

Pure Food Show Ready to Open for the Week at Auditorium Monday

Novel Exhibition by Manufacturers of High Class Edibles Given Under the Auspices of the State and Local Organizations of Retail Grocers

Omaha People About to Be Infected with Paper Bag Habit Begotten by Carrying Home Free Samples



JULIUS DREYFUSS, Board of Directors.



WILLIAM WILKE, President Omaha Association.



HARRY P. FISCHER, Secretary Omaha Association.



D. GROSS, Treasurer Omaha Association.



J. YUNGBLUT, President Nebraska Association.



D. T. DAVIES, NEBRASKA CITY, Vice President Nebraska Association.



O. C. THOMPSON, Treasurer State Organization.

OMAHA is to have a Pure Food show this week. Omaha never had a Pure Food show before, in a strict sense of the term, that species of entertainment, devised for the instruction and edification of the public, having originated in the east and having up to this time been confined for the most part to that section. A Pure Food show, however, is on the boards and is one of the acquisitions secured with the erection of our beautiful new Auditorium, in which the show will be held.

Idea is Educational

The idea of the Pure Food show is educational. Everyone has been reading about food adulteration and the legislation demanded and proposed to prevent imposition and fraud upon purchasers of food products and the injurious substitution upon the unsuspecting purchaser of an entirely different substance for that which he asks for and which he thinks he is getting. To insure confidence in the purity of their products the manufacturers of standard food articles have been building up their business along lines of special trademarks and original packages which are intended to guarantee to the public not only freedom from adulteration, but also the quality of the goods. So well satisfied are the manufacturers that they are on the right track to secure popular favor that all they want is to bring their wares to the attention of the consumer and to get him to give them a trial. The Pure Food show, therefore, is designed to fulfill this mission, to present an object lesson in the preparation and use of different food products and to persuade the visitor to take home a sample and try it on his own table.

Preparations for the Show

The exhibition, as has already been said, is to be held in the new Auditorium, where workmen have been busily engaged for the last week in transforming the interior into an exposition hall. The booths have been marked out on the floor with commodious aisle space for

promenading during the musical numbers. The list of exhibitors is as follows:

- GROCERIES: Allen Bros., Omaha. McCord-Brady, Omaha. Paxton-Gallagher, Omaha. FLOUR: Wells-Abbott-Neiman, Schuyler. Pinkerton Mfg. Co., Lincoln. PRESERVES, CANNED GOODS, PICKLES: T. A. Snider, Cincinnati. Heinze, Pittsburg. Haarmann Bros., Omaha. PACKING HOUSE PRODUCTS: Cudahy Packing company. Armour Packing company. Swift Packing company. BAKING POWDER: Rumford Chemical Co., Rhode Island. Calumet Baking Powder company, Cleveland. CONDENSED MILK, MILK, ICE CREAM: Borden's Condensed Milk Co., New York. CONDENSED MILK, MILK, ICE CREAM: Borden's Condensed Milk company, New York. Beatrice Creamery company, Omaha. Waterloo Creamery company, Omaha. COFFEE: J. M. Bour company, Toledo. CEREAL COFFEE: Knapp Malt Coffee company. Mallett Cereal company, Omaha. SPICES: Chase & Co., Omaha. CANDIES: D. J. O'Brien, Omaha. M. B. Platz, Chicago. MISCELLANEOUS EXHIBITORS: W. H. Schaffer, fruit jar rings, Toledo. Genesee Pure Food company, Jello, LeRoy, N. Y. James Vernon, ginger ale, Detroit. Pennyweight Scale Co., scales, Dayton. Minnesota Macaroni Co., Minneapolis.



J. W. DEAN, Business Manager Pure Food Show.

A. Hospe, piano, music, Omaha. Omaha Electric Light company. School of Domestic Science. Distilled Water company, Omaha.

Watch for Paper Bag Habit

When the show is once opened Omaha people may expect to get the paper bag habit. At least, that has been the experience of other cities where pure food shows have been given. There are to be demonstrations in every booth and pretty girls in attendance to dish out samples of every kind of food on exhibition, not only for consumption on the spot, but to take home as well.

At one of the first booths the visitor steers up to her, or she, will be furnished with a paper sack convertible into a walking advertisement for the show. The sack is supplied as a handy means of transportation for various packages that are handed out and before the trip home is begun the bag is sure to be filled with a variegated assortment of soap and candy, flour and butter, cheese and pickles, baking powder and coffee, to enumerate no further.

Attractive Musical Program

The show is to be opened afternoons and evenings all the week with music by Rounds' Ladies orchestra, carrying out special programs, interspersed with solo numbers for each session. While the Pure Food show is not a benevolent nor a charitable institution, neither is it a money-making venture, that proposes to hold up the public at the door either going in or coming out. The distribution of samples on the inside is to be entirely without charge or cost, and in facilitating admission the management is going half way by providing for the allotment of tickets through the agency of all the grocers in Omaha. The regular door fee is to be kept at the price of the usual 25-cent popular entertainment, but these invitations endorsed by his grocer entitle a person to an afternoon admission for 10 cents, or an evening admission for 15 cents. If the show consisted only of the musical numbers and nothing else it would be the cheapest concert entertainment ever

given, and with the additional inducements of a beautiful exhibition and free food samples worth several times the price of admission it is expected to bring out a big crowd every day without respect to weather conditions.

Shows Have Been Successful

The pure food organization is called the Merchants' Interstate Pure Food Show and Industrial exposition, and the circuit includes these cities: Omaha, St. Joseph, Kansas City, St. Louis, Indianapolis, Toledo, Detroit and a special at Louisville, Ky. Shows have been pulled off in all the cities except Omaha which comes next week. In every city the show has been a success from the very first night and usually by the third night the crowds are turned away because of a lack of room. In fact, a bargain counter sale is tame compared to it. The secret of the crowds is the fact that the people are really getting something for nothing. In Louisville, where the crowds probably were the largest of any of the cities, the society people made it an event and evening dresses and dress suits were thick every evening.

First at Detroit

The first successful pure food show was given at Detroit about seven years ago under the management of J. W. Dean, who is managing the show here. Mr. Dean is secretary and treasurer of the organization and all the affairs of the association are managed by him for the local retailers' associations. At his first show Mr. Dean had to close the doors seven nights out of the twelve because of the immense crowds which thronged into the building. The total admissions during the twelve days were 180,000. Mr. Dean was formerly a traveling man and is well known in many parts of the country as a hustler. This is his first show in the west, but from the indications he will have just as successful a show here as he has had elsewhere. He is assisted here by H. O. Rounds and the local committee of the Nebraska retail grocers. Mr. Rounds is manager of the Rounds Ladies' orchestra and has some excellent programs to render during the ten days of the show. The local committee which is helping Mr. Dean is composed of Julius Dreyfuss, M. J. Howell, Charles R. Courtney, O. A. W. Johnson, J. Barta, J. E. Crisman, H. Ellinghusen, D. Gross, Fred Armbrust and William Wilke, the latter being president of the association. The committee has done some splendid work in getting the exhibitors to take hold and they expect the people of Omaha to come out and visit the show. To say nothing of the samples given away, the music and the good times a-pulling and hauling the show will be an education to the housewives.



HENRY ELLINGHUSEN, Board of Directors.



J. BARTA, Board of Directors.



FRED ARMBRUST, Board of Directors.



C. A. W. JOHNSON, Member Board of Directors.



J. E. CRISMAN, Board of Directors.



M. J. HOWELL, Member of Local Committee.



CHARLES E. COURTNEY, Member Local Committee.

Dissertation on the Dangers that Menace People from Overeating

PEOPLE always listen during hot weather with more equanimity to charges of overeating, so that the recent prominence of the subject is at least timely. At the annual meeting of the American Medical Association, held in Portland, about the middle of July, one of the morning sessions was occupied almost entirely with a discussion of the origin of the various digestive ills to which our American people are so liable, and a definite expression as to the causation of these ailments, by prominent physicians from all over the country. There was practically universal agreement that the source of most of the ills to which the American stomach is so liable is to be found in overeating, and especially in the overconsumption of what is known as proteid material. The proteids comprise the heavier portions of the dietary and include such articles of meat, eggs, cheese, peas and beans and the like. These are the most expensive portions of the diet, and it was pointed out that in other countries where economy in the matter of food is a more serious question than it is with us, much less of these materials is consumed as a rule.

Quality Rather Than Quantity

Of course, it has often been said that as a nation we overeat. It is only in recent years, however, that the persuasion as to overconsumption of food has been justified by scientific observation, which indicates just why and in what manner overeating is serious. The work of two investigators especially was recalled to attention in the meeting of the medical section of the American Medical Association, and the extreme significance of their results emphasized. Prof. Chittenden of Yale university in a book recently reviewed on the "Physiological Economy of Nutrition," shows by experimental observation on three different series of individuals, hard workers, those moderately occupied and those living sedentary lives, that scarcely more than one-half as much proteid material is needed in order to maintain the body weight and the equilibrium of nutrition than those people had been accustomed to use during the time preceding the observation. Folin, in the Journal of Physiology, in a series of articles at the beginning of the present year came to the same conclusion from the standpoint

of physiological chemistry. Both these observers pointed out that proteid material is needed by human beings only for the purpose of building up tissues. It is never needed as an energy producer. The fats and the sugars represent the energy producers. If more proteid material is consumed than is needed, it is simply excreted, but before excretion it exists in the circulation for some time as an irritant material and then throws a lot of needless work on the excretory organs in getting rid of it.

Stomach a Delicate Organ

One feature of the overeating problem was particularly emphasized. It was pointed out that when persons eat slowly there is less tendency to overeat. If the food is brought thoroughly in contact with the palate and the various taste organs on the tongue during the course of mastication, then the appetite is satisfied with much less than when the food is bolted. This is true in general for all kinds of food, and has been experienced by every one with regard to the sugars and fats, but is also eminently true for meats and cognate materials, only here the less amount needed makes the possibility of overconsumption much easier. Americans are well known to be a nation of fast eaters, and especially to have the habit of washing down their improperly masticated food with coffee, ice water and other unsuitable liquids. Hence, the accusation of insufficient mastication has a special significance and was emphasized by American physicians from all over the country.

Very few people realize how inadequate is their process of mastication under ordinary circumstances unless this is actually demonstrated to them. Physicians who have to treat cases of stomach trouble are under the necessity of using a stomach tube not infrequently find that one of the best effects of this method of investigation and treatment is the actual demonstration to the patient of what large lumps of material are swallowed without having been masticated. Pieces of potato that sometimes evidently have been entirely untouched by the teeth are found in the stomach contents and block up the stomach tube, making the evacuation of the stomach contents very difficult. This same thing is true for most forms of food. Unfortunately for this state of affairs the human stomach was not meant to

crush materials in order to prepare them for digestion. The gizzard of the birds is a thick muscle, the action for which, helped by the pebbles, which birds instinctively swallow, serves to replace other mastication apparatus. Notwithstanding the fact that during the past month, as for centuries before, many a city boy has been sent by his country cousins hunting for hen's teeth, none of them have been found. The gizzard effectually supplies for the absent teeth. In human beings, however, teeth are a triumphant gift of provident mother nature, and the stomach is only a thin walled receptacle for food, with just muscular force enough in it to move the gastric contents on to the intestines, but without any active crushing ability.

The result is that when unmasticated food reaches the stomach it fails to pass out properly, and as a consequence delay of the gastric contents leads to dilation of the gastric walls. Another and even more serious accident sometimes occurs. The pylorus of the stomach, the gate through which food passes to the intestine, is composed of a rather strong ring of muscular fibers. When larger pieces of material approach this ring they are usually refused exit. Occasionally, however, irritated by the presence of such unusual lumps, the pylorus attempts to make up for the lack of mastication, and during the process of such material helps to crush it. After a time this exercise of an unusual function leads to overgrowth of the muscular fibers of the pylorus, and as a consequence, the opening from the stomach into the intestines becomes so tightly shut that ordinary liquid material does not readily pass through and the consequence is, for another and more serious reason now, delay the stomach contents with consequent dilation of the stomach walls.

Importance of Mastication

It will thus be seen that from two different standpoints mastication is the most important and the most neglected process in eating. There are some further considerations, however, that serve to emphasize this importance. It is now thoroughly recognized that the stomach itself is by no means the important digestive organ that it used to be considered. It is mainly a receptacle for food material which helps man to store away sufficient food at one time, to enable him to pass a considerable period, some five hours, at least, before another meal will be required. It used to be thought that most of

the process of the preparation of the food for absorption was accomplished in the stomach. This is now known not to be true. The stomach has been completely removed from a number of patients for cancer and other serious conditions, and such patients have proceeded to gain in weight and strength, accomplishing the digestion of food without any serious drawback. It is necessary that they take food in smaller quantities and at more frequent intervals, but nature even compensated for this, by bringing about an enlargement of the upper portion of the intestine, which to some extent, at least, supplied the place of the absent stomach.

Rules for Good Digestion

It will thus be seen that if the stomach only passes on the food material conveyed to it the process of digestion will be very well carried out in the intestines. At the present time it is well known that not a few persons, owing to abuses of gastric digestion, have no proper secretion of gastric juice, and that none of their digestion is accomplished in this hitherto supposedly so important organ. Such persons are never in as good health as normal individuals, but usually suffer few digestive symptoms. As a matter of fact, if the stomach motility is unimpaired—that is, if its ability to receive food and pass it on to the intestines without delay is retained—then digestive disturbances are rare. The two elements which are the most frequent cause of stomach motility are overeating and insufficient mastication. Both of these make calls on the muscular walls of the stomach that they are unable to fulfill. The two ills form a vicious circle. People overeat, because they do not masticate enough, and so do not properly taste the food which they are consuming. They overeat of proteid material because this is not required in near such quantities as has hitherto been considered, and requires careful mastication in order to make its taste felt sufficiently to satisfy appetite. The cure for stomach ills then is not the taking of drugs and ferments for gastric stimulation, but the accomplishment of the eating process with the care and completeness which so important an element of animal life requires. But then people do not want advice as to their bad habits, but something that will enable them to continue in them with impunity.—New York Independent.