bakeries in Cambridge, Providence and Chicago. Later they secured control of the Ohio Baking Company, of Cleveland, and finally, the success of these com-

panies encouraged their entrance into New York where, under the name of the Ward Bread Company, a separate organization was formed for the manufacture and delivery of bread in Greater New York. The success of these enterprises was perhaps the greatest in the history of the business and after two years time the whole of the Ward interests, including all of the above named companies, were brought together under the name of the Ward Baking Company, under which head all of the Ward enterprises have been consolidated since 1911. As it stands to-day, the Ward Baking Company represents the largest manufacturers of bread in the world, using more than 750,000 barrels of flour yearly in the manufacture of their products. The advertising campaigns carried on by Mr. Ward would have had no lasting effect on the public if the absolute proof of his claims to cleanliness in manufacture and delivery was not given in every loaf that was purchased. The idea of receiving bread in a sealed wax paper covering—bread that had never been handled—made an impression on the consumer that has already revolutionized the bread selling industry in New York and in other large cities.

It was not until quite recently that the public in general became acquainted with his product. Then they suddenly learned that there was a great big factory of white tiling inside and out from which they were receiving bread, rolls, etc., that had never been handled excepting by machinery until they broke the seal of the package in which they were contained. It was Mr. Ward's idea to impress the public with cleanliness first of all, then to give them an ideal product. His idea has proven a success to such an extent that there are no bounds to its forward movement.

This man, who has created an epoch in his line, was just a modern American business man whose line happened to be bread and rolls instead of something else. No matter what it had been, he must have been a success for he possessed all of the forcefulness and mental capacity for the modern business contest.

Mr. Ward has always been known as a true and clean sportsman as well as business man. He was instrumental in putting the Federal League of Baseball Clubs on its financial feet a little over a year ago, and even his opponents in the world of sport have expressed their sorrow at his passing.

At the time of his death, Mr. Ward was president of the Ward Baking Co.; vice-president of the Liberty National Bank and of the Liberty Savings Bank of Pittsburgh; a director of the Franklin Savings & Trust Co., of Pittsburgh; vice-president of the Federal League of Baseball Clubs and president of the Brooklyn club

in that league. He served the City of Pittsburgh as president of the Common Council; he was a trustee of the American University of Washington, D. C., and was interested in many religious and charitable enterprises. He established a home for the children of the company's employees in memory of his mother, and operated it under the name of the Eliza Ward Home. He was a 32d Degree Mason, Knight Templar and Shriner; member of the Duquesne Club, the Press Club, and the American Club of Pittsburgh.

Mr. Ward was married in 1876 to Miss Mary C. Breining, of Pittsburgh, who survives him, together with nine children—four sons and five daughters. His eldest son, Charles A. Ward, is identified with the Ward Motor Vehicle Company of Mt. Vernon, N. Y. Two of his sons, Wm. B. and Howard B. Ward are associated together in the baking business in the cities of Buffalo and Rochester. His youngest son, Robert Ward, is just recently out of Wesleyan University. Two of his daughters are married—the eldest, Mrs. W. C. Evans, of New Rochelle, and Martha, Mrs. James Hindman, of Wilkensburg, Pa.—while Es-

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The Late Robert B. Ward

Death of Pembroke D. Harton

IT IS with deepest sorrow that we record the death of Pembroke D. Harton, who passed away at his home in Philadelphia on October 14, having suffered from a complication of diseases. Mr. Harton was president of the Pembroke D. Harton Co., manufacturers of biscuit, cake and cracker machinery and ovens.



Mr. Harton was 62 years of age, having been born in North Carolina on January 5, 1853, and was a member of a prominent old southern family. While still a boy, his family moved to Richmond, Virginia, where he remained until he was twenty-one years of age, at which time he came to Philadelphia. At the age of about forty he started in business under

the name of Pembroke D. Harton and continued as such until April 1913, when he incorporated the Pembroke D. Harton Company. He was known the world over, as an inventor and a foremost manufacturer of biscuit machinery. His sterling qualities as a business man were recognized by all who knew him. He was highly esteemed and noted for his devotedness as a friend. His widow and four daughters survive Mr. Harton.

The business of the Pembroke D. Harton Company will be continued under the same management and system as heretofore.

Henry Battenfeld

Henry Battenfeld, one of New York's oldest master bakers, died recently in his 70th year after an illness of about three months of blood poisoning. Mr. Battenfeld was born in Hessen, Germany, in 1845, and came to this country when he was about 22. He was in the baking business here about 38 years. He was liked and respected by all who knew him.

Robert B. Ward's Death

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tella, Catherine and Louise reside in the family home in New Rochelle.

Mr. Ward's death removes from the world of baking one of its best and truest men. He was always known as a fighter for the principles he thought to be right, and was loved by all who knew him as a good friend and a square opponent. The baking trade has much to be thankful to him for, and we believe we voice the sentiment of the trade as a whole when we say that in his passing the baking industry has suffered a severe loss.

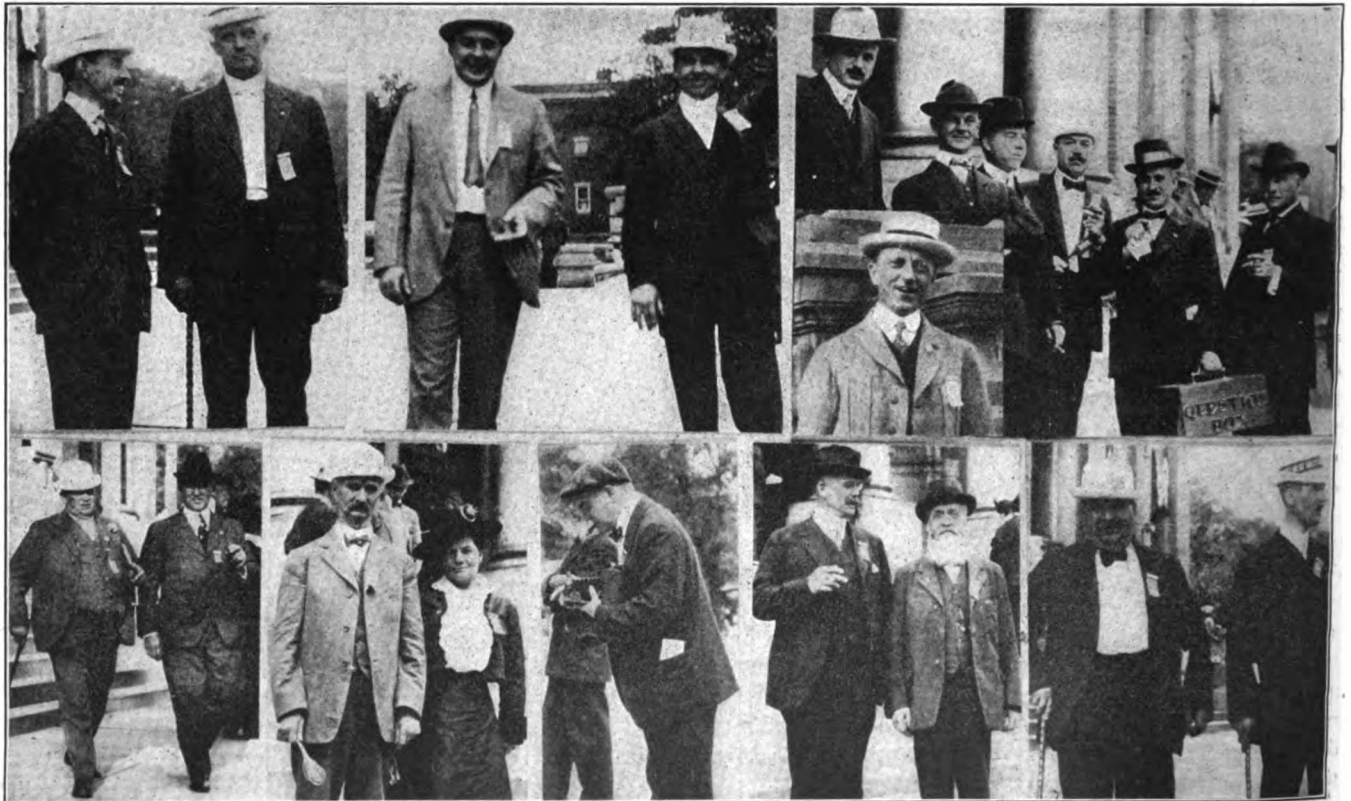
Paul R. Lehman

Paul R. Lehman, for many years a leading baker in Passaic, N. J., is dead at his home, No. 41 Hadley avenue, Clifton. He was fifty-nine years old and a widower. He was prominent throughout the section, having taken a keen interest in all civic affairs.

William H. Aldrich

William Howard Aldrich, founder of what is now known as the Aldrich Bakery of the National Biscuit Co., died at his summer home in Charlevoix, Mich., at the age of 69 years. As a very young man he started his business career as a clerk in the old wholesale grocery house of King, Stewart & Aldrich, where he remained until 1877, when he engaged in the baking business. He was the oldest son of the late William Aldrich and a brother of former Congressman J. Frank Aldrich. He leaves a wife, Mae F. Aldrich, Jr., Windsor F. Aldrich, and a daughter, Mrs. Nathaniel Allison, of St. Louis.

C. S. MILLER, for several years manager of the Gartner Baking Co., Battle Creek, Mich., has assumed the management of the United Baking Co., of Toledo, Ohio. Mr. Miller formerly was a flour salesman.



Among Those Who Were Snapped at the National Convention — Courtesy C. H. Van Cleef