

"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 not so. The statement that the United States government recommends the use of benzoate of soda in food products is not so.

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 possible.

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 use the disclaimer of labels instructed to hide the name, "Contains one-tenth of a 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 peddlers, "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 bottles, a substitute for clean methods of manufacturing.

Low-grade raw materials handled directly, skilfully, skilfully, poured in bulk, can be kept from rotting by the use of benzoate or any other sanitizing agent.

High-grade raw materials handled under clean and wholesome surroundings, free from infection, with well-kept machinery on guard, require no preservatives or other chemical preservatives 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 savings and recovers from the dump foodstuffs that would surely go there without the protection of drugs.

When Dr. Harvey W. Wiley and Dr. Floyd W. Robinson disobeyed orders from their superiors by continuing to prove through repeated experiments that benzoate of soda is a real poison when seasoned with acids, tannins, organic acids, 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 combined 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 beneficially 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 manufacturer who uses it in butter or other table fats defend with all manner of excuses.

Some day these facts, with all the statistics which led to them and which have been proved 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 up to this bad history is understood by decent and conscientious, they properly shun benzoate, which is not a food, but a chemical which has no food value, but a chemical which, and that in drinking it they bear the brunt as they should bear of it.

The surprise is that Americans have been slow to learn that benzoate is merely a substitute for sanitation and cleanliness and that all the risks attendant upon its use and all the inferior substitutes, adulterants, 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 unwholesomely the life of a product that would quickly rot without it. Hence, the government's warning, "Contains one-tenth of a 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 lines daily concealed along the fringe of the label, commensurate with which the cheap label is adorned, striving to cover its unsavory limitations in a squeaky little disclaimer.

When you hear that white snake up your side that the food it denotes could not rot and up to health, for which reason it need not go through chemical analysis.

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

HAUCK NUT BUTTER COMPANY, Newark, N. J.

Phila. Branch, 219 Callowhill Street