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11/9/26

T. A. Huston Co.

Is Among Leaders in Baking Industry

In the line of ~~crackers~~ aside from canned goods Maine is by no means counted out as a producing center. The T. A. Huston Company, of Auburn and Portland, which erected a fine factory in this vicinity three years ago, is rapidly forging to the front among the cracker and biscuit makers of the country. It manufactures over 100 different specialties in the cracker and cooky line, among which its Down East Cooky, a sweet cooky, cocoanut-flavored and iced in stripes, is easily a leader. A great variety of iced and marshmallow products are included in the Huston specialties. While Maine was originally the Huston territory, and its crackers are generally stocked in Maine stores, it has of recent years been pushing out into New England, and has already gained a strong hold in New Hampshire, Vermont, eastern Massachusetts and Connecticut.

The enterprise was started in Auburn in 1869, and has had a steady and healthful growth. All its baking is now done in its Portland factory, and the former factory in Auburn is used as a distributing center. About 200 employes are on the Portland factory payrolls.

The mammoth, sunlight bakery of T. A. Huston and Company 314-318 Forest Avenue is one of the largest and most completely equipped baking establishments in the East. It has been styled a vast industrial wonder land. The building is a marvel of modern construction complete in the minutest sense of the term and the very last word in appliances and equipment.

It has the appearance of being a massive glass building as every available space of its seven stories invites the free play of sunlight and daylight through myriad glass windows. It occupies an area of 101,952 square feet. It is most assuredly a super substantial structure absolutely fireproof and a monument to the industrial progress of Maine.

Began In Humble Manner.

T. A. Huston and Company, like nearly every other worth-while achievement, had its beginning in the most humble manner. Fifty-four years ago, Thomas A. Huston, an enterprising young man of 29, settled in Auburn. Prior to that time he had been employed as a driver on a bread cart delivery and had saved \$1,000 and it was with this modest little fortune that he purchased the small bakery in Auburn conducted by Charles Libby. He immediately installed the best cracker-making machinery obtainable which was a horse-operated treadmill. His equipment today most surely would have been looked upon as primitive and impossible. His crackers were baked in the so-called flat oven and the dough was all hand mixed. Today no hand touches the dough and the machinery is all electrically operated.

From this humble origin, 57 odd years ago it has each year shown a healthy expansion and from a \$1,000

firm in 1869 it has steadily advanced to a \$1,000,000 corporation, solely on its own merit and sound reputation for excellence in quality of production.

A general line of crackers, sugar wafers, biscuits, etc., are produced from dough to delivery at the Forest Avenue plant. Despite the complete labor saving devices installed in the building it requires 300 employes to run the colossal business of

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A general line of crackers, sugar wafers, biscuits, etc., are produced from dough to delivery at the Forest Avenue plant. Despite the complete labor saving devices installed in the building it requires 300 employes to run the colossal business of the concern and each floor is an establishment in itself thoroughly equipped and organized, through system and efficiency working in perfect harmony and unison from the top floor, the start of manufacture down to the ground floor of shipment—all proud of their share in the production of the tons of superbly finished material at the close of each day.

Welfare of Employes.

The company most thoroughly looks after the welfare of its employes during working hours and every possible care and consideration is afforded for maintaining the highest standard of working conditions.

The flour storeroom is on the top floor and the daily output is approximately 125 barrels. The entire plant typifies "spotless town," and each department takes great personal pride in keeping its section immaculately clean. The goods are packed on the fourth floor and sent by gravity driven conveyors down to the shipping department. \$35,000 pack

ages of soda crackers and 2,000 cans of biscuits can be most conveniently and comfortably handled in their respective departments daily. 40,000 packages of So-da-we and 33,000 caddies of the various Huston products are also daily possibilities of the factory. Every employe fits most completely into his own niche which is the secret of the remarkable success of this unusual institution which handles the goods from flour to consumer.

T. A. Huston and Company is the largest independent cracker manufacturing company in the East and undoubtedly in the entire country. The business of the firm has increased 1,000 per cent and is still steadily mounting the ladder of success attesting strongly to the solid foundation of the institution.