

COOKING RECIPES AND SELECTED MENUS



Harrisburg Telegraph MARKET AND FOOD PAGE

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HOUSEHOLD ECONOMIES AND MARKET HINTS



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Harrisburg Telegraph Will Give \$5.00 Away Each Week In Prizes

Beginning to-day, the Harrisburg Telegraph will publish once a week on Thursday, for twenty-six weeks, a Pure Food Page made up of the announcements of a number of local dealers and manufacturers of food stuffs.

To encourage the reading of these announcements from week to week, and thus acquaint Telegraph readers with various food products offered by these various dealers, the Harrisburg Telegraph will offer each week five prizes of \$1.00 each for the five best letters on the various products advertised on this page.

Letters will be judged according to the manner in which the subject is covered, spelling, grammatical construction, and neatness. Contestants may write as many letters as they choose, but not more than one product may be covered by any one letter. Communications should preferably be within two hundred words, and written on one side of the paper only.

All letters must be addressed to the Pure Food Editor, Harrisburg Telegraph, and reach this office, or be postmarked not later than midnight Monday, June 26th, 1916. The names of the winners and the prize-winning letters will be published on this page next Thursday.

Get Busy---Try For One of These Prizes

FOODS THEY BUILD OR DESTROY

AMAZING BUT RARELY SUSPECTED TRUTHS ABOUT THE THINGS YOU EAT By ALFRED W. McCANN

CHAPTER 75 The "Mixed Flour" Evil Is Becoming Worse—In This Department of Food Fraud, Which Is Rapidly Growing to an Extent That Now Spreads Throughout the Entire Country, Refined Flour Is Diluted, Adulterated, and Extended With Corn Starch, Rich Starch, and Potato Starch to a Degree That Still Further Demoralizes Its Already Denatured Virtues—The Facts Revealed Here, Although Generally Unsuspected by the Public, Are Peculiarly Alarming.

There is still another white flour evil that is not related to the unsound or bleached flour evil. Most people, despite the extent to which it is carried on, have never heard of it.

It was known in the trade long before the outbreak of the Spanish war that millions of pounds of adulterated white flour were annually sold to bakers. It was the custom of the trade to cheapen the so-called patent flour manufactured by the millers of wheat by adding varying percentages of corn starch or rice starch or potato starch, all of which in bulk are purchasable at a price at least one-third less than the price of wheat flour.

During the years from 1910 to 1915, for instance, wheat at the large centers ranged in price from 77 1/2 cents to \$1.31 per bushel, the average price being about \$1 per bushel. During the same period the price of corn in the same markets ranged from 45 cents to 86 cents per bushel, the average price being 66 cents per bushel.

Congress, seeking new revenues during the Spanish war and knowing the trickery of the wholesale bakery supply houses, included in the Spanish war revenue act of 1918 a provision fixing a tax of 4 cents a barrel on "mixed flour," together with an occupation tax of \$12 per annum and providing that the manufacture and sale of mixed flour shall be conducted under the control of the Department of Internal Revenue.

The Spanish war revenue measure did not concern itself about fraud or public health. It was a money-raising proposition. It was, however, an eloquent index of a situation the very existence of which had never been suspected by the people.

Whether it is known or not, nearly all bakers are to-day producing their five- and ten-cent loaves with the assistance of corn starch, rich starch, potato starch, or other water absorbing ingredients. We have already seen the extent to which white flour is robbed of the most indispensable food elements of the wheat. We have studied the data

established by scientists concerning the inadequate food value of impoverished carbohydrates, such as degerminated corn meal and polished rice.

We have studied the one-sidedness of the products of starch regardless of its origin. We know that the seven largest refining companies in the United States annually grind upward of 50,000,000 bushels of corn, the starch of which is separated and converted into glucose for the candy manufacturer or sold as a bread-filler to bakers.

We know that these manufacturers of corn starch or corn flour are themselves on record with the following statement:

"The philosophy of the present mixed flour law is that the mixing of wheat with other cereals of the products thereof is a vicious practice that upon the payment of certain taxes the miller who is sufficiently conscienceless to do so can make almost any sort of mixture.

"As a matter of detail it should be borne in mind that the wholesomeness of mixed flour is not at present protected by the law of 1898, but rather the more recent food and drugs act (1906). Consequently the removal of the taxing provision could by no stretch of the imagination have any effect whatever upon the important point of wholesomeness."

We know that "technical" reserchers declare that "technical" reserchers abroad have shown that the protein of wheat is sufficiently strong easily to carry through the process of bread-making 20 per cent. added starch, be the source of that starch rice, potato, or corn."

It is therefore, perfectly legitimate, they argue, to still further tamper with the staff of life as now made of demineralized white wheat flour by a cheapening process that requires the addition of a still larger percentage of starch.

Let us examine the philosophy of the corn starch manufacturer who describes his product as "a yeast food flour." I have a signed statement in my possession, dated March 10, 1915, addressed to the bakers of the country by one of these corn products manufacturers. Because it tells just why corn starch is used and throws inside light upon the subject I quote it in full as follows:

"If there ever was a time when in justice to your business you should use 'special yeast food flour' it is right now. When you can buy 'special yeast food flour' at about the same price as wheat flour or probably a little less and when you consider that 'special yeast food flour' will give you a net profit of at least \$6 per

barrel over the profit you get on your wheat flour, you certainly cannot afford to manufacture bread without 'special yeast food flour.'

"Two hundred pounds 'special yeast food flour' with 400 pounds water makes (6) pounds material.

"Two hundred pounds wheat flour with 120 pounds water makes 320 pounds material.

"Other ingredients (lard, salt, etc.) are not figured in this computation, being the same in each case.

"This shows a net gain of 280 pounds material for every barrel 'special yeast food flour' used.

"Even figuring that you only get 200 pounds baked bread extra from every barrel of 'special yeast food flour' used in your shop and only figuring the cost of bread at 3 cents per pound you can readily see that you are making a profit of \$6.00.

"As a matter of fact a barrel of 'special yeast food flour' will give you more than 200 pounds of baked bread extra and no doubt your cost of bread now is more than 3 cents per pound.

"It is therefore up to you to decide how much 'special yeast food flour' you can use. If you use a barrel a day or 200 barrels a month, as other large bakers are using, you still make at least \$6.00 on each barrel. This means an extra profit of from \$180 to \$1,200 a month through the use of 'special yeast food flour' alone.

"Every baker who can be demonstrated to your entire satisfaction in your own bakery and the results you will get will prove that what we have written in this letter is true in every sense of the word.

"Ninety per cent. of the large bakers in this country and Canada are using 'special yeast food flour.'

"If 'special yeast food flour' is wrong then nine out of every ten bakers are wrong, which would hardly be possible.

"Is it not fair to assume that they are using it because they make good profit from it? We claim, and can be demonstrated to your entire satisfaction in your own bakery and the results you will get will prove that what we have written in this letter is true in every sense of the word.

"May we, therefore, send you a shipment at once? Your early order will be appreciated. Yours very truly, 'Manager.'

This letter is characteristic of many others now in my possession. It reveals the real purpose for which corn starch is utilized by bakers in the systematic and ever-increasing effort to lower the food value of the staff of life in order that constantly increasing profits may be obtained.

I grant that the facts disclosed in this treatment of the food subject are sensational in the extreme, and for this reason hold that congressional action on the subject becomes more imperative every day.

We shall now see to what extent the largest bakers of white flour bread in the United States admit the impoverished character of their product.

Samuel Gardner WHOLESALE DEALER IN FRUITS AND PRODUCE 1311 N. 3rd St. Bell Phone 1953

Wilson T. Hoy Quality Groceries QUICK SERVICE REASONABLE PRICES 1701 MARKET ST. Bell Phone 603.

S. Spungin WHOLESALE OF ALL KINDS OF MEATS 326-330 S. CAMERON ST. Both Phones

ICE CREAM for HOME USE DEAN F. WALKER Manufacturer of Ice Cream 409 NORTH 2nd STREET PARTICULAR PEOPLE DEMAND OUR CREAM MADE OF PUREST INGREDIENTS Phone 1607

VEGETABLES In these days of so much talk on preparedness, would it not be well to take into consideration one's body? We know the doctors all advise the use of vegetables. This week we offer from our own growing the following: Asparagus, rhubarb, radishes, lettuce, Spring onions, beets, peas, spinach. Also a full line of Southern vegetables will be found at our stalls. Learn the names of those in charge of our market stands; it may help you in your marketing. SALEMEN IN CHARGE Broad St. Market, Stalls 83 and 100. Hill Market, Stalls 199 and 200. Chestnut St. Market, Stalls 30, 32 and 137. Mr. Zimmerman and Mr. College. Mr. Gerber. Mr. Rouf and Mrs. Baker. East End Fruit and Truck Farms ROBT. J. WALTON

Pure Milk The best drink for a summer day is a glass of pure milk. When you are tired drink a glass of pure milk. When you are thirsty drink a glass of pure milk. When you are warm drink a glass of cool pure milk. Pasteurized, Certified or Bonnymeads. WE WILL DELIVER TO YOU Penna. Milk Products Co. 2112 Atlas St. Bell 26. C. V. 179 W.

Phone 459J George Collins ICE CREAM MANUFACTURER 41 North 13th Street We use only the purest ingredients in the manufacture of our Ice Cream. That is why they ask for Collins' Cream. We MAY need your business. You DO need our goods.

Phone 2187-J Green and Seneca JACOBY'S ORIGINAL STEAM AND BUTTER PRETZELS MADE BY HARRISBURG PRETZEL CO. Each Taste Suggests Another

Have you tried our Jumbo Peanuts Roasted fresh daily. OUR COFFEE is blended from the best the world produces. Imperial Tea Co. 213 Chestnut Street Two Doors Below Market Bell Phone 330-M. E. BIERBOWER Wholesale and Retail Commission Merchant Fish, Oysters, Clams and Sea Foods Eggs and Poultry 120 S. Court Avenue Bell Phone 1159-J United Phone 914-W.

JOSEPH SPAGNOLO WHOLESALE AND RETAIL ICE CREAM Importer of Cornett and Wafers 143 Hanna St., corner Race

GRISSINGER'S HOMEMADE CAKE BAKERY Purity of ingredients and sanitary conditions are responsible for our steady growing business. Phone 3406-D, LEMOYNE, PA.

Bell Phone Prompt Service Open Day and Night PALACE RESTAURANT ALSEDEK, GANGE & CO. 2 S. Fourth Street Harrisburg, Pa. \$5.50 Commutation Tickets, \$5.00; \$3.30 Commutation Tickets, \$3.00. Special Sunday Dinners.

MONN BROS. Pure Food Grocers 1637 Swatara St. Bell Phone 1305-M.

GEO. A. GOHL Baker of Cakes, Bread, Rolls, Pies 560 WOODBINE ST. Bell Phone 2624-M

Call Bell Phone 2056 W. D. Farr The Grocer 1537 State Street

BELL PHONE 2400 D.W. Raub Grocer EVERYTHING FOR THE TABLE Sixteenth and Liberty Streets Harrisburg, Pa.

A. C. NEFF GROCERIES AND PROVISIONS and a Full Line of Table Goods. Bell Telephone SIXTH AND DAUPHIN STS. HARRISBURG, PA.

Kerr's Meat Market 43 N. Thirteenth St. Special attention to phone orders. Bell Phone 3726.