

# "Drugged" Food vs. Pure Food

Read What Mr. Alfred W. McCann Said About Benzoate of Soda in the New York Globe of January 31st, 1920

## 'Ware Benzoate of Soda Food Label, Warns McCann

High-Grade Raw Materials, When Clean and Free From Infection, Need No Chemical Preserving Agent, He Says

By ALFRED W. McCANN

The statement that the United States government endorses the use of benzoate of soda in food products is a lie.

The statement that the United States government recommends the use of benzoate of soda in food products is a lie.

The United States government merely tolerates benzoate of soda and compels the food manufacturer who uses it to warn the public against it by declaring its presence on the label.

This official toleration, brought about by terrific political pressure, compromise, and subterfuge, developed such a bad odor at the time of its application that its stench still smells in the nostrils of decency.

The food manufacturers who resort to its use are ashamed of it. Under the law they have to confess its presence in their products, but they make their confession in a whisper, using the smallest type permissible.

If benzoate of soda were a virtue which the writers of advertising copy could be proud of, they would loudly proclaim it in the boldest type.

Why, then, do they never refer to it in their advertisements? Why are the designers of labels instructed to hide the phrase, "Contains one-tenth of 1 per cent benzoate of soda," along the border as inconspicuously as possible?

Have these subterfuges no meaning for the consumer? Has the consumer forgotten that the government officials who so vigorously opposed the use of benzoate of soda were compelled to resign from office to make place for a group of soft pedal, "safe and sane" officials who could be depended upon to stir up no more controversy on the subject?

Benzoate of soda is a substitute for high-grade raw materials; a substitute for clean hands; a substitute for clean kettles; a substitute for clean methods of manufacturing.

Low-grade raw materials handled slowly, shifted, shoveled, poured in bulk can be kept from rotting by the use of benzoate or any other embalming agent.

High grade raw materials handled under clean and wholesome surroundings, free from infection, with self-respect and decency on guard, require no germicide or other chemical preservative to keep them fit.

To the manufacturers who use it benzoate of soda is commercially important and they derive great benefit from it.

The public derives no benefit from it. Why should the public pay for it when at its best the only claim that can be made in its defense is that it promotes salvage and rescues from the dump foodstuffs that would surely go there without the protection of dope.

When Dr. Harvey W. Wiley and Dr. Royd W. Robinson disobeyed orders from their superiors by continuing to prove through repeated experiments that benzoate of soda is a real poison when consumed with acids, tomatoes, orange juice, grape juice, cider or any other fruit or vegetable product containing acids they had to get out of the service "for the good of the service."

Even when benzoate of soda is consumed in alkaline foods, such alkaline foods are invariably consumed with other foods of acid nature, whether the benzoate be in them or not. It is quite impossible on a mixed diet to consume non-acid foods.

If benzoate of soda could be legitimately used in dairy products, including milk and butter, it would solve a problem that has vexed the scientific world for years.

The government will not permit the use of benzoate of soda in milk. Why? Let the food manufacturers who use it in butter or other table fats churned with milk answer this question.

Some day these facts, with all the scandals which led to them and which have flowed from them, will be fully exposed, and the American people will learn that benzoate of soda is not only bad, but that it has a bad history.

The American people will learn that as this bad history is understood by decent food manufacturers, they promptly shun benzoate, which is not a food, but a drug, which has no food value, but a chemical value, and that in shunning it they boast of the fact as they should boast of it.

The surprise is that Americans have been slow to learn that benzoate is merely a substitute for sanitation and decency, and that all the risks attendant upon its use and all the inferior makeshifts, non-descripts, and compounds consumed under its protection, are suffered, not by the man who makes a profit out of it, but by the people and their children who eat it.

Benzoate of soda has never been used except to cover questionable quality or to prolong unnaturally the life of a product that would quickly rot without it. Hence, the government warning, "Contains one-tenth of 1 per cent benzoate of soda."

For your own sake, before you buy food of any kind, examine the label carefully. Look for the fine print, the inconspicuous phrase deftly concealed along the fringe of the cheap ornamentation with which the label is adorned, striving to cover its sneak-thief humiliation in a squeaky little fine-print voice.

When you hear that voice make up your mind that the food it describes could not stand up by itself, for which reason it must lean on chemical crutches.

Pure food, properly prepared, doesn't need benzoate of soda, or any other dope. When you buy it you buy it on your own responsibility with your eyes open, though they may not be open wide enough to catch a glimpse of the tell-tale phrase, "Contains one-tenth of 1 per cent benzoate of soda."

Free From All Preservatives

# Goody

LOVE AT FIRST BITE

## NUT MARGARINE

[ASHBY PROCESS]

The Perfected Nut Butter—*BEST or Your Money Back*

Made By a New Exclusive Process

The Nut Margarine industry is new in the United States and, until our discovery, Nut Margarine was made by the same process used in making oleomargarine (from animal fats). Because the results of using the oleomargarine process to make nut butter were so undependable, we decided it was not good enough for us and set about developing a new process. We were successful. We called our new discovery the Ashby Process.

Goody is different from other nut butters—better—because it is the only one made by this new process—the Ashby Process—which enables us to make a *dependable* product.

→ No Benzoate of Soda

Goody is made from such pure ingredients by such a skillful, cleanly method that it does not need to be preserved. The only purpose of a preservative in nut butter is to cover up the carelessness or the ignorance of the manufacturer.

Look *closely* at the label of the food product you buy. You are fully protected by the laws in regard to labelling food products *if you will only use your eyes*.

Does the butter you use contain chemical preservatives?



No Animal Fats

Goody contains nothing but the white meat of the cocoonut, peanut oil, pasteurized milk and butter salt. Can you imagine a more appetizing food? You can depend upon Goody. It is always good when it is kept as a butter ought to be kept.

If you are really interested in pure foods, if you want to economize without sacrificing quality, please remember that every package of Goody is sold under our guarantee—

*Best or Your Money Back*

"Buy a pound package of Goody from your dealer. Serve it on the table. Use it in your cooking. Try it in any way you please. Then, if you do not like Goody as well as the choicest creamery butter you ever ate, your money will be refunded without a word."



ENDORSED BY ALFRED W. McCANN

*No Benzoate of Soda Warning on this package—We dont use it*

HAUCK NUT BUTTER COMPANY, Newark, N. J.  
Phila. Branch, 219 Callowhill Street