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UNCLE SAM AT YOUR SERVICE

Monday, January 6, 1930.

NOT FOR PUBLICATION

Speaking Time: 10-1/2 minutes.

ANNOUNCEMENT: The Veteran Inspector, a radio representative of the United States Department of Agriculture who tells Station _____'s audience each Monday how UNCLE SAM IS AT THEIR SERVICE, is going to talk about Food Fads and Faddists today. He leads off, we hear, with a word or two about fat-reducers. Then he goes on to tell about so-called LIFE-GIVING grains and crackers and such. We all should be interested in that. And now here's the Veteran Inspector to tell us about it---

There are 4 good ways to get a man's attention--

Talk about his health. Appeal to his vanity. Tell him how he can make money. Try to get his money.

And by man, I mean just about all of us. Men, women, and children.

Advertisers, good and bad, know these 4 tricks. So do manufacturers, reputable and disreputable. If you read the papers, you know that's true.

For thousands of years, men with an ax to grind have been appealing to men's health-consciousness, to their vanity, to their desire to have economic and financial safety and stability. A common principle of advertising technique is to scare the reader and then reassure him. This is commonly practiced in food and drug advertisements. That BEAR OIL I told you about a few weeks back is just about as commonly used in advertising the so-called HEALTH FOODS as it is in ballyhooing swamp-root patent medicines. I have seen advertisements of so-called health foods that appeal to a man's vanity and his desire to be popularly known as a social lion just as much as they appeal to his natural desire to be healthy, well, and strong. "Eat and be Well." "Eat your Way to Health." Those are only 2 of the common slogans that we see in bold, black type in the papers every day.

In more than 20 years as a Federal Food and Drugs inspector, I have seen the rise and fall of many an amateur and professional Food Prophet. There was the case, for example, of a certain doctor, with a name strangely reminiscent of Christmas, who manufactured reducing crackers. Now, I'm going to give a whole talk on fat-reducers later, but I can illustrate a point by mentioning these crackers now. On the carton in which his crackers were packed, the doctor had printed these thoughts---

WHY NOT REDUCE WITH FOOD? WE ARE MADE OF FOOD AND FOOD WILL EITHER BUILD OR REDUCE WEIGHT. DR. BLANK'S REDUCING CRACKERS ARE REDUCING. SAFE FOR ANY ONE. THEY NOT ONLY REDUCE WEIGHT, BUT ALSO BUILD UP THE GENERAL CONDITION OF BEAUTY AND HEALTH. 'SOME FOODS WILL BUILD FAT. OTHERS WILL REDUCE IT.' TWO POUNDS A WEEK IS SAFE TO REDUCE. THIS CRACKER IS A NON-FAT BUILDING FOOD. TWO CRACKERS WITH EVERY MEAL. SEE HOW MUCH THINNER YOU FEEL IN A WEEK.

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These crackers were not only mislabeled under the Food and Drugs Act--- they were adulterated and contained substances harmful to health. Federal foods official took the stand that even the word CRACKERS as used in this case was misleading and fraudulent because the CRACKERS contained senna and mineral oil. Federal Food officials warn the people not to let their vanity mislead them into buying such anti-fat crackers, nostrums, pills, or other preparations as are commonly advertised because, in the knowledge of all drug specialists at the present time, there is no preparation that can be relied on to reduce flesh in any marked degree without doing injury to the body.

A lot of manufacturers of so-called Fat-reducers have been put out of business by the Pure Food Law, but there are still plenty of other Food Prophets left. Sick people are credulous. They worry--- which is natural, I suppose. They are often willing to try anything once--- sometimes many times. And so the Food Prophets step in with Bear-Oil advertising--- with extravagant claims for products which are usually HARMLESS and oftener rather USELESS. Some of these products have real food value and if the makers would be content to advertise, label, and sell them for what they REALLY ARE, we inspectors would have less to do. But listen to the claims of a certain California company which manufactured a food named with 3 letters of the alphabet---

THIS SUPER FOOD IS THE CONCENTRATED VITAL ESSENCE OF FIGS, RAISINS, PEANUTS, WALNUTS, BARLEY, WHEAT, AND CELERY. THREE CUPS A DAY KEEPS OLD AGE AWAY. THIS FOOD IS NOT A MEDICINE. IT IS A WONDERFULLY BALANCED FOOD, SUPPLYING NATURE'S ESSENTIAL REQUIREMENTS ENABLING THE BODY TO TAKE CARE OF ITSELF.

After going on to say that this particular food saved the lives of lost world flyers, that it maintained health, relived fatigue and gave strength, energy, and endurance, the manufacturers really got down to business.

IT "IS A PERFECTLY BALANCED FOOD," they announced, " WITH A WONDERFULLY HEALING AND RESTORATIVE VALUE AND THEREBY ASSISTS NATURE IN A NATURAL WAY IN TONING UP THE LIVER, KIDNEYS, STOMACH AND DIGESTIVE ORGANS..... HAS PROVEN A BOON TO MANY SUFFERERS FROM NERVOUSNESS, SLEEPLESSNESS, HARDENING OF THE ARTERIES, RHEUMATISM, BRIGHT'S DISEASE, APOPLEXY, PEEMATURE OLD AGE, AND MANY OTHER AILMENTS."

Now, Federal foods and drugs officials take the stand that the use of the word HEALTH in connection with foods constitutes a misbranding under the Food and Drugs Act. The use of the word implies that these products have health-giving or curative properties, when, in general, they merely possess some of the nutritive qualities to be expected in any wholesome food product. And, while the officials know that the figs, raisins, wheat, celery, and so on, used in the making of this so-called HEALTH FOOD we are talking about, have definite food value, they still believed that the manufacturer was making false and fraudulent claims for his preparation. The case was taken up and the manufacturer finally made his label and his claims comply with the law.

Bran is a by-product of wheat. It has some food value. Sauerkraut is fermented cabbage. It, also, has value as a food. But, from the HEALTH CLAIMS made for these, and many other simple, every-day foods, you'd think that they were manna from the skies, ambrosia from Mt. Olympus, the fruit of youth and boundless health and life eternal. You'd think that, I mean, if you read some of these claims without your tongue in your cheek. I could go on telling case after case that has come within my experience as a food and drugs inspector. I well

remember a case that involved a little brown cracker made of wheat bran and flour, salt, some yeast and lightly baked. FLOUR, SALT, AND YEAST. But the manufacturers-- a Pennsylvania concern--- announced on the label that it was FOR CONSTIPATION, INDIGESTION, DYSPEPSIA, AND SOUR STOMACH. That it was IN ITSELF A CORRECTOR OF STOMACH TROUBLES, and so on. They printed a testimonial from a man who claimed to have had dyspepsia for 30 long years but, after taking these health crackers with his meals, found PERFECT RELIEF. But why wheat bran and flour, salt, and yeast, baked in a cracker, should have any particular health and curative powers not inherent in these foods naturally, the manufacturers failed to prove satisfactorily. Shipments of the crackers were seized by United States attorneys and destroyed. The preparation was clearly mislabeled under the provisions of the Pure Foods Law.

Many so-called HEALTH FOODS have flooded the American market in past years. Of these, there are 3 main classes. The first includes whole wheat, rye, oats, bran, and mixtures of these. Now all these grains are valuable in the diet. But when they are claimed to have CURATIVE PROPERTIES and when the maker says they supply LIFE-GIVING VITAMINS IN THEIR TASTY NATURAL STATE, the Food, Drug, and Insecticide Administration believes they are deceiving the public. Such claims sound impressive, but they aren't true. Waters, mineral or mineral imitated, make up a second class. Promoters who try to convince the buyer that by their use in the home miraculous cures can be accomplished, are also operating in violation of the Pure Foods Law. The third general group of so-called LIFE-GIVING products includes candy containing calcium, salt containing iodine, food materials with phosphates added, bread containing carrot flour, crackers containing senna which is a laxative drug, and chewing gum containing PHENOL PHTHALEIN which is a coal-tar cathartic. We are now hearing about IRRADIATED FOODS which, it is claimed, supply the anti-rachitic VITAMIN D to the diet. It is the purpose of the Food, Drug, and Insecticide Administration to insure not only truthful labeling of all these products, but also their purity and their freedom from contamination of every sort. The label claims on many of these products lead the buyer to believe that his ordinary diet is sorely lacking in such vital substances as vitamins and minerals and that these so-called HEALTH FOODS are absolutely necessary to conserve life and health. In the enforcement of the Food and Drugs Act, it is necessary to warn manufacturers of such products that they should have their labels conform to the facts of medical science and actual laboratory tests. Food officials don't object to calling these products WHOLESOME --- provided they are wholesome. But the effort to give the impression that we all need something added to our everyday diet if we are to avoid nutritional disaster is a misrepresentation which those enforcing the food law aim to fight.

SO-CALLED HEALTH-GIVING BISCUITS, FOODS, AND WATERS ARE NOT ONLY A WASTE OF MONEY IF BOUGHT FOR THEIR CURATIVE POWERS, BUT THEY ARE RESPONSIBLE FOR A MORE SERIOUS LOSS BECAUSE THEIR USE IS RELIED ON AS A SUBSTITUTE FOR NEEDED CORRECTIVE MEASURES SUCH AS PROPER DIET, EXERCISE, AND SUNSHINE.

That's the stand the Federal pure foods men take. And I wish you would all send for a copy of the announcement called BEWARE OF SO-CALLED HEALTH FOODS, issued by the Food, Drug, and Insecticide Administration at Washington.

ANNOUNCEMENT: You have just heard the Veteran Inspector, a radio representative of the U. S. Department of Agriculture at Station _____, tell about food fads and faddists. Next Monday, he will talk about SARDINES. Meanwhile, you are invited to write him, in care of this Station, if you want a copy of that Government announcement called BEWARE OF SO-CALLED HEALTH FOODS. Or, a letter addressed to the U. S. Department of Agriculture, Washington, D. C., asking for the announcement by name, will bring it to you.



UNCLE SAM AT YOUR SERVICE

Monday, January 13, 1930

NOT FOR PUBLICATION

SPEAKING TIME, 10 minutes.

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U. S. Department of Agriculture

ANNOUNCEMENT: Now we're going to hear how the Veteran Inspector, who brings us each week another story of the Federal Government guards the buyer and the consumer against short-weight, adulterated, or misbranded foods and drugs. His UNCLE SAM AT YOUR SERVICE talk is broadcast each Monday by the United States Department of Agriculture in cooperation with Station _____. And, if you listen to the Inspector's chat for today, you'll learn that there's quite a story even in the lowly sardine. Let's hear it---

One of the least mysterious things about the sardine is that it is well liked. We don't know much about ^{where} the lowly little fellow comes from, or how, or why--- but we DO know that he makes fine filling for sandwiches and salty tidbits for salads or hors d'oeuvres. We know little about his life history and family life--but we know definitely that they pack 2 million cases of sardines a year in the State of Maine alone. If all these filled cans were placed end to end they would reach about 350 miles, or from Philadelphia to Cleveland. Such popularity must be deserved and, evidently, the sardine has given the American people something besides a stock saving when we want to show how closely packed things are. The term "sardine" often regarded as a particular species of fish is now applied to small herring like fish, numerous species of which are canned in different parts of the world. In California the tasty pilchard is used while the tender young sea herring is put up on the eastern coast as Maine sardines.

As I say, the life history of the sardine is shrouded in mystery. Experts in California are now studying to find the reason for the sudden appearance of the tiny fishes at the feeding grounds and their equally sudden DISAPPEARANCE. I hear that a sardine specialist in the California Bureau of Commercial Fisheries has at last found some sardine eggs and young off the coast of Southern California. This is said to be the first discovery of sardine eggs on record and it may lead to further knowledge of how the sardine lives. The authorities don't seem to agree as to whether the sardine population is increasing or decreasing, but any one who has studied the industry built up around this little fish knows that it's a big business and that it's growing still bigger.

And it's also growing BETTER---but that's a bit ahead of my story.

The Maine coast is a big center of the sardine-packing business. Millions of small fish--baby sea herring--swim in schools along the coast of Maine, hotly pursued by larger fish. In their frenzy to escape the maws of the monsters, they swim into the shallow water where the larger fish cannot go. The funny part of it is, this herring run occurs only certain times of the year and the little fish escape one enemy only to fall prey to another. Wise fishermen know the habits of these small fish and build large weirs, or traps, into which the small fish run. When the fish are in the weir, the fisherman drops a net

in front of the opening and the herring are caught.

These fish--- which are later sold as sardines--are held in the traps for at least 24 hours. That is they are permitted to swim freely about within the limits of weir. And thereby hangs a tale. In the old days, when sardine packing wasn't so carefully and cleanly done as it is today, they used to take the small fish quickly from trap to packing plant. But food officials working for the Food, Drug, and Insecticide Administration of the Federal Government found that this was bad business. Research showed that fish handled without holding for about 24 hours, rapidly deteriorated and that a very high percentage was later unfit for packing. Now the Food and Drugs Act forbids the packing of unsound fish and for a time there was quite a battle to keep unscrupulous packers from using fish that were partly or wholly unfit for food. It was found in many instances that the fish, when first taken from the water, without holding in the traps contained what is known as red feed, which they had eaten. This red feed is a tiny form of shrimp on which the herring feed. If the fish is taken from the water immediately after trapping the feed rapidly decomposes and the damage spreads through the body of the sardine. But when the little herring are held in the weirs over tides they digest this feed and consequently make a more sanitary product when packed.

We have traced our small herring into the traps. Let's go on with the story.

The boatmen who take the fish from the weirs, tie their large boats alongside and then, with rowboats and seines, enter the weir. They put a large net around the inside of the weir to keep any of the fish from getting out. This net has a gathering string at the bottom end. When the fishermen pull this string, it gathers the net together and the herring are caught. They use dip nets to load the herring from the weir into the boats. The herring catchers then take the fish to the larger boats---put them immediately into salt brine--and remove them to the packing factories. Sometimes the fishermen will take a catch of from 500 to 600 bushels at one time.

Our fishermen have now taken us to the wharf at the canning factory where the small fish change from herring to sardines. They unload the fish from the boat with buckets attached to hoisting ropes and dump them into sluice troughs. Sea water carries the fish through the sluices into large wooden tanks inside the cannery. Here, more salt is usually added--- but that depends on how the sardines are being canned. Some people like more salt than others. Anyhow, the fish are taken from the wooden brine tanks to a machine called a flaker. It is called a flaker because it distributes the fish evenly on wire mesh screens which are called flakes.

Going on with the story, the flakes with the fish on them are placed in racks which hold from 25 to 30 flakes. These racks are on rollers and are moved into a steam room where the fish are cooked with live steam for a short time. After that, the fish are dried by huge fans which blow air through steam coils. Some packers fry the fish in vegetable oil or cook in a current of heated air rather than steam them. When the fish are cooked and dried, women pack them in cans, snipping off the heads as they do so. It takes good packers to fit the small fish in the cans as some cans contain as many as 25 or 30 fish to the can. There are 3 or 10 average size fish in the can. The largest are packed 4 to the can. Packers usually can the largest sardines in mustard sauce or tomato sauce. The cans are larger than for the smallest sardines, too. In the industry, the small, flat cans are generally called quarters and the larger ones

three-quarters.

After the sardines are canned, the cans go to a machine which adds a certain quantity of oil or mustard sauce---depending on the type of pack desired by the trade. Then they put the lids on--seal them carefully--and put the canned sardines through another cooking process in boiling water where they remain for about 2-1/2 hours. When the canned fish are cooked in retorts, under steam pressure, about 40 minutes at a temperature of 240 degrees Fahrenheit does the job. The cans are then taken from the cookers--cooled--and packed in cases. One hundred quarter-size cans, or 48 three-quarter size cans, go into each case.

I have briefly described the MODERN method of packing sardines. But I can remember when the little fish weren't packed nearly so carefully and cleanly. I remember some years back when the fish were caught in seines and then tapped on the back, just behind the head, with a dull instrument shaped like an ordinary butcher knife. This blow would break the bone, but not cut the flesh. After breaking the bone, the fishermen would pull the heads off, removing the internal organs of the fish at the same time. This was a satisfactory way to clean the fish and, when the fish were fresh, they were of good quality. But unfortunately packing and processing methods weren't nearly so good then as now and the sardines wouldn't keep well. Research and study developed much better packing and processing methods such as the modern practice I described.

But the demand for sardines kept on increasing. The old method of packing was too slow and packers resorted to the speed-up system. They didn't take enough time to cook the fish--they didn't clean them properly. And, about 1906 or 1909, conditions in the sardine industry were so bad that the Federal Government stepped in to clean them up. It required direct action to prevent some packers from canning fish that were not fit for food and to remove from the market such fish as had spoiled after packing. Much progress has been made in the industry since those years and sardines are now of a much higher quality. With increase in quality there has been an increase in demand. Sardines are packed along the Pacific as well as the Atlantic seaboard. They pack 2 million cases a year in the State of Maine alone.

All of which goes to show that a small fish is worth national attention. The story I have told you today illustrates one more way in which Uncle Sam's food officials are protecting the consumer. Whether he purchases a can of sardines, a bottle of olive oil, a medical preparation, or a phial of drugs, if the buyer uses ordinary common sense in reading the label and in choosing his product, that buyer need no longer beware.

ANNOUNCEMENT: And that concludes the Veteran Inspector's talk for today. His **UNCLE SAM AT YOUR SERVICE** chats are broadcast by Station _____, in cooperation with the United States Department of Agriculture, each Monday. Next Monday, he will talk about **WATER**-- the commonest food adulterant, a necessary element if one wishes to live.

UNCLE SAM AT YOUR SERVICE

Monday, January 20, 1930

NOT FOR PUBLICATION

Speaking Time: 10 Minutes.

ANNOUNCEMENT: When is water a virtue? When it is not a vice. When is water a vice? That is what our friend, the Veteran Inspector, who represents the United States Department of Agriculture at Station _____, is going to tell us today. Federal food officials take the stand that water is a vice when it is used as an adulteration in foods--as it often is. The Inspector tells how this is done--and what the government is doing about it. Here he is with the story--

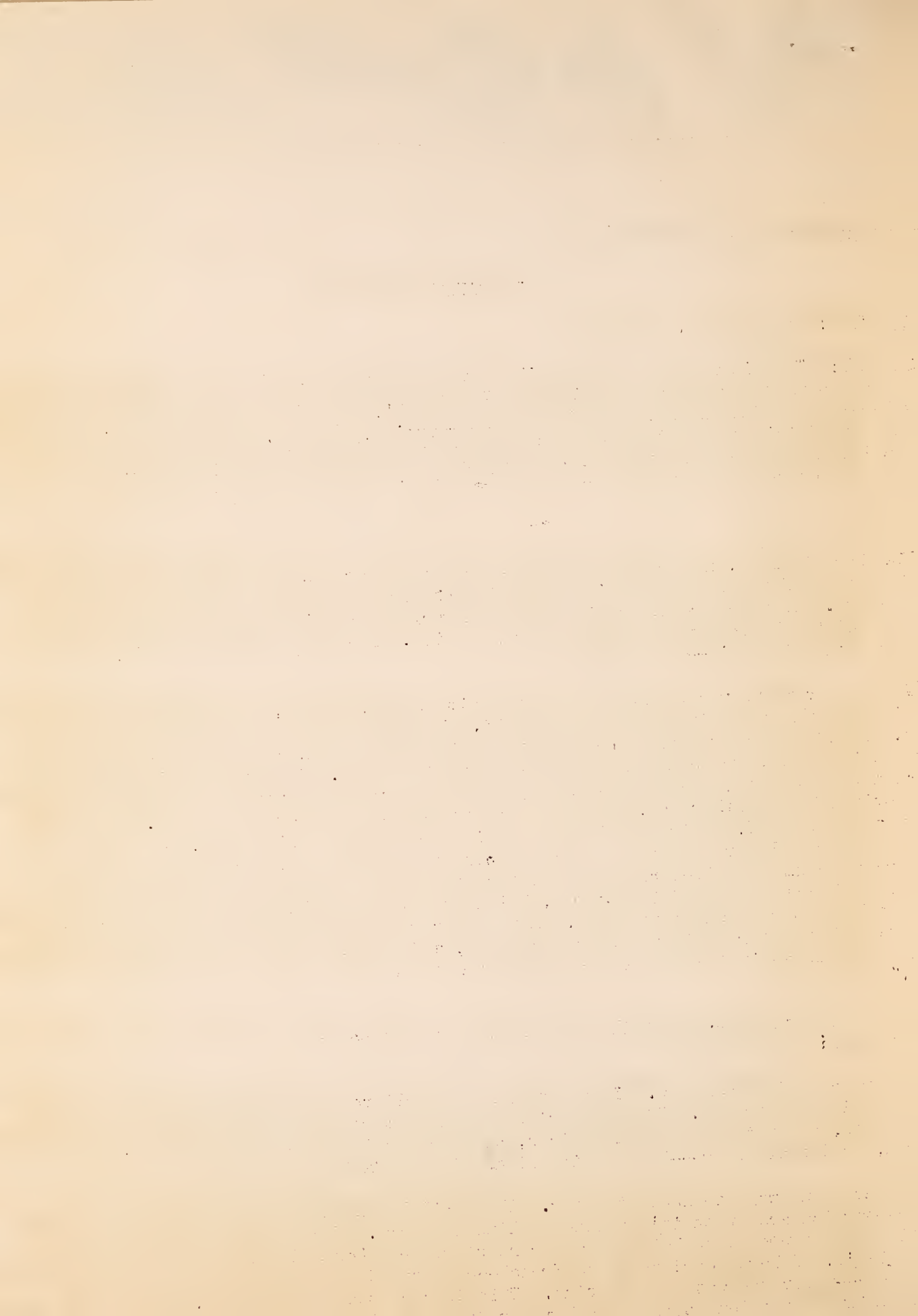
"Way back in 1481, a feudal lord in Germany looked around his dominion and found that some of the folks were indulging in practices to be frowned on, to say the least. They were adulterating foods in various ingenious ways which neither added to the food value nor the palatability. And so he drew up a decree which read like this--

"Any man or woman who sells butter mixed with beets, stones, or other objects with the object of increasing the weight, shall be arrested and put in the pillory. Then the butter shall be placed upon his or her head, and there remain until it shall have been melted by the heat of the sun. The dogs shall be allowed to lick them, and the people may scold them with any words it pleases them, provided that neither God, the King, nor any person be thereby libeled. If the weather is cold, a fire shall be built in front of the guilty one. Any man or woman who sells rotten eggs shall be bound to the pillory, and to the street urchins shall be given rotten eggs, that they may therewith pelt the offender, to the amusement of the people, but it shall be forbidden to throw at them any other object than rotten eggs. Any man or woman who sells watered milk shall have a funnel thrust into his or her mouth, and be compelled to drink so much watered milk as in the judgment of the surgeon can be borne without danger to life."

A severe punishment--especially in a land where the people liked their beer and ale so well!

The laws are different now. If a man tries to sell rotten eggs, we don't arm the boys in the streets. If a man tries to sell watered milk, or butter, or canned corn, or oysters, or fruit juices, or frozen chickens--all occasionally watered, as I shall show--he speedily finds himself facing the judge.

There are many ways to look at water. The small boy looks at it with aversion--particularly when it's applied behind the ears. People who go much into society are supposed to bathe in water regularly--although I have known some who didn't. I have heard that the French--celebrated as a gay and pleasure-loving people--never use water as a drink. This is supposed to be a joke. Americans think that a long pull of cool water from the tin cup at the spring or



pump, makes the finest beverage known to man. Farmers pray for rain--or swear when it comes, depending on the state of the crops. The housewife's good nature is often spoiled when she finds that here latest food purchase is liberally mixed with the COMMONEST AND CHEAPEST adulterant known---water. When I was a boy, I would gleefully walk 5 miles to the old swimming hole---although it cost my mother 25 cents if she wanted me to walk around the corner for a spool of thread.

Thus we see that water may be a virtue or a vice. So far as the Federal food officials are concerned, it becomes a vice when used as an adulterant in foods. Strangely enough, it is seldom used to adulterate drugs or even medicines. And it isn't used to adulterate foods nearly so much as it used to be.

And, looking at things as they used to be, reminds me of a little story. A certain dealer in a large Eastern city had an excellent trade in frozen poultry. He sold this poultry by weight. Well, after considerable thought, he decided that if his birds weighed more, he could make more money. And so he worked out a little scheme which, he figured, would put him on Easy Street. He took a rubber tube--inserted it into the inside of the cleaned chicken--ran in some water--and set the bird aside for cold storage. The water turned into ice--increased the weight of the chicken--and the housewife, buying one of these watered chickens, never learned the difference. But inspectors connected with the Food, Drug, and Insecticide Administration caught the dealer at it and he was forced to tell it to the judge. Chicken buyers are not expected to have to pay for an iced interior. Such a practice was a clear case of adulteration under the food and drugs act and the dishonest dealer was brought to terms.

And chickens are not all. Oysters naturally contain considerable water. But, strangely or not, oysters will absorb more fresh than salt water. And I know from experience that some oystermen have made a practice of putting their oyster catch on rafts or floats, towing them up into fresh-water inlet or river mouth, and of leaving them there long enough so that they'll come out nice and water-fat. This excess weight disappears when the oysters are cooked. The practice is defined as dishonest adulteration under the Pure Food Law and we inspectors working in oyster territory constantly watch out for it.

Stock feeds are also occasionally adulterated with water. When I was stationed in a Mid-Western city, we had legal dealings with a dealer in baled hay. We discovered that he had a long, sharp-pointed pipe. He drove this into the center of a bale of hay--pumped water in--and then sold the adulterated hay by weight. The man overplayed his hand. He began pumping in so much water that his hay spoiled. The Government advised him to choose another vocation.

Oysters--- canned shrimp--- canned corn--- canned string beans--- canned tomatoes --- canned fruits--- butter--- cheese--- flour--- honey---fruit juices--- maple sirup --- vinegar-- cold-pack fruits--- stock feeds--- and many other products, have been and still are occasionally adulterated with water. The cheapest and commonest adulterant, water is also one of the substances that has given Federal inspectors the most trouble from year to year. The problem of detecting water adulteration in different food products is not made any simpler by the fact that all food substances contain some water naturally and that in many of them, this natural water content varies from year to year. Oysters, for example, contain water in varying quantities from one year to another. So do tomatoes--drought, a wet season, a different kind of crop year, will affect the natural water content of canned tomatoes. And, in tomatoes, canners are more likely to add water to the canned product in years of short crops than in seasons of heavy

crops. Water is cheap and plentiful and, since it is also usually harmless so far as health is concerned, it has been a very common adulterant in milk and many other foods for hundreds of years.

However, since the food and drugs act was passed some 22 years ago, the use of water as an adulterant has steadily decreased. Just take a few illustrations to prove the point. The Buffalo station of the Food, Drug and Insecticide Administration recently made a survey of 11 grape-juice plants in its district. The food officials found watering at only one plant. At that plant they were soaking grape pomace with hot water and then repressing the pomace. No evidence was found, however, that the resulting product was being bottled or sold as grape juice. Inspection of grape-juice plants in other parts of the country showed no watering at all. Cheese--particularly the so-called soft cheeses-- still contains excess moisture in many cases, but there is much less of this going on than there was when I first became a food inspector. Cheese of different kinds is defined by standards to contain a certain quantity of moisture. When makers manufacture and sell cheese of excess moisture content their product is either seized or corrected to meet the law. Inspectors found 3 Michigan concerns to be adding water to their cold-packed cherries. One firm was adding about 50 pounds of water to each 420-pound barrel. Steps were taken to prevent the practice and the packer was informed that this is against the law.

Reputable packers, are getting good honest packs without adding water and the reputable packers are more representative of the industry these days. Watered oysters were recently found and embargoed in Denver. Some of the lot was later drained, however, and sold.

Foods contain some natural moisture. Most canned foods contain natural juices which have food value and which are perfectly legal under the pure foods law. The law states that a food is adulterated if it is entirely or partially filthy or rotten--or if it contains any added harmful substance--or if any valuable part of it has been abstracted--or if anything has been mixed with the food so as to lower its quality or strength or to take the place in whole or in part for the food itself--or if it has been colored in a manner to conceal any inferiority or damage. Federal Food officials take the stand that water is a vice when manufacturers or packers of foods add it to increase the weight, to hide inferiority, or to take the place of any part of the food product itself. The Federal government---greatly aided by State and local governments--- has succeeded in taking most of the water out of milk. The work is going on with regard to many other food products. Any one who has been buying foods over a period of 22 years will know whether or not this campaign is getting anywhere.

ANNOUNCEMENT: That was the Veteran Inspector you just heard--telling another way in which Uncle Sam is at your service. Through a cooperative arrangement between Station_____and the U. S. Department of Agriculture, he gives these talks once a week---each Monday. Next Monday, he will take up breakfast and other cereal foods.

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UNCLE SAM AT YOUR SERVICE

Monday, January 27, 1930

NOT FOR PUBLICATION

Speaking Time: 9 minutes.

ANNOUNCEMENT: The Veteran Inspector, who, each Monday, tells Station _____'s radio listeners how Uncle Sam's pure foods officials are at their service, thinks that the breakfast habits of Americans are changing. "There's a swing to breakfast foods," he says, And in his talk today, he's going to tell what the Food, Durg, and Insecticide Administration is doing to safeguard the breakfast-food-buying public. All right, Mr. Inspector---

Americans have become Breakfast Conscious.....

A big executive friend of mine tells me that his usual breakfast consists of grapefruit or orange juice, a cup of coffee, and a slice of dry toast.

Another friend contents himself with a cup of coffee and a roll.

Still other people I know breakfast frugally on a glass of hot water.

Contrast that with some of the old time breakfasts. Steak--fried potatoes--biscuits--a piece of pie--coffee. Or, fruit--wheat cakes and sausage--a couple of eggs--biscuits--coffee. Or, oatmeal--ham and eggs--4 or 5 slices of toast--marmalade--coffee.

Ah, those were the days! But were they? My friend who takes orange juice, toast, and coffee tells me he feels fine. I notice he makes up for it at lunch. And when it comes to dinner, this man is far from restrained. But he spends the day in an office and I don't suppose he needs a wood-cutter's breakfast. And it looks to me like a man who spends the day at hard work out-of-doors would have a hard time lasting till dinner time if he ate only a slice of toast and drank a cup of coffee.

In the town, at any rate, we are now living in the Breakfast Food Age. I don't know what to attribute this to. It may be that the styles have something to do with it. It may be that the Boyish Figure Craze has something to do with it. It may be that the clever advertising--and the excellent products--of the breakfast-food companies have something to do with it. Anyhow, the average breakfast these days is more likely to consist of fruit, cereal, toast, and coffee than of the trench-digger menu of a day that seems to be passing. Maybe the Eat-and-Run urge of the nervous American has something to do with it.

Maybe the Bran Fad has something to do with it. I do know that dozens of manufacturers are now putting bran on the market in many attractive forms. When I was a boy, we used to call bran a cow feed. But that seems to be out-of-date.

Now bran is wholesome all right and, when it is put up attractively, it

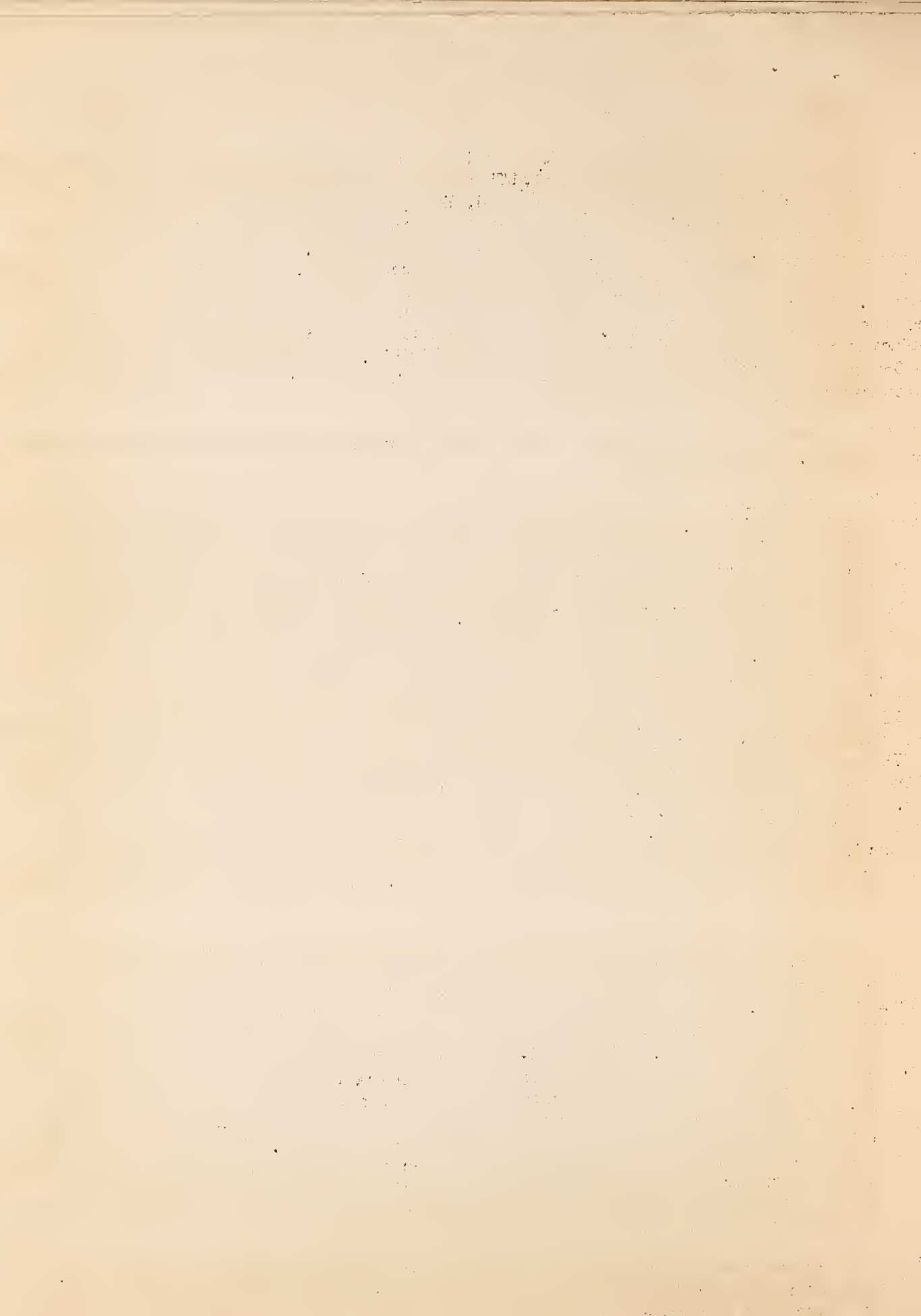
tastes good. I like bran occasionally myself. But it is when the manufacturers of bran products lay claims for all sorts of HEALTH properties for bran that we pure food officials step into the picture. The Food, Drug, and Insecticide Administration recently made a survey of bran products on the market and found most of them held forth as remedies for constipation. This disease, which is really a symptom of many diseases, may arise from many causes. Bran, the medical officers of the Food and Drug Administration hold, is not a competent treatment for this disease. The roughage in bran has value in treating temporary constipation say the Government medical men, but it is against the food and drugs act for manufacturers to use the unqualified term, CONSTIPATION, on their bran labels. The Government always tries to discourage the use of exaggerated HEALTH CLAIMS for products which are simply foods.

Now I'll take a typical bran breakfast food and show how it may be falsely labeled in another way.

It may be falsely labeled as to weight or content. Some brans, formerly sold practically as STRAIGHT bran, really contained only from one-fourth to one-third bran in the preparation and the rest of the product consisted of other parts of the wheat, and flavoring materials. Now these other ingredients are wholesome foods and there is no objection to their presence in the breakfast food--IF THE FACT IS CLEARLY STATED ON THE LABEL. But, since many of the prepared brans are held forth as laxatives and since their appeal to the public is based on their bran content, Government food officials think that the bran in them should be the main ingredient and that the label should clearly call attention to the other parts of wheat and to the added flavoring materials in the preparation. If the manufacturers do not want to make these bran foods at least ONE-HALF bran, the food officials insist that they refrain from representing them as LAXATIVE and that they label the products so that buyers will not think they are getting products high in bran. Many people want one of the so-called ROUGHAGE foods. Bran is such a food. And such people should choose a food which is guaranteed to contain mostly, or all, bran. Since the Food and Drug Administration has insisted that such preparations be correctly labeled as to content, the buyer has one assurance of getting what he wants: AND THAT IS READ THE LABEL.

Certain other breakfast foods make HEALTH CLAIMS which are considered far-fetched by the pure foods men. There are certain necessary elements in the diet which are best supplied by certain foods. Each food of recognized value supplied particular elements. But there are many food faddists who have an axe to grind in one way or another and who, therefore, make claims for their products which don't come up to specifications. The WHOLE-WHEAT idea, for example, has its weaknesses. A government chemist succeeded in making a so-called loaf of bread made up of various ingredients on which rats, using it as a sole diet, lived for 9 generations. The rats lived only about 5 weeks when fed on white-flour bread alone, and about 9 weeks when fed on whole-wheat bread alone. The moral is to have a well selected diet which furnishes the necessary food elements in a palatable and economical manner. There is no point in stretching the values of a food beyond its natural limitations when there are already so many excellent foods on hand for the intelligent consumer.

We can widen the argument to include the VITAMIN CONTENT of foods, also. Some makers of breakfast and other foods for that matter advertize their wares as containing one or more of the mysterious things called VITAMINS. A certain



specialist in diets says that since people have a wide range of choice in respect to their foods throughout the year, vitamin deficiencies should rarely occur. True, there are certain limitations in this freedom of choice, such as in the cases of infants and the sick. Food and Drug officials tell me that so-called HEALTH-GIVING BISCUITS, NEW-ERA FOODS, PATENT BREAKFAST FOODS, and similar preparations are not only often a waste of money if bought for their curative powers, but are actually the cause of a more serious loss because their use is relied on as a substitute for such appropriate corrective measures as proper diet, exercise and sunshine. The buyer would do better to invest his money in a well balanced diet including milk, eggs, butter and cheese, green leafy vegetables, whole grain cereals, oranges and lemons, tomatoes, and so on-- and forget about vitamins.

Summing up--The Federal pure foods officials have never found manufacturers preparing a breakfast food that was not a sound, wholesome food. Cereals--salt--sugar--sirup--and certain other ingredients found in such breakfast preparations --are all perfectly good foods. But then the Government has had to take action against manufacturers of breakfast foods, the cause of that action, in practically all cases, has been due to extravagant statements regarding the composition and beneficial results to be expected from their use. There is no objection to adding parts of the wheat other than bran to a bran food, IF THAT ADDITION IS CLEARLY STATED ON THE LABEL SO THAT THE BUYER WILL KNOW WHAT HE IS GETTING. The label is the buyer's protection--read it carefully and then buy accordingly.

Before I close today, I want to mention a free Government publication which gives the official standards for many different food products. It is known as Food and Drug Number 2, called DEFINITIONS AND STANDARDS FOR FOOD PRODUCTS. You may have a copy by writing to the U. S. Department of Agriculture, Washington, D. C., and asking for Food and Drug Number 2.

ANNOUNCEMENT: You have just heard this week's UNCLE SAM AT YOUR SERVICE talk by the Veteran Inspector who is a representative of the United States Department of Agriculture at Station____. Next week, he will talk about ANTISEPTICS, a subject we are healthily interested in; Meanwhile, write the Veteran Inspector in care of this Station____or write the Department at Washington--if you want a copy of Food and Drug Number 2, on food standards and definitions.

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UNCLE SAM AT YOU SERVICE

Monday, February 3.

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: And now we're going to hear from the Veteran Inspector. He represents the Food and Drug Administration of the U. S. Department of Agriculture at Station _____, and, each Monday, brings us a different account of how Uncle Sam is at our service. He has been sort of specializing on Antiseptics this past week. And today he brings us his findings. So we're going to give him the next 10 minutes to tell us about them. Mr. Inspector---

---ooOoo---

Do you suffer from bleeding--- spongy--- receding gums?

Have you been a life-long sufferer from trench mouth?

Is there a film on your teeth? Do they glisten? Shine like a row of pearls? Do people say, "What beautiful teeth you have"?

Are you on of the quartet out of the quintet who have it?

Did you kiss her only once? Are you a failure in a love scene? Are you a wall-flower? Do you take life from the party?

Do you think you were pre-destined to go through life with PYORRHEA?

Do your gums need exercising? Have you an acid mouth?

Do not be alarmed--- terrified--- do not stop going to parties. Do not give up in despair! The medicine men will save you--- IF THEY MEAN WHAT THEY SAY IN THE ADVERTISEMENTS!

I have before me a bottle of a red liquid. It is contained in a yellow box. It must be a miraculous preparation because it says on the box that it is a remedy for PYORRHEA--- tender, spongy, bleeding or receding gums-- or for any unhealthy condition of the mouth or mouth cavities. It says on the box that it will sweeten the breath. It says on the box that it is also good for tonsilitis--- sore throat--- inflamed mucous surfaces--- nasal catarrh--- cuts, burns, etc. It also says on the box that it will preserve the teeth. The box does not mention rheumatism--- nor the rickets--- nor gout. Perhaps they are included in the et cetera.



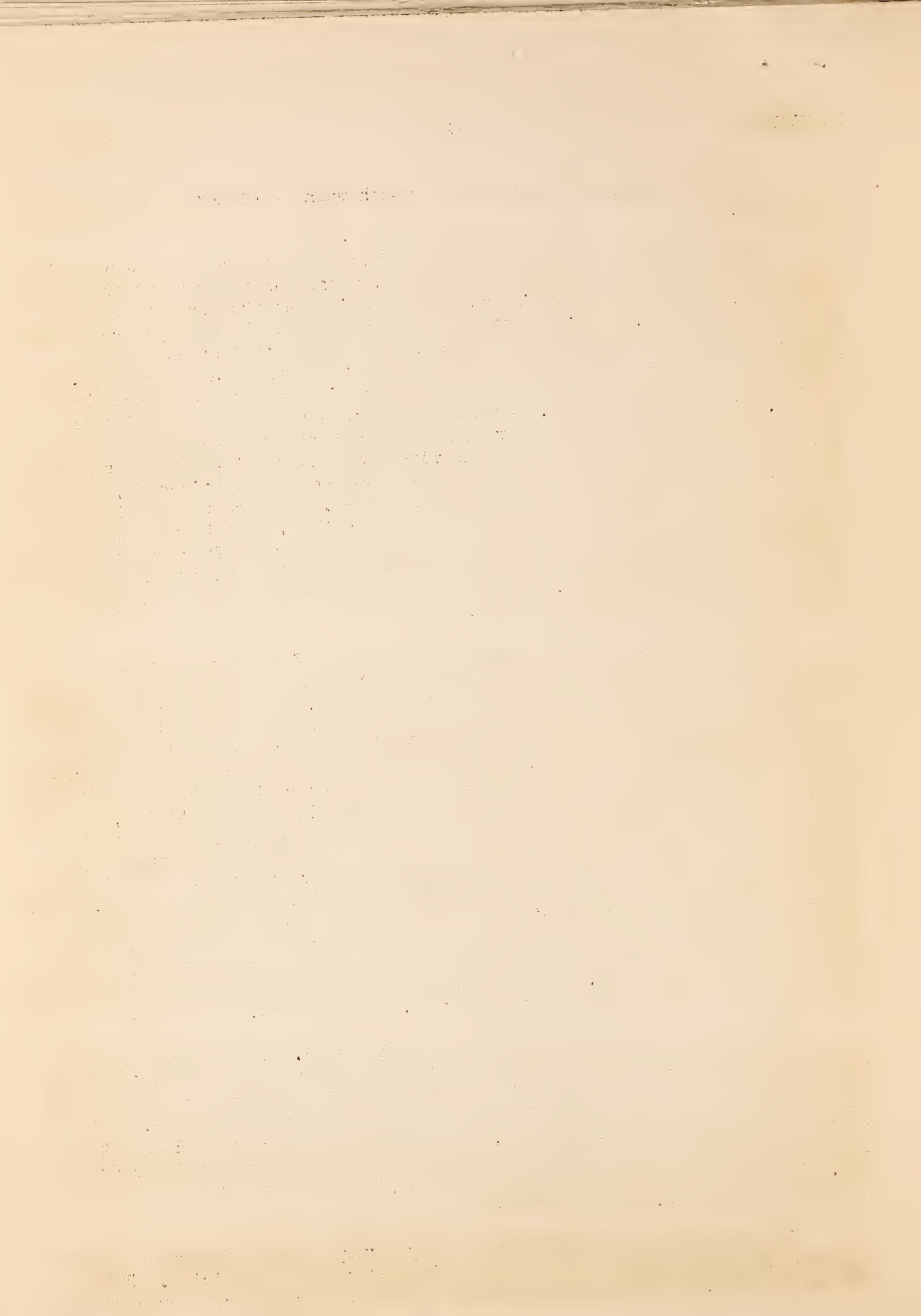
You were supposed to use it as a mouth wash--- either full strength or diluted.

Have you ever visited a hospital? Have you ever seen an operation? Have you ever been the operatee? Well, if you know anything about the ways of skilled, trained, and careful surgeons, you'll see the moral to what I am going to say now. Germs, bacteria are very small. Some people call them minute. They are so small that they can hide in the tiniest pores and cracks in the skin. Billions of them could settle behind a finger nail. Also, some of the most virulent and dangerous of them are exceedingly hard to kill. Surgeons know this. When surgeons prepare for an operation in which contamination of the open wound by contact with the hands must be avoided, they first scrub their hands with soap and running water for many minutes. Then they immerse their hands in some powerful antiseptic, such as 70% alcohol or bichloride of mercury solution. They do these things in order to remove or kill as many bacteria as possible. But they know that COMPLETE disinfection of the hands is impossible--- even after their careful efforts of washing, scrubbing plus applying antiseptics, they wear rubber gloves during the operation. But before they put these gloves on, they sterilize them in a pressure heater.

Now I ask you--- is it reasonable, in view of all that medical authorities know about the difficulty of controlling bacteria and in view of all they do to control them in their own hospitals, to suppose that a gargle or mouth wash held for a minute or two in the mouth will do all the wonderful things some manufacturers claim they WILL do? Just take this disease known as PYORRHEA, for example. Pyorrhea has been receiving a lot of newspaper and magazine publicity lately. In fact, we are told that four-fifths of us have it. Working on the old theory of BEAR OIL in advertising, certain concerns have alarmed the public into believing many things that simply are not so. Competent dental surgeons say that no tooth paste or mouth wash is capable of curing the disease known as pyorrhea. The disease centers deeply in the gums and no SURFACE antiseptic, used as a gargle, wash, spray, can reach the germs that cause the disease. An antiseptic strong enough to reach those bacteria would burn out and destroy the lining of the mouth. A person suffering from pyorrhea should see a skilled dentist and not trust to a mouth wash. And the same principle holds true for other mouth diseases or disorders, such as spongy gums, trench mouth, and so on.

Now let's go back to the bottle of red liquid. The experts in the Federal Food and Drug Administration contended that the concern making that preparation was taking too much for granted when it claimed for the product the miraculous curative powers I mentioned a couple of minutes ago. After taking the matter up with the firm, the Government men compelled them to change their label and to bring it into conformity with the food and drugs act. The label on the box is now truthful. It holds the product forth simply as an astringent mouth wash.

Do you suffer from diphtheria--- hay fever---nasal catarrh--- sore throat---whooping cough? If you do, you'd better see a physician. But a few months back, a government inspector picked up a sample of a preparation



which was represented as a competent treatment for these, and a score more, diseases. Smelling a rat, the government tested the preparation chemically and bacteriologically--- found it was a first-class ANTISEPTIC--- but probably not much more useful in the TREATMENT of these diseases than ordinary pump water would be. The Food and Drug Administration--- which aims to take fraudulent labeling out of the antiseptic-manufacturing field when fraud is present--- took the matter up with the company manufacturing this product. You'll find the self-same preparation on sale today in most drug stores. But it's sold simply as an ANTISEPTIC--- which it is--- and not as a CURE-ALL.

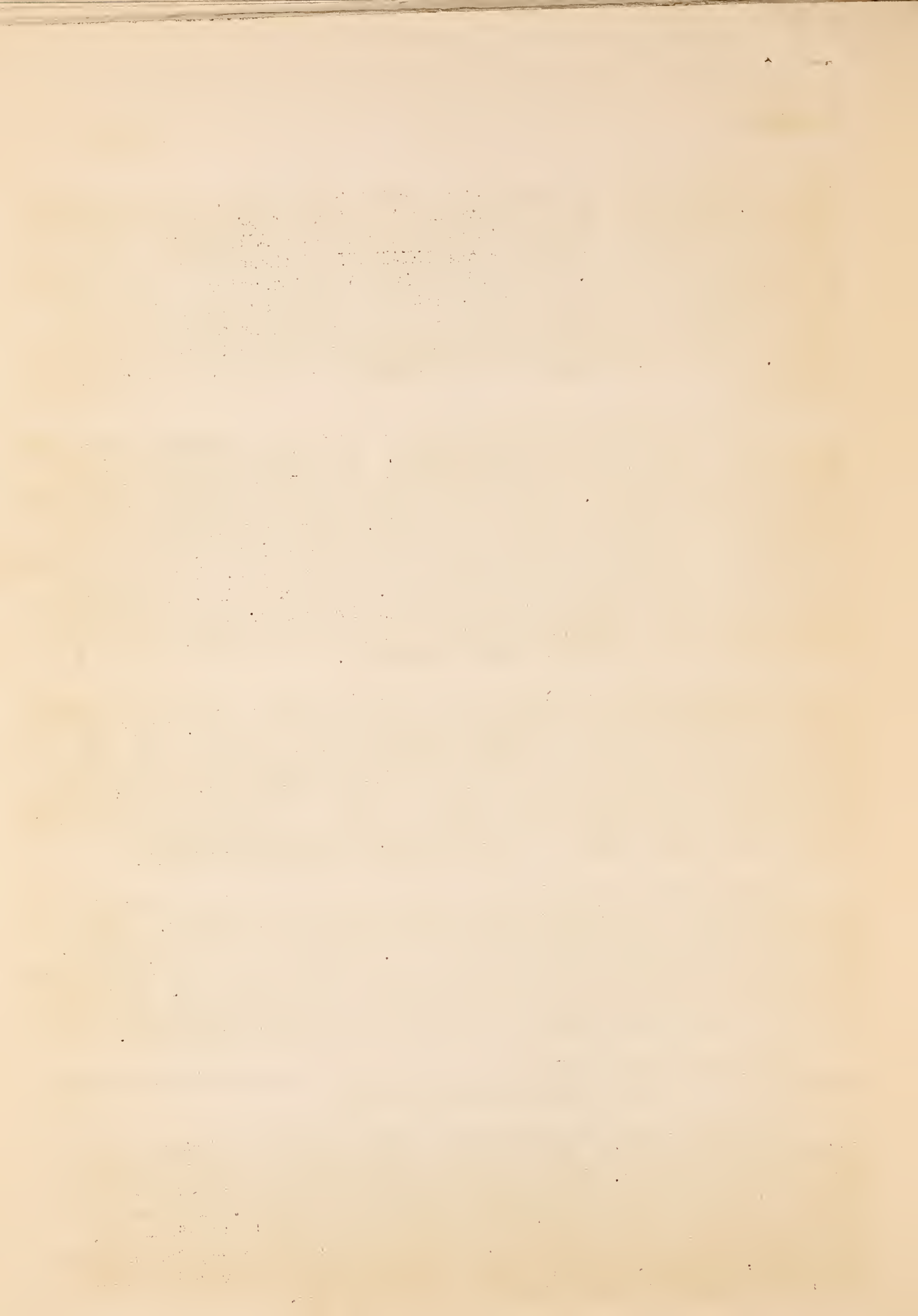
Are you in bed with typhoid fever or some other internal disease? See the doctor--- don't swallow an antiseptic. It won't do any good. In the first place, medical men tell me that there is no DRUG treatment known which will cure typhoid fever. But the other day I saw an antiseptic which was claimed to have curative powers for typhoid. Most good antiseptics will kill germs when they come into contact with them--- that is, if the antiseptic is used full strength or diluted according to directions. But as soon as you take such an antiseptic into the mouth, dilution begins. And when you swallow it, further dilution takes place in the stomach and in the 32 feet of the intestines. INTERNAL antiseptics, say drug officials, cannot be expected to have any curative power whatsoever.

Do pimples militate against your social success? Are you kept awake nights with blackheads? Did acne eruptions cause her to say, "No," when you popped the question? Are your pores enlarged? Does barber's itch keep you from making a success of your business? Has eczema dogged you all the days of your life and left you, at 50, a failure? Do not jump off the railroad bridge. Do not stay at home nights. There is something that will cure you--- tone up your complexion--- add joy to living--- and make you a success over night. That is--- IF YOU BELIEVE THE ADVERTISEMENTS.

Unfortunately, we still have plain antiseptics posing as remedies for these conditions. The Food and Drug Administration is, however, either correcting the labels of these products or removing them from the market. But the Food and Drugs Act does not deal with advertising. The Federal food and drugs act regulates only those claims made in the labeling. Statements in advertising have become so extravagant that the Federal Trade Commission has begun a determined campaign to eliminate fraud from advertising.

The Better Business Bureau, and many ethical publications, are also cooperating to eliminate fraud from advertising.

In October, 1926, the Government seized a number of packages of a certain preparation which was so grossly mislabeled as to cause laughter were it not so serious. The preparation was labeled as antiseptic. But a booklet which went with the preparation was not so modest. The booklet implied that the product had curative powers for "woman's ills"--- and, since (according to this booklet) such troubles as headaches, despondency, melancholy, hysteria, crying, tumors, dyspepsia might be traced to these ills, the preparation would prevent or cure them too.

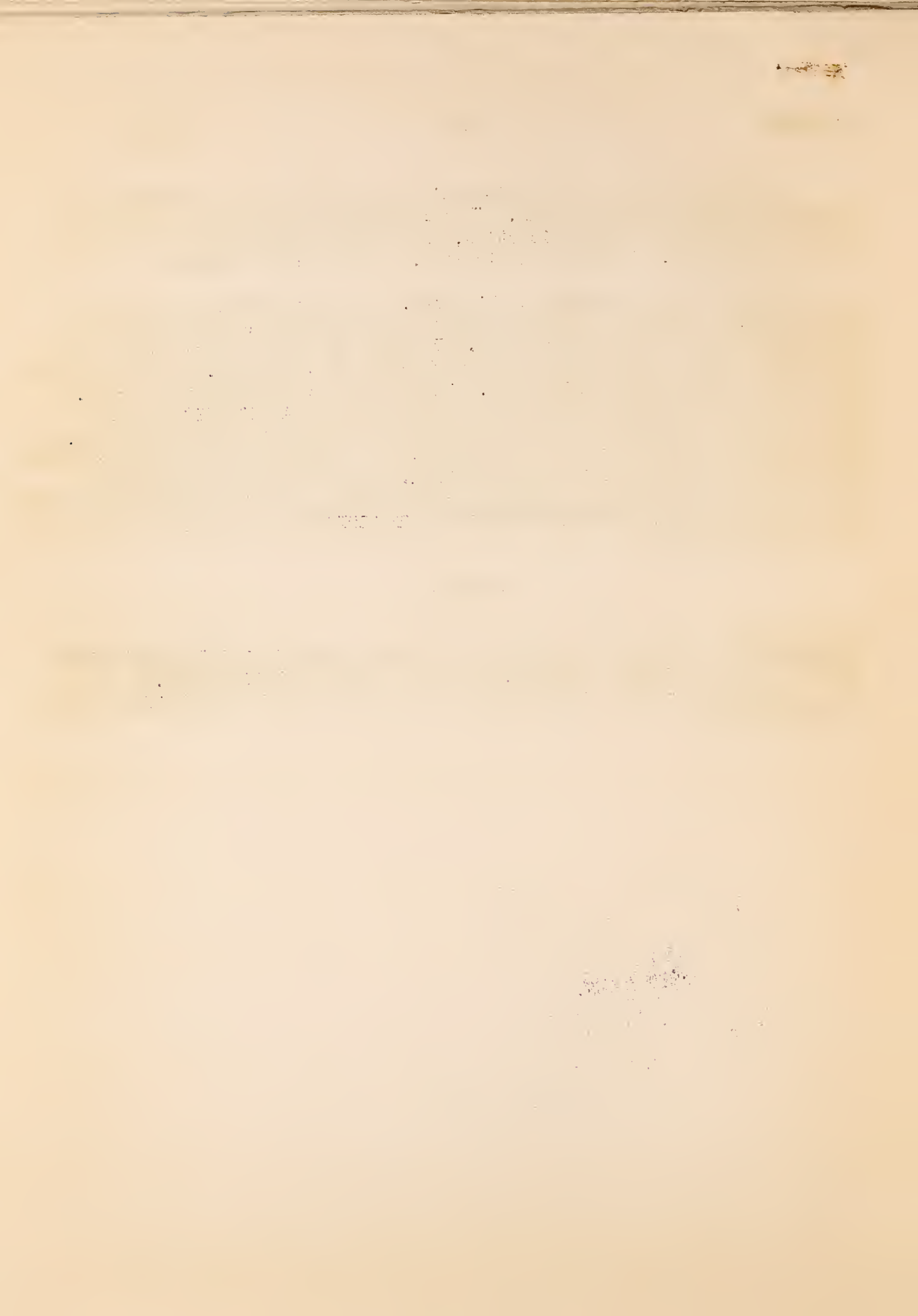


An antiseptic is a preparation which has the power to destroy or to check the growth of disease germs. When Federal drugs officials want to test the claims of various antiseptics, they take a particular one and try it out on the germs. They take a virulent, pus-forming organism.

They try the antiseptic on this germ, in the strength, directed in the labeling. If it is effective against the germs they decide that the antiseptic does what it is made to do. There are many good antiseptics on the market today. There are a very few which are not so good. At least one was found to have germs LIVING in it. That one was taken from the market. But if you are buying a recognized antiseptic for its ANTISEPTIC value, don't expect it to cure diseases it was never meant for in the first place. And don't be misled by high-sounding bear-oil ballyhoo advertising which, in far too many cases, has no basis in fact. And if you want to know more about what the Government is doing to drive fraud out of the antiseptic field, write for a copy of GOVERNMENT CONTROL OF ANTISEPTICS which will be sent you free for the asking.

---ooOoo---

ANNOUNCEMENT: And that concludes the Veteran Inspector's UNCLE SAM AT YOUR SERVICE talk for today. Next week, he will talk about FOOD COLORS. Meanwhile write him in care of Station _____ for a copy of GOVERNMENT CONTROL OF ANTISEPTICS.



UNCLE SAM AT YOUR SERVICE

Monday, February 10, 1930

NOT FOR PUBLICATION

SPEAKING TIME: 10½ minutes.

ANNOUNCEMENT: Does the eye guide purchasers in buying food? The Veteran Inspector, who represents the Food and Drugs Administration of the United States Department of Agriculture at Station _____, thinks it does. And in his talk on artificial coloring in foods---which he is ready to give you now--- he is going to tell why. It's an interesting story. And here's the Veteran Inspector all ready to tell it---

--ooOoo--

Come with me to a dinner. A strange dinner. A dinner not according to Hoyle---nor the accepted cooking practices---nor Nature.

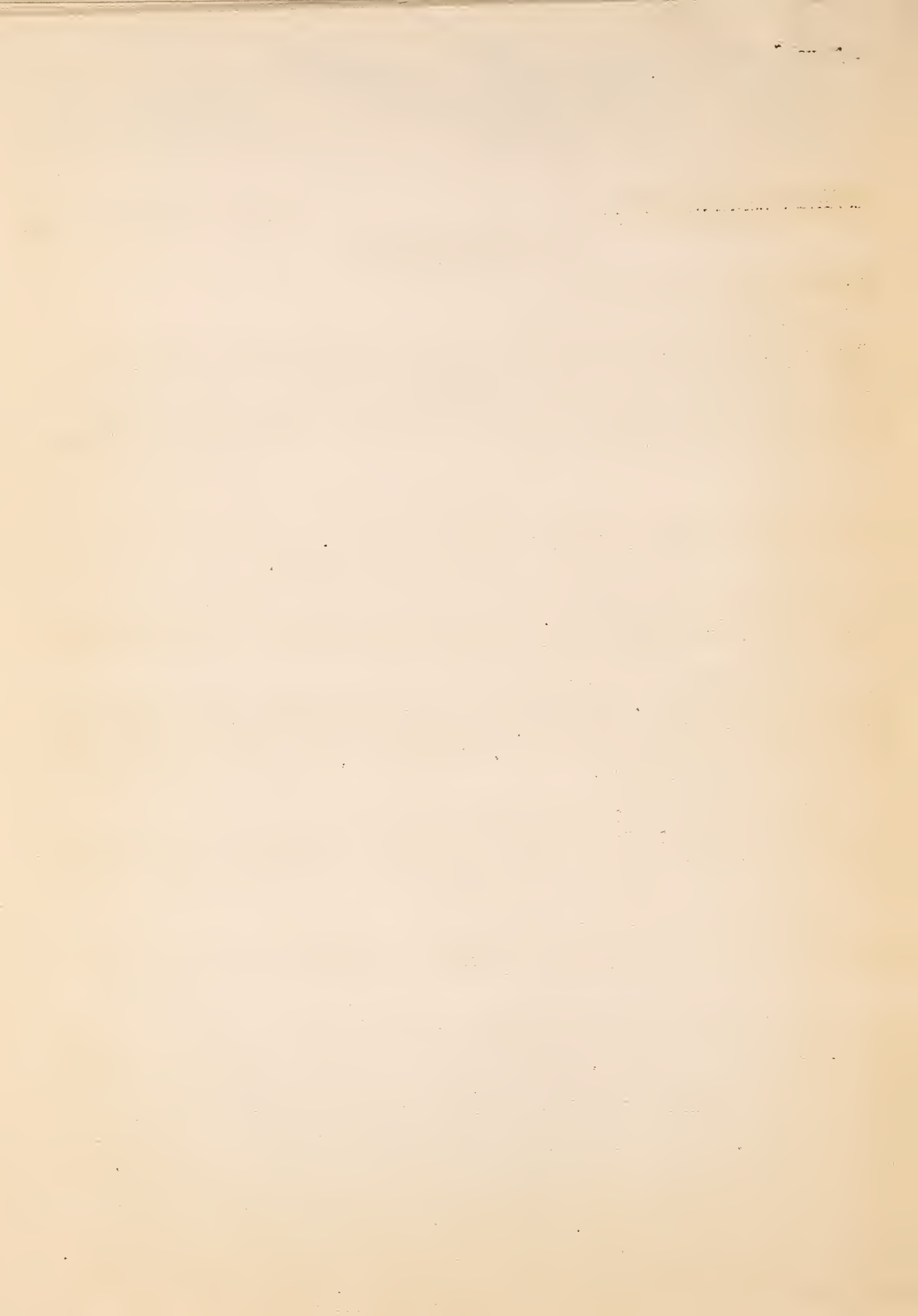
We are ushered into the dining room by a butler with his nose tilted upward at an angle of 45 degrees. We are seated according to our place in the social world. The hostess calls for dinner to be served.

We are served with chicken broth a poisonous green in color. This is followed by black fish. Then comes the roast--- snow-white. With pink peas on the side. And violet potatoes. And brown asparagus. And red bread. The salad is blue--- with yellow leaves. The dessert, pie, is also blue--- and the cheese is Royal Purple.

What would you do? Would you throw down your napkin and arise, pale with fright or anger? Would you make a speech? Would you call in the officers of the law? Or would you tell your hostess that you were on a diet and that the doctor had told you not to eat rainbows?

My friends, it would be a delicate test of etiquette. You might tell your hostess that you liked your peas green--- not pink--- and that your parents had taught you while young to beware of violet potatoes. But why?

Well, from the beginning of things, brilliant coloring has been one of the devices of Nature to call attention to the ripest berries and the sweetest fruit. And man has learned, through thousands of years of testing and seeing that certain foods have certain colors. And the loss of this bright colorings--- or this natural coloring--- has been Nature's warning. We beware of the over-ripe strawberry or the decayed tomato as much from the coloring as from the taste. Man has learned to connect color with quality in foods. He has learned to turn with a sniff from the pallid pea or the bloodless beet largely because he has an instinctive feeling that what is not fair to the eye will lay mean tricks on the digestion. Now it's perfectly true that a food that fails to please one's sense of beauty may be perfectly good to eat. The drab catsup produced in the home kitchen may be far more wholesome than the vivid product of some unscrupulous manufacturer. Nevertheless--- not being used to pieces of scarlet pepper in my food--- it took me a long time,



in Mexico, to eat that pepper without feeling that my enemy was trying to poison me. If you want to know just how friendly the eye and the taste are with each other, watch a small boy in a candy store.

Back in prehistoric days, when our forefathers went courting armed with a stout club, mostly raw food was eaten. You all know Charles Lamb's story of how one of these ancients first learned the delights of roast pig. Apparently, this man kept the pig in some sort of crude shed and one night the shed caught fire and burned down. The pig burned too. Next morning, poking around in the ashes, the gentlemen found the remains of the pig. He explored it with his finger and then, in his childish way, stuck the finger in his mouth. A delicious taste lingered. He tried it again, this time taking a piece of the roast and eating it. He found he preferred roast pig to the raw article and for many years it was the practice in that locality to burn barns down in order to cook the pork. Experience had not yet taught him that a cheaper fire would do just as well. And it has taken far more experience to teach us that with the development of modern food habits the judicious use of harmless color adds gustatory enjoyment to our meals. The ancients knew about VEGETABLE colors--- they used them to decorate their clothing and their skins. But they found that vegetable colors also suffered from cooking. Then they began to use colors or pigments made from MINERALS. These were widely adopted, although they included the highly poisonous yellow chromate of lead and red sulphide of mercury.

Then came the coal tar dyes. You can take black coal tar into a chemical laboratory and make from it all the colors of the rainbow and most of the flavors of the palate--- ALL ARTIFICIALLY. And in the early days of color development, these coal tar dyes were used indiscriminately, without much regard to whether they were poisonous or not. About the only limiting factors were shade and cost. The color makers didn't worry particularly whether their colors were poisonous or not. Cases of poisoning traced to artificial coloring matters appeared very often. When I was a small boy, I would never eat hard candy colored green. I dodged that just as I avoided the purple deadly nightshade and the red sumac berry. A strong prejudice arose against these coal tar- or aniline- dyes and the cry went up: ALL ANILINE DYES ARE POISONOUS. This is untrue, of course--- but some aniline dyes most certainly are poisonous. Then the public asked, HOW CAN WE TELL THEM APART? Chemists in all parts of the world began work to answer that question. They found that coal tar dyes could be divided into 3 classes: poisonous, doubtful, and harmless. Then, in 1906, the Federal food control laws were passed. The question of artificial color in foods was one of the first matters taken up.

In the early days, artificial colors were commonly used in food to cover up a change of shade due to damage or adulteration. Mineral salts of all kinds were freely used and brilliant compounds of lead, mercury, and copper found their way into materials intended for food. I have before me a sheaf of printed announcements relating what action the Federal pure foods officials took against manufacturers of injurious or deadly coloring matter. Here's the case of a certain concern that shipped a quantity of coloring matter to be used in the manufacture of candy from an Eastern State to a Southern State. The coloring matter was adulterated with Martius Yellow, a poisonous color. The shipper was fined. Here's a case of another concern that shipped cheap paint pigments as food colors from one Mid-West State to another. Not only were the paint colors unfit for food use but to stretch his illegitimate profits to the utmost the manufacturer mixed an equal amount of common salt with them for which he was thus able to obtain a handsome price. Here's a third case of a company that shipped from a Mid-West State to a Western State a number of cans of coal-tar colors which



through careless manufacture had been contaminated with arsenic, a deadly poison. A United States marshal seized and destroyed the shipment.

I spent a couple of hours recently in the laboratory of a trained chemist employed by the Food and Drugs Administration to test foods for artificial colors and flavors. He showed me some of his laboratory notes. I saw there accounts of how scores of different foods had been artificially colored as proved by exact laboratory tests. In many instances the color had been used to conceal definite inferiority or damage in the product, and was thus a means of cheating the purchaser. Among the foods mentioned were: kippers, confections, fish, fountain sirups, tomato pastes and catsups, preserved fruits, and so on. The Government expert told me that they extract the dye from the food by chemical methods. The dye is then deposited on strips of wool or other fabric where it is tested to determine whether it is harmful or not.

Now let's take a look at the other side of the picture. Most of us, as one of my friends says, do our gardening in the grocery or delicatessen store today and our sense of smell and taste have taken a place secondary to the sense of sight. Much of our food is supplied us in bottles or cans and we choose instinctively that which looks best to us. Well, artificial color---used for purely decorative purposes in certain products of high quality and under circumstances where no inferiority or damage is concealed adds a lot to the attractiveness of those foods. While the use of artificial color may easily be abused there are cases where it's perfectly proper and without objection under the Food and Drugs Act.

Recognizing the abuses that may be involved in the artificial coloring of foods the Department has never encouraged manufacturers to employ artificial colors in their products. However the Food and Drugs act does not prohibit the artificial coloring of foods unless deceit results through concealment of damage or inferiority. Since colors may legally be used the Government sees to it that the ones employed are harmless and in order that consumers who wish to discriminate in their purchases for or against artificially colored foods, those edibles containing added pigments are in general required to be labeled to show the presence of the added color. As I said before, there are thousands of mineral colors, some of which are harmless and a few of which are poisonous. When the Government took over the regulation of the use of these artificial colors back in 1907, 7 colors, offering a wide variety of shades, were selected as suitable for use in foods. Since that time, the Government has made additions to the permitted list in the shape of certain non-injurious coal-tar dyes. The list now includes 15 different permitted dyes. To assure the public of pure and harmless colors, the Government issues certificates to all manufacturers who submit samples of each batch of dye for examination--if these batches meet the very rigid requirements of purity that have been established. Such colors are known as CERTIFIED COLORS. The name, CERTIFIED, has become widely recognized as the Government's guarantee of purity and harmlessness in coal-tar food colors. That word, CERTIFIED, when applied to a color is the buyer's guarantee of purity, the consumer's assurance of safety. Perhaps you'd like a free publication telling about this certification. Send for Service and Regulatory Announcement. F. and D. No. 3. And also ask for a copy of the article "Food Colors Increase Attractiveness in Harmless Fashion" by E. T. Herrick, in charge of the Color Certification Laboratory.

--ooOoo--

ANNOUNCEMENT: You have been listening to the Veteran Inspector tell another way in which Uncle Sam protects the food buyer and consumer. His



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UNCLE SAM AT YOUR SERVICE talks are broadcast each Monday by Station_____ in cooperation with the U. S. Department of Agriculture. Next Monday, he is going to tell you about Flavors and Flavoring Extracts. Write this Station if you want free copies of Service and Regulatory Announcement, F. and D. No. 3--- and Mr. Herrick's article on food colors.

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In 34s
UNCLE SAM AT YOUR SERVICE.

Monday, February, 17, 1930

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes.

ANNOUNCEMENT: The Veteran Inspector is on hand again with this week's account of how Uncle Sam is at your Service. He is going to talk about flavors and flavoring extracts today and will include a brief description of the great changes that have taken place in the flavor-manufacturing industry. Station _____ broadcasts his talk each Monday, through a co-operative arrangement with the United States Department of Agriculture. All right, Mr. Inspector—

If I should tell you that we taste through the nose about as much as we do through the tongue, some of you might write in and ask to have me placed under observation....

But I found this out for myself in a very painful manner not long ago when I had a bad cold in the head and went around saying, "Sprig has cub." Spring hadn't really come, but I practically lost my sense of smell and found that the food had changed.

And then, a few days ago, I was talking with one of the food-flavor experts in the Food and Drug Administration in Washington. There was a large case near his desk and, in order to illustrate a point, he opened the case and I suddenly discovered what Paradise must smell like.

I remarked that I thought I was talking to a flavor expert, not a perfume tester. He replied that the liquids and powders in the case were actually flavorings and flavor essences. "When blindfolded, and the nose stopped up," said the expert, "few can tell the difference, in taste, between an apple and a potato. What is this?" He waved a small uncorked bottle of a liquid under my nose. "Grape juice," I said wisely, "you can't fool me."

Now, actually, I knew that the liquid was not grape juice at all. I have been a food inspector long enough to know that you can make a liquid right in the laboratory that will smell exactly like grape juice and the synthetic stuff won't even have a grape dipped into it. As a matter of fact, the thing is often done in the flavor-manufacturing industry. This ability of man to imitate nature in the production of flavors and flavoring extracts has furnished the Food and Drug Administration with some of its most interesting cases. But more about that later.

Every housewife knows that some of the flavoring extracts are used in foods in such tiny quantities that they are, after all, more difficult to detect by taste than by smell. This has a bearing on some of the things I am going to go into in a minute.

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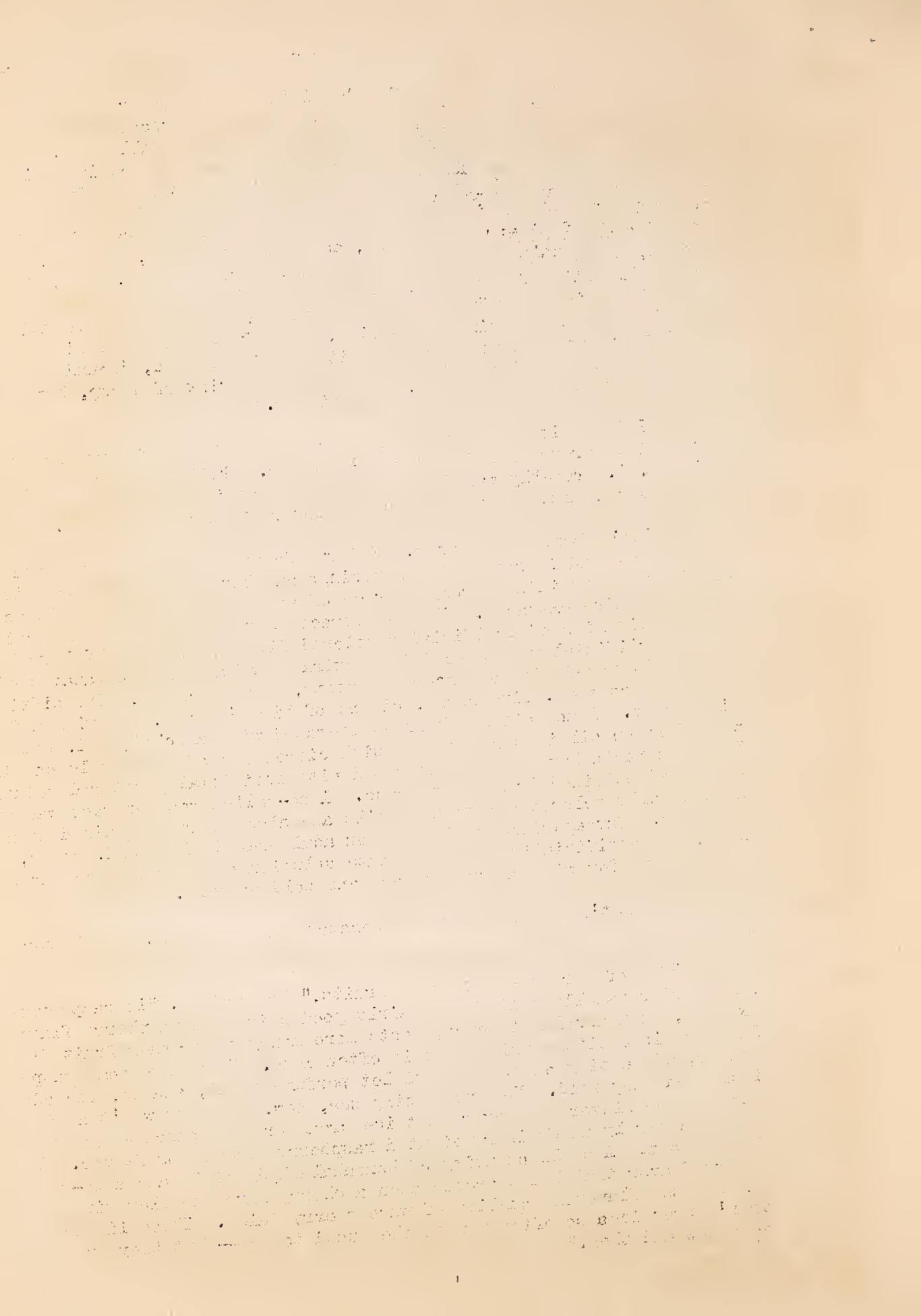
Food flavors generally have little or no food value in the amounts in which they are used. They are used for the purpose of making our confectionery, beverages, and other food more agreeable. Many of these flavors have been known for centuries and are mentioned in ancient recipes for beverages, such as the following which was set forth in a book printed in London in 1586. The beverage was called "Dr. S's Imperial Sovereign Water" and it was composed of "a gallon of gascoign wine, with an infusion of ginger, galingale, camomile, cinnamon, nutmegs, grains, cloves, mace, anise seeds, fennel seeds, caraway seeds." Dr. S, it seems, made tall claims for this water. He is said to have preserved his own life with this water "until: such extreme age, that he could neither go nor ride, and he continued his life, being bed-ridden for five years." The Archbishop of Canterbury used it and, it is said, "found such goodness in it that he lived till he was not able to drink of a cup, but sucked his drink through a hollow pipe of silver."

I leave it to you whether you want to live until you have to suck your drink through a hollow pipe of silver. Suffice it is to say that this Dr. S. probably was just about as honest in his claims for the miraculous water as some of the makers of flavors 20 years ago were.

Let's take a few cases. Federal foods officials have found many instances of adulteration in flavorings and beverages. Dilute solutions of alcohol containing merely a trace of anise oil have been sold as standard anise extracts. Almond extracts have been found adulterated by the substitution of artificially colored dilute solutions of benzaldehyde and of artificially colored dilute extracts of almond. Caraway seed has been adulterated with an excess of stems, foreign seeds, fine siftings, sand, insect eggs, live worms, clumps of birds' nests, and with a fungus like ergot. Lemon oil has been adulterated with alcohol, and, sometimes, washed lemon oil is strengthened with citral and offered as lemon oil. Lemon extracts have been adulterated with artificially colored solutions of citral obtained from lemon grass. A so-called rose extract was an artificially colored solution of oils and alcohol and contained no attar of roses. Sarsaparilla root has been adulterated with mold, stems, and soil. An artificially colored dilute solution of benzaldehyde has been substituted for wild cherry extract and sold as such.

Now let's go back to the laboratory of my friend, the flavor expert.

"One of our more expensive fruits," he told me, "is raspberries. Raspberries usually sell for a fairly good price and raspberry flavoring extract, when absolutely pure, costs more money than other fruit flavors. But here is a little trick that is often done. They take some raspberry flavor, add a tiny quantity of violet perfume to it, and lo, the odor is increased many fold. You can easily see, now, that you won't need so much of the flavor to flavor that ice cream or that punch as you would if you used merely an ordinary diluted raspberry extract or flavor. That's one way out. A small quantity of benzaldehyde will make a so-called cherry flavor that has scarcely seen a cherry have the flavoring strength but not the flavoring quality of pure cherry juice. These little tricks aren't practiced so often now as they used to be --- but they are still done now and then."



I asked the chemist if the addition of these synthetic, chemical products to the flavoring extract wouldn't make them dangerous to health. "Practically never," he said, "if they did we would of course take prompt action to stop their use. A little bit of some of these chemical or synthetic flavors often goes a long way. They add what seems to be the true odor and that helps. And then, of course, it's possible in the laboratory to extract some of the essential oils that the fruits themselves possess."

Food flavors, you know, include a large number of substances which ordinarily are classified as spices, essential oils, also resins, flavoring extracts, distilled waters, fruit essences, synthetic or imitation flavors, and so on. One of the most popular flavors is vanilla. Now, vanilla, when pure, comes from a bean grown in Mexico, South America, Tahiti, in some of the islands off the west coast of Africa and elsewhere in the tropics. The vanilla bean is one of the most prized articles of commerce and it is therefore not hard to believe that there are several substitutes for it. Vanillin and coumarin are only two of them. When you buy cherry juice sirups and other cherry flavoring preparations, you'd expect to get the juice of the cherry. But you might be getting a solution containing added benzaldehyde if it were not for the Food and Drugs Act. Benzaldehyde is the flavoring principle of the seed of the cherry, the bitter almond, the apricot, and the peach. It has an intense flavor and when you add it to flavoring extracts, you can dilute that extract far more than if cherry juice alone is present. And so the Federal foods officials say that when a flavor is labeled CHERRY FLAVOR, under the Food and Drugs Act, that flavor should come from the pulp or juice of cherries and not from benzaldehyde or some other substance made in the laboratory.

The Government made a wide survey of the gelatin dessert powders in 1928. The food officials found that many of these powders were misbranded under the Food and Drugs Act. The officials hold that designs of fruit, names of fruits, and statements of fruit or fruit juices on the labels, lead buyers into believing that they are getting GENUINE fruit flavors in their gelatin powders whereas, more often, they were getting no real fruit juice at all but merely artificial flavors and colors.

The buyer rarely need beware these days, however, if he will READ THE LABEL. The Food and Drugs Act has revolutionized the flavor-manufacturing industry and imitations that were once sold for the real article, are now, as a rule, frankly sold as imitations. These imitations are harmless so far as the health is concerned. But the buyer who wants the real article should not pay his money for imitations. Flavoring extracts should contain no added ingredients that make them injurious to health. Close inspection of manufacturing plants has practically eliminated the chance of that. They should bear no statement, designs, or devices that are false or misleading in any particular. Since the passage of the Food and Drugs Act, the changes of that have been decreasing. The buyer should see what the label says. If he wants that genuine fruit juice, the true flavoring extract unadulterated, he should make sure that the label does not say ARTIFICIALLY COLORED AND FLAVORED. Many of the imitation or artificial flavors are almost as good as the genuine articles for certain purposes. But if you want the genuine article, read the label to make sure that you get it. Now if you want more information about flavors,

send for Food Flavor Facts. It makes an excellent guide for the buyer.

ANNOUNCEMENT: That concludes the Veteran Inspector's talk for today. Next Monday, in the UNCLE SAM AT YOUR SERVICE program, he will talk about food-poisoning cases and tell you how to avoid them as far as possible. Meanwhile, write Station_____ if you want Food Flavor Facts.

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The first part of the document discusses the general principles of the proposed system. It is intended to be a practical guide for the management of the various departments of the government. The system is designed to be simple and efficient, and to be adapted to the needs of the country.

The second part of the document describes the organization of the government. It is divided into three main branches: the executive, the legislative, and the judicial. Each branch is further divided into various departments and offices.

The third part of the document discusses the powers and duties of the various branches and departments. It is intended to be a practical guide for the management of the various departments of the government.

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FEB 24 1930

U. S. Department of Agriculture

UNCLE SAM AT YOUR SERVICE.

Monday, February 24, 1930.

NOT FOR PUBLICATION

Speaking Time: 11 minutes.

ANNOUNCEMENT: And now we're going to hear from the Veteran Inspector who brings us, each Monday, a story of how Uncle Sam is at our service. The Veteran Inspector is a radio representative of the Food and Drug Administration of the United States Department of Agriculture at Station _____. He is going to talk about food-poisoning cases and how to avoid them. He begins with a story that sounds like it might have come out of a detective novel--- but it's absolutely true. Mr. Inspector---

---ooOoo---

I hope you will be lenient with me if I mention myself a few times in my talk today. But the story about a very unusual food poisoning case that I am going to tell you happened to concern me personally. I can tell it best by telling it in the first person singular.

Three or 4 years ago, a group of us were sitting in the Chief's office in one of the Food and Drug Administration's stations. Things had been rather quiet and we were sitting there talking it all over with the Station Chief. Inspector A. brought in a report of a shipment of short-weight butter and he was having the report made out to submit to the District Attorney. Inspector B. had just returned from a trip around the circle in which he had picked up numerous samples of fake pyorrhea preparations. Inspector C. had just finished running down a spray material, sold by a fly-by-night concern, that contained substances that would have burned all the leaves off the fruit trees....

The phone rang.

It was the health officer of a small town about 50 miles away calling. He reported a food-poison outbreak in his community and asked to have a Federal man rushed out there to help him run the case down. The health officer was greatly excited. One citizen was dead--- another dying--- and some 50 of his townspeople were sick.

The Station Chief sent me out there to look into the case.

I'm going to tell you the story of how we did just that, without any comment. The comment--- the MORAL--- will come later on.

I took the Station car--- stepped on the gas--- and was at the health officer's office an hour and a half later.

The health officer was a skilful man--- reliable and well trained for his job. He was conscientious and wanted all the help he could get in

tracing these cases of serious food poisoning to their source. The first thing he did was to give me the names and addresses of all the people who had suffered from poisoning. Then he gave me the names and addresses of physicians who were treating the cases.

We went to the physicians first. Doctor A. thought that spoiled meat was to blame. Doctor B. figured that some huckster had unknowingly sold some cabbage with spray poison on it. Doctor C. brought forward the idea that a maniac was loose.

At any rate, these doctors were glad to tell us all they knew. They told us whom they were treating--- when they were called in--- the condition of the patients--- what treatment they had administered--- and what response the patients had made to the treatments.

Then we went to see the patients themselves. That was a fairly big job because, as I said, about 50 people were suffering from poisoning. We tried to find out from the sick ones just how they felt--- just when they began to feel that way--- how long after what meal, or meals, they had taken sick--- and what they ate that might have made them sick. When we had detailed information on just what these people ate at the particular meal and at previous meals, we put all the information together and compared it. You'll understand when I say that we wanted to find out the food, or foods, all the patients had eaten in common. Then we traced the foods down and found out just where each of the suspected foods had come from. We paid special attention to the family where the death had occurred. We took samples of all suspected foods and sent them in to the Station laboratories for analysis. We examined these foods in the health officer's office.

All this time we remembered that in such cases of public fear or panic, many people who happen to suffer from a mild stomach ache will think they are poisoned. We eliminated all the mild stomach-ache possibilities--- we compared all our leads--- and we found that there was one food that all families where there were cases of definite food poisoning, had eaten. Strangely enough, that food was SUGAR. We found that in every single case this sugar had been purchased from one grocery store.

This is a true story. But it is unusual for sugar ever to poison any one. As a matter of fact, it's the only case I ever heard of. The health officer and I were puzzled. But we took samples of the sugar--- found out where it came from--- what its brand name was. I sent a sample to the district station for analysis and the Station Chief traced the sample back to its origin. No one thought that sugar could be to blame. But the health officer detained all sugar stocks in the suspected store pending our final analysis.

Then we paid a visit to the family where the one man had died. We found that he did not drink tea or coffee. He was an invalid, confined to his room. On a certain day, his daughter had filled his sugar bowl and then made him his regular drink of sweetened hot water. She later told us she had noticed that the water turned pink when the sugar was poured into it, but she didn't suspect anything. The man finished part of the drink and

they gave the rest to the dog. The dog died. The man died later on. We analyzed some of the sugar from the bowl and found it was loaded with ARSENIC.

That settled to our satisfaction, we paid a visit to the grocery store that had sold this sugar. To make a long story short, we found that a clerk in the store had bought a pound of rat poison containing arsenic about a year before. He had used part of it and then put the sack containing the rest on a shelf. During a slack time, he had sacked up 40 pounds of sugar in pound sacks, but the sugar didn't move very fast--- the sacks got soiled--- and so they took the whole stock off the shelves--- dumped it into a tub and resacked it. Purely by accident, the sack of arsenic was also dumped into the tub.

A very unusual case, but as a result of it steps were taken to prohibit any grocery store from keeping any sort of poison in the stores. I have told the story to show you how the Federal foods officials deal with a case of food poisoning.

In the old days, powerful kings and noblemen had their food tasters and testers. These men were kept to protect the delicate taste of the king from off flavors. They were kept to protect their masters from being poisoned.

In a way, the Food, Drug, and Insecticide Administration is the food taster for the nation. Of course, the Administration does not taste suspected foods, but you'd be surprised how many actual tests it makes. For example, action by Federal food officials removed from the market a stock of fruit cake that had arsenic in it and which made many people sick last Christmas time. I could mention dozens of other cases where prompt action by the Government has removed from the market foods containing mineral poisons or the organisms that cause so-called ptomaine poisoning and botulism.

But your food and drug officials can't prevent stomach aches--- and worse--- caused by food contaminated after it gets out of the channels of trade and into your hands. It's right here that the one who prepares the food and the one who eats it, come into the picture. Federal food officials have learned that the prevention of food poisoning isn't a highly scientific or technical matter. It simply depends on a few fundamental rules of hygiene which every person who prepares food should constantly keep in mind. We usually find avoidable contaminations and improper refrigeration behind each case of illness. Therefore--- if you want to protect yourself and your family--- follow these simple rules:

If food is to be eaten raw, see that it is fresh, clean, and free from abnormal odors, rotting areas, and from mold. Always wash it in clean water. Heat cooked food to the boiling point and keep it free from contamination. Keep it in the refrigerator if you want to hold it for more than a few hours.

Our commercial and domestic canned and bottled food supply is unusually wholesome and free from hazards to the health; so are our home-canned or bottled foods, if they are properly put up. Nevertheless it is wise to observe

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a few simple precautions:

Never use canned foods that show any evidence of spoilage. Such spoilage is evident in bad odors, gas formation, cloudiness of the liquid, or other signs. Swelling of the top of the can is a danger sign. Never use foods from cans that show springing, flipping, or swelled lids. Federal food officials will cooperate with you in ridding the market of such abnormal containers. Throw away, without tasting, any food from glass jars showing leaks around the rubber rings, cloudiness of the liquid, or spurting of the contents when opened. Never taste preserved foods that look suspicious unless you first boil these foods from 20 to 30 minutes. If you are doubtful about ANY food, throw it away. When canning foods, use only clean, sound raw materials. And follow the most recent instructions on processing in order to sterilize the product thoroughly.

There are the rules and they're easy to follow. Now, if you want more information on food-poisoning cases and how to avoid them, write me and I'll be glad to have it sent to you.

--oOo--

ANNOUNCEMENT: You have just heard the Veteran Inspector tell how the U. S. Department of Agriculture goes about keeping suspicious foods off the market and what the Department urges us to do in order to avoid the chances of being poisoned by any food. Next Monday, he will talk about insecticides and fungicides. Meanwhile, you are invited to write him in care of Station _____ if you wish further information on food-poisoning cases and how to avoid them.

UNCLE SAM AT YOUR SERVICE.

Monday, March 3.

NOT FOR PUBLICATION

SPEAKING TIME: 11 minutes.

ANNOUNCEMENT: And now we're going to hear from the Veteran Inspector, who brings us each Monday a new story of how Uncle Sam is at your service. His talks are broadcast by Station _____ through a cooperative agreement with the United States Department of Agriculture. The Veteran Inspector is going to talk about insecticides today. Insecticides, as you know, are good for bad bugs like the electric chair is good for the bad man. So if you have any bugs in your home, in the orchard, garden, henhouse, or stable, here's your chance to learn how to get rid of them.

---ooOoc---

There is an old saying which we use to picture a comfortable and blissful home life. AS SNUG AS A BUG IN A RUG, we would say---and smile. But now when we say it, some of us laugh out loud because the insecticide industry and industrious Federal officials, working under the Federal Insecticide Act and using scientific information, are taking a lot of the force out of that old saw.

It takes a pretty good bug to be snug in a rug these modern days when there are so many bug killers on the market. Some of these will make the life of the bug in the rug, or in the kitchen, or in the clothes closet, or the henhouse, the garden, the stable, the field, the orchard, about as comfortable as the man who sits on a giant firecracker is. But my experience with other so-called insecticides, or bug killers proves that if you buy them with any faith in what they are claimed to do, you'll just waste money.

But, of course, it's up to you---the buyer---to choose. It's up to you whether you are a farmer, a stock-raiser, a gardener, a fruit-grower, a poultryman, a housewife, or just a common, garden-variety of citizen who occasionally has trouble with mosquitos, or roaches, or moths, or with the many other insect enemies of man.

I take it that you are interested in getting rid of insect pests. I take it that you are interested in the different dusts, liquids, sprays, baits, and so on, that are sold for that purpose. But I suggest that any of you who haven't any roaches, bed bugs, moths, flies, ants, or beetles in your home--- no fleas on your pet dog or cat---no lice, mites, nor ticks on your animals and chickens ---or no insect pests infesting your crops, might just as well turn the dial to some other program right now.

Insects are interesting little creatures and it may be that your love and friendship for them is sincere and touching. But may I suggest that the only

time I have a fast friendship for a fly is when that fly is stuck fast to a piece of fly-paper. Anyhow, I'm not talking about the harmless insects. I am talking about the pests and I am glad to report that at the present time there is scarcely an insect that deserves to be killed that does not have its Nemesis in the form of a poison. Unfortunately, however, there are some insecticides on the market that have no power whatever so far as killing insects is concerned.

Just by way of illustration, a few years ago there was quite a campaign waged against the chicken louse. Officials in the Food, Drug, and Insecticide Administration of the Department of Agriculture found that a number of manufacturers were placing on the market nest eggs composed of NAPHTHALENE which were sold under such names as LICE-EXTERMINATING NEST EGGS and MEDICATED NEST EGGS. The poultryman was supposed to believe that if he put one of these eggs in the nest, he would not only stimulate the hens--- by suggestion--- to lay more eggs, but would kill lice and mites infesting the hens at the same time. Federal experts investigated these medicated eggs and found that they not only did not kill lice and mites, but that they actually were harmful to the hens.

Another interesting story comes to my mind at this point. A man in an Eastern State, experimenting with certain metals and chemicals, threw some of these materials under a fruit tree which was badly infested with scale and other insects. During the next few weeks, he noticed that the tree seemed to prosper, that it threw out more leaves, and, later, bore much fine fruit. Being of a scientific turn of mind, he put 2 and 2 together--- took it for granted that the chemicals had killed the pests--- and tried the system on other trees. He made small capsules of the chemicals--- bored small holes in his fruit trees--- inserted the capsules. The results were the same: the trees had fine foliage and bore good fruit. He brought his neighbors to see this miracle and pretty soon our grower had a fine trade in the neighborhood. He went around boring holes in fruit trees and putting in his capsules. The Food, Drug, and Insecticide Administration sent trained men to visit this vaccinator of trees, believing that possibly such a system was worthy of study. These experts tried the method out in an experimental orchard and they found this--- (1) The chemicals did not kill the fruit-tree insects. (2) The chemicals poisoned the tree and the tree formed a large canker over the wound. (3) This canker interfered with the circulation of sap in the tree. (4) The tree, through some mysterious life-force, felt its end approaching and put into its last days the work of several years. (5) This was all proved a year or so later when the treated trees died. This is an example of the possible harm which may come from using untried, unproved, untested methods of fighting insect pests. Federal insecticide officials feel that there are tried and efficient preparations on the market which will do the work they are supposed to do. They urge the farmer to buy such preparations.

I have been in positions in which I have been so tortured by mosquitos that I would willingly have tried ANY remedy--- including a heavy barrage from a French 75 or the deadening effect of some after-dinner speakers---to get rid of them. And that's the case with many of us. A friend of mine told me that his wife found some water bugs in her kitchen. Feeling that water bugs in the kitchen are not according to Hoyle, she flew into a small panic and went out and bought the first thing some one told her might be good for insects in the kitchen. The insects did not leave the kitchen nor did they die. The stuff the lady had purchased was about 100 per cent inert, that is to say, useless.

An insecticide, as defined by the Federal Insecticide Act, IS ANY SUBSTANCE OR MIXTURE OF SUBSTANCES INTENDED TO BE USED FOR PREVENTING, DESTROYING, REPELLING, OR MITIGATING ANY INSECTS WHICH MAY INFEST VEGETATION, MAN OR OTHER ANIMALS, OR HOUSEHOLDS, OR BE PRESENT IN ANY ENVIRONMENT WHATSOEVER." Obviously, preparations composed largely of brick dust, water, or other inert substances, with a trifling amount of poison, or none at all, would not come under that definition. Of course such inefficient, fake preparations have been sold. But Federal officials are constantly on the look out to restrict or prevent the sale of fake insecticides just as they are in the case of fake medicines or impure foods. There has been a very substantial growth in the insecticide-manufacturing industry since 1910, when the Act was passed. The spread of the cotton boll weevil, the outbreak of the Japanese beetle, the increasing attention paid to all phases of sanitation in the home and on the farm and in all public buildings, the problem of the mosquito and all the other insect pests, have resulted in the marketing of many remedies and repellents. These preparations should do what they are claimed to do. And Federal officials, working under the Insecticide Act, invoke the law to see that they do. The law says that the labels on these preparations shall contain no statement, design, or device which is false or misleading in any particular relative to the efficiency of an insecticide or to the substances entering into its composition. The law goes a step further. It requires that an insecticide be marked with a statement of either the name and percentage amount of each and every inert, or inactive, substance in an insecticide-- or, the manufacturer may state the name and percentage amount of each and every active ingredient and lump the percentage amounts of the inert ingredients.

Under these provisions of the law a manufacturer is soon brought to realize that an honest and truthful label is not one which contains false, misleading or deceptive claims in respect to the efficacy of the product on which it is to be used. Also if his product does not contain ingredients that are active in killing the insects named on the label, he will realize that if he complies with the law in respect to stating ingredients the buyer, if he reads the label, as he should, would see the fraudulent character of the product. The manufacturer will very probably reach the conclusion that if he disregards the specific requirements of the law, he will be saying "Good morning, Judge."

And so, whether you will be saved from wasting money on a no-account insecticide depends on whether you will take the time to read the label carefully or not. Don't let the merchant decide for you. Don't be guided in your purchase by newspaper or circular advertising. Read the label. And be guided by experience with certain reliable and trustworthy preparations now on the market. There are really plenty of them. And when you use the preparation, follow the direction religiously. Careless application of even a good insecticide may result in disappointment.

I still have time for a couple or three warnings. If you are a farmer, don't buy preparations which, when added to the feed or drinking water of poultry or farm livestock, are claimed to rid the animals of external parasites such as lice, mites, flies, fleas, and so on.

If you are a gardener or fruit-grower, don't be misled by preparations designed to be taken up by the sap of the tree and, in so doing, claimed to have

power to control fungous diseases and insect pests of the tree.

If you are a housewife, don't spend good money for preparations that are advertised or labeled with the claims that they will drive away ALL household pests, purify the air, disinfect the premises and prevent disease if they are hung up in the home. No preparation can do that. Some misguided manufacturers have been making such claims for naphthalene and para-di-chlorobenzene preparations. Naphthalene and para-di-chloro-benzene are very effective against moths when used as fumigants, but they must be used at the proper dosage in tight containers such as boxes, trunks, chests and small, tight wardrobes or closets. Recently the Food, Drug and Insecticide Administration has been using the provisions of the Federal insecticide act to compel manufacturers of moth preparations made of these chemicals to remove from their labels such unwarranted statements that if hung up in the home they will repel all household pests, purify the air, disinfect and prevent disease, and requiring that the labels have proper directions for use against moths. These chemicals do not repel moths; they destroy them by fumigation. This means that the fumes given off by them must be confined.

Finally, choose your insecticides with care -- READ THE LABEL -- and then follow directions when using them.

--ooOoo--

ANNOUNCEMENT: You have just heard the Veteran Inspector, who represents the Food, Drug, and Insecticide Administration of the U. S. Department of Agriculture at Station _____. He asks me to remind you that if you want printed information bearing on the insecticide talk he gave today, to write him in care of this Station. He has an interesting talk in the UNCLE SAM AT YOUR SERVICE program for next Monday. It is about definitions and standards for food products.

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UNCLE SAM AT YOUR SERVICE

Monday, March 10, 1930

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes

ANNOUNCEMENT: During the past 5 months, the Veteran Inspector, who represents Federal foods officials at Station _____, has been telling us how Uncle Sam protects the buyer from impure, adulterated, or below-standard foods and drugs. Today, he is going to tell us a little about how these standards are set. His talk comes as this week's regular UNCLE SAM AT YOUR SERVICE chat, prepared by the United States Department of Agriculture for broadcast by Station _____. All right, Mr. Inspector-

Take 2 conflicting sayings---

A SPADE'S A SPADE.

THINGS ARE NOT WHAT THEY SEEM.

And I could go even farther and quote---

PIGS IS PIGS, and

BEAUTY IS ONLY SKIN DEEP.

Most people are quite unimaginative. They say A SPADE'S A SPADE and, apparently, they believe it. But some of them see things happening all around them that they can't define nor understand. They see magicians taking rabbits out of toppers, and folks buying swamproot medicines, and millionaires giving dimes to children. And they still go around quoting THINGS ARE NOT WHAT THEY SEEM--- believing, all the time, that they ARE.

Take bread, for example. Every one thinks he knows what BREAD is. But there are hundreds of different kinds of bread, made in all shapes, of many colors, and baked from many different kinds of flour. When is bread sweetbread, or sourdough, or dog biscuit, or hardtack? Is it bread when it's baked in the form of the first page of a newspaper? Is it bread when it's pulled out long and twisted like a long braid of the old-fashioned girl's hair? When is bread bread? And when is flour flour? And when is food pure and unadulterated? When is it adulterated, impure, or downright fraudulent?

For 5 months and 10 days, now, I have been giving one talk a week devoted to the work of the Food, Drug, and Insecticide Administration of the Federal government. For 5 months and 10 days, I have been trying to explain what Uncle Sam's food officials, connected with this Administration, are doing to protect the buyer and user of foods, drugs, and insecticides. These men are working on the idea that things should be exactly what they seem.

CHAPTER I

The first part of the book is devoted to a general introduction of the subject. It discusses the scope and objectives of the study, and outlines the methodological approach adopted. The author emphasizes the importance of a clear understanding of the research problem and the need for a systematic and rigorous approach to its investigation.

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The first part of the book is devoted to a general introduction of the subject.

The second part of the book is devoted to a detailed study of the subject.

The third part of the book is devoted to a detailed study of the subject.

The fourth part of the book is devoted to a detailed study of the subject.

The fifth part of the book is devoted to a detailed study of the subject.

The sixth part of the book is devoted to a detailed study of the subject.

The seventh part of the book is devoted to a detailed study of the subject. It discusses the various aspects of the problem and the different approaches that have been used to solve it. The author also discusses the limitations of the current research and suggests some possible directions for future work.

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The ninth part of the book is devoted to a detailed study of the subject. It discusses the various aspects of the problem and the different approaches that have been used to solve it. The author also discusses the limitations of the current research and suggests some possible directions for future work.

They have taken the realistic attitude that tomato catsup should be just that--- and not something else. They have worked on the theory that spices should be spices, and not adulterated with bits of foreign leaves, or twigs, or sand, or other foreign material. In other words, these pure foods men believe that when a food PURPORTS to be a food, when it is labeled or branded or sold as a certain food, it should be just that. They have the same idea about drugs and insecticides--- but I'm going to talk about food today.

Take a case.

You go to the store and ask for a jar of STRAWBERRY PRESERVES. The grocer reaches up on a shelf and hands you the jar. It has a label saying, STRAWBERRY PRESERVES, and giving the name of the manufacturer and the net weight of the contents. That is all. Now what should you expect to find when you open the jar? You should expect to find a STANDARD STRAWBERRY PRESERVE which means that it is made with at least 45 pounds of strawberries to each 55 pounds of sugar and contains no added pectin, glucose, or other substitutes for fruit or sugar. If glucose is used in place of ordinary cane or beet sugar it should be labeled as a GLUCOSE STRAWBERRY PRESERVE, and if pectin is added the label should state this fact.

Or, if you buy a product labeled with the word MAYONNAISE, unqualified, you will get a product consisting only of oil, egg, vinegar, and seasoning. The standard requires a minimum of 50 per cent vegetable oil and also sets a minimum for combined egg yolk and oil. The finished product should contain no starches, gums, or other fillers. When these are used, the label will not say simply MAYONNAISE but will call your attention to those added substances not included in the standard, and not ordinarily used by the housewife.

Well, a lot of sins have been committed in the name of mayonnaise and I have eaten so-called strawberry and other fruit preserves that probably never saw the real fruit. And when the Federal Food and Drug Act was passed more than 20 years ago, the officials who were charged with its enforcement saw immediately that if they were to correct these violations of the pure foods law, they must know what pure foods are. And so they began to set standards and definitions of foods and food products. And that's what I want to talk about today.

Definitions and standards for food products have been under consideration by a Standards Committee ever since 1897. In that year, the Association of Official Agricultural Chemists assigned to 5 of its members the duty of working out specifications for foods and food ingredients that would serve as a guide to purchasers, manufacturers and to law enforcement officials. At that time --- several years before the pure foods law was passed--- several States and cities have laws designed to prevent traffic in adulterated and misbranded foods and the chemists hired to enforce these laws found themselves in the awkward position of not always knowing just exactly what was adulterated or misbranded. This was due to the fact that the standards were not entirely uniform and uniformly accepted. Little work had been done in the way of standardizing food. Little on the subject had been printed. The Committee had ^{hard} a row to hoe.

The Committee went on working, though, even after the Federal Food and Drugs Act was passed in 1906, until 1913 when a new standards committee was created. This new committee still meets. It is made up of representatives of the U. S. Department of Agriculture, of the Association of Official Agricultural Chemists, and of the Association of Dairy, Food, and Drug Officials. The representatives of the last two organizations are all state officials concerned with state food law enforcement work.

So much for the brief lesson in history.

Forty years' study of food-standardization has solved some of the problems. But not all of them. And I'll tell you why----

For one thing, cultural conditions have a lot to do with the composition of a food or food product. Tomatoes, for example, aren't exactly uniform. Tomatoes grown in a wet season will be different from those grown in a dry year. The milling quality of wheat will vary from year to year. Geography also has something to do with it. And then the processing methods in factories vary. Furthermore, the ever-changing manufacturing methods give rise to differences in quality or composition of the products manufactured.

Then you have to consider the so-called HUMAN ELEMENT. In drawing up definitions and standards for foods and food ingredients, the Standards Committee must consider the interests of both consumer and manufacturer. The Committee --- when it defines the maximum or minimum limits for certain constituents in foodstuffs---does so largely from the public's understanding of the meaning of the food being considered. In the eyes of food officials, each product must contain no less of the desirable constituent and no more of the undesirable ones than called for by the official definition or standard. The whole business is far from a 2-and-2-equal-4 proposition.

One thing the Standards Committee does is to set percentage LIMITS for certain foodstuffs. For example, chocolate must contain not less than 50% of cocoa butter, the natural fat of the cocoa bean. But, as a matter of fact, most foods sold in the United States today are ABOVE the minimum requirements of the official standards. It is not at all unusual for spices to contain much less foreign matter, such as stems, chaff, and so on, than the standard limits. And most of the flour on the domestic market contains less than the 15 per cent of moisture and the 1 per cent of ash allowed in the definition. Legal cream may contain as low as 18 per cent of milk fat, but cream sold in many places contains 20 per cent of milk fat.

Year after year, the Standards Committee continues its work. It is working to complete the schedule worked out by the first Standards Committee--- to work out new definitions and standards or to amend these already in existence--- to meet the need caused by the appearance of new products on the market--- and to meet the needs caused by new manufacturing processes which are coming into use all the time. The Committee studies all new products up for definition. From the facts thus gathered, it works out what seems a fair and correct standard, which is made public and all interested people are invited to comment on it. Then, at its next meeting, the committee reviews the proposed standard and the criticisms received.

It makes any necessary or desirable changes and holds a public hearing if the subject is very important. It finally submits the standard to the Secretary of Agriculture. If the Secretary disapproves of it, he sends it back for further consideration by the Committee. If he approves of it, the new standard is at once issued as a publication of the U. S. Department of Agriculture. The standard then becomes a part of the nation-wide system of control that has gone far in bringing the American food supply to its present high standard of purity.

I won't have time today to tell you the standards for specific foods and food products. But you'll find them in a Department of Agriculture publication which will be sent you free for the asking. Ask for a copy of F. D. Number 2, called DEFINITIONS AND STANDARDS FOR FOODS AND FOOD PRODUCTS.

ANNOUNCEMENT: And that concludes the Veteran Inspector's talk for today. Next Monday, he will bring you the story of how Uncle Sam deals with citrus fruits from the standpoint of the pure food and drug act and thus protects the citrus-fruit buyer. Meanwhile, write him in care of Station_____ if you want a free copy of F. D. No. 2, on definitions and standards for foods and food products, and other printed matter dealing with the subject.



U. S. DEPT. OF AGRICULTURE
WASHINGTON, D. C.

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UNCLE SAM AT YOUR SERVICE.

Monday, March 17, 1930.

NOT FOR PUBLICATION

Speaking Time: 10 minutes

ANNOUNCEMENT: And now we're going to hear from our friend, the Veteran Inspector. He is going to talk about the citrus fruit situation. It seems that damaged oranges have been shipped as cabbages or something and he wants to tell us about it. His talk comes as this week's UNCLE SAM AT YOUR SERVICE program, broadcast by Station _____ in cooperation with the United States Department of Agriculture. Mr. Inspector---

---oOo---

If you have ever seen an orange grove you'll probably have a hard time connecting it with frost or cold weather.

Those long lines of glossy green trees--- those golden globes of fruit--- that blue sky--- the happy orange pickers--- the crates of fruit! Well, it seems hard to imagine such a warm-weather picture with frost on it.

But the fact is--- and maybe I'd better whisper this --- not even Florida and California are immune from frost.

Maybe you have paid a visit to your grocer, bought a dozen oranges that seemed all right, and gone home only to find that appearances are sometimes deceiving. If you have ever had any experience with frozen oranges, you know something about that old saying that beauty is only skin deep. About all you can say is, "life is like that", and then begin to think about something else. Frozen oranges and lemons and grapefruit are not exactly appetizing.

How did they get on the market, then? Well, I'll tell you---

As I said before, California and Florida--- where most of our citrus fruits come from--- are occasionally visited by frost. Of course, freezing temperatures in the citrus-fruit sections rarely last long, but they don't have to. Now I might as well be frank and say that temperatures low enough and prolonged enough to demand citrus orchards are rare. Furthermore, our citrus districts have moved farther south in recent years in order to avoid the frost hazard. But when freezing weather does come it damages the fruit on the trees first. If it lasts long enough, it may also damage the trees.

Approaching cold spells are, of course, forecast by the Weather Bureau and growers get ample warning of any dangerous weather coming along. And

the growers in many sections are taking advantage of these warnings to equip their orchards with heaters. Such heaters are common in the Deland, Florida, section and in parts of California. These heaters are usually portable stoves which burn crude oil. Many of the big growers keep a supply of fuel in their orchards and pipe it to the stoves. Everything possible is done to checkmate merry Jack Frost who has a rather sour sense of humor.

But in spite of everything, the weather occasionally has its way and a freeze comes along that is so severe that it damages fruit. It's a very hard job to warm up a whole orchard, you know.

During the cold spell, growers go into their orchards and cut some of the fruit to see if any freezing is taking place. It takes some skill to detect this damage as fruit may be injured somewhat without actually showing ice inside.

The freezing weather usually lasts but a short time and is followed by warm weather. Any ice in the fruit soon melts. Fruit which has been frozen acts like a dead limb of the tree. Gradually the juice is drawn out of it, leaving it pithy and tasteless. But this drying-out takes place rather slowly and fruit picked within a few days after a freeze is hardly different enough from good fruit to be detected.

All right. I have outlined the situation. Here's your citrus grove. Cold weather has probably damaged the fruit. The aim of some growers is to get that fruit picked, boxed, and on its way to market as soon after a freeze as possible. I have known packing houses to work day and night to get a job done.

But within about two weeks after a freeze, the drying-out develops to a point where it may cause the fruit to become a subject of concern to the Food and Drug Administration of the Federal government. Under the pure food law, a shipment of citrus fruit that shows 15 per cent of that fruit dried out more than 20 per cent is considered adulterated. The drying out is tested by a transverse section cut through the center of the fruit. Adulterated fruit should not be shipped from State to State and should not be sold. It's against the pure foods law to do either.

So that's where I, as a government food inspector, come in.

The government inspector visits packing houses in areas reported to have been affected by freezing weather and examines the fruit. Where it appears that damaged fruit is moving out of a region, carload shipments are reported for sampling when they reach their destination.

In regions where some fruit is good and some bad, many of the packing houses install separators for throwing out light weight fruit. The specific gravity of frosted fruit is less than that of sound fruit and the machine works on that law. It's the job of the inspector to watch fruit coming through these separators to see that none of it is sold to unscrupulous dealers for shipment.

Now let's say that Inspector Jones, somewhere in Florida, wires the

New York station of the Food and Drug Administration that frost has hit a certain section in Florida. He advises the New York office that fruit is being shipped from that frost-bitten section over such and such a railroad and on such and such a date. The New York office gets the wire and decides to sample this shipment of oranges. Arrangements are made with the railroad to permit inspectors to sample the shipment at the railroad yards. Or, the fruit may be sampled at a dealer's after it has been unloaded. Sampling in yards is a difficult proposition. The boxes are packed in the cars tight and nailed down. The inspector has to crawl in on top of them--- pull out crates--- pry them open--- take out a few fruits--- and replace the crates just as they were before. Then he has to cut the fruit and classify it as to the amount, if any, of damage done. The job isn't easy.

By contrast, the inspector in Florida or California or wherever he is, has an easy time of it. He probably travels around by automobile so as to cover his large territory. He is usually courteously received at the packing houses and, as long as he is around, little damaged fruit will be handled. But this isn't the whole picture. This field inspector must always be on the alert and he has plenty of work to do. Shipments of really badly damaged fruit naturally won't be advertised and the inspector must keep his eyes open. He must have contracts with railroad agents everywhere. Many shipments of damaged fruit are made in bulk cars directly from a siding. Buyers of this bulk fruit don't advertise their business and it takes a lot of work to keep up with these shipments.

Occasionally, bad fruit will be packed in vegetable hampers and shipped as beans, or cabbage, or something. Naturally, the shippers don't let it get around that they are shipping frost-damaged oranges or lemons as beans or cabbage. It's up to the inspector to locate this kind of stuff and run the thing to the ground.

One of my inspector friends had an experience of this kind a couple of years ago. He had visited a little town in the northern end of the citrus belt several times to make inquiries. All the fruit left on the trees in the vicinity, he noticed, was damaged. The only packing house in the place was closed. But my friend has heard rumors that fruit was being picked so he went to the railroad records and studied them for signs of fruit shipments. After considerable study, he concluded that if any fruit was moving out of that vicinity it was being trucked to some point unknown to him. Anyhow, he went to the railroad agent and looked over the records. He noticed that a recent shipment of cabbages in hampers had been made to a dealer in a town where he had operated. He knew that this particular dealer handled only fruit and cheap fruit at that. Perhaps these cabbages in hampers were oranges! But it would be a good joke on him if they turned out to be cabbages! He wired his station chief to investigate the shipment. They investigated the shipment and next day my friend got a wire from the station to report out all shipments of cabbages from that point. The cabbages turned out to be oranges, all right.

I hope my listeners won't think that such shipments as these are common. After all, the great bulk of citrus fruit that reaches our markets

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is in good condition, especially in recent years since the States concerned have passed legislation prohibiting the sale of frost damaged fruit. The majority of growers, packers, and dealers are honest and keenly interested in quality fruit as you are in getting it when you lay down your money. But there are always some men who will take a chance on frozen fruit. I have tried to tell you today how the Food and Drugs Administration handles such cases and aims to make it difficult for the orange or citrus buyer to lose money on this purchase.

---ooOoo---

ANNOUNCEMENT: And that concludes the Veteran Inspector's talk for today. Next Monday, he is going to tell us how the Food and Drugs Administration helps us to get our money's worth when buying foods and drugs. This talk will come as the regular UNCLE SAM AT YOUR SERVICE program, broadcast each Monday by Station_____.

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UNCLE SAM AT YOUR SERVICE

RELEASE: Monday, March 24.

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes.

ANNOUNCEMENT: Most people are interested in getting their money's worth when they go to the store for a can of corn, or a bottle of olive oil, or something. But not everybody knows that Uncle Sam is keenly interested in seeing that we do. Now, the Veteran Inspector, who represents the United States Department of Agriculture's food and drugs officials at Station____, has been studying this matter for a long time. And now he's going to tell us what he has found out. Mr. Inspector----

--ooOoo--

A friend of mine is very fond of a certain story which he'll tell you any time he can corner you where you can't get away.

It seems that Michael decided to instruct his young son, Paddy, in the cruel ways of the world. So he took him outdoors and told him to climb up on the roof of the house. When Paddy was balanced precariously on the top, near the edge, Michael planted himself solidly underneath--- cupped his hands to his mouth--- and shouted to his son.

"Jump, Paddy," he yelled--- "JUMP. Daddy will catch you."

The boy hesitated a minute, torn between the desires to obey his father and, on the other hand, to preserve his health. Finally deciding that the best way to preserve his health would come through obeying his father, he did jump. Just as the boy was about to fall into his arms, Michael stepped aside and let Paddy land in the bed of begonias underneath.

"My son," said Michael, "let that be a lesson to you. Never believe all you hear."

A very cruel lesson. It's also cruel the way my friend tells that story over and over, using it to illustrate every point he wants to make from the social error of eating onions to the natural desire of men to seek companionship. I'm going to have a tough time myself fitting the yarn into what I want to tell you today, namely: **HOW THE FEDERAL FOOD AND DRUG ADMINISTRATION HELPS YOU TO GET YOUR MONEY'S WORTH.** I admit the

yard is pretty far-fetched, but I can tie it up to this: THERE WAS A DAY WHEN THE LABELS ON FOODS AND DRUGS DEMANDED MORE THAN A GRAIN OF SALT IN THE READING. The buyer in those days certainly could not believe all he heard and only about half of what he saw. And if you're buying certain foods even today, you can't be absolutely sure of what you're getting UNLESS YOU READ THE LABEL.

And so we come to the lesson for today: READ THE LABEL.

Now for some illustrations. Take 2 bottles of vanilla. Here's a plain, oblong, straight-sided bottle. It looks like it would hold about 2 fluid ounces. It holds 2 fluid ounces. Here's Exhibit B--- A long, curved, fancy bottle---longer than the other---wider in places. It has false sides, but you won't notice that unless you look closely. It looks like it would hold about 4 fluid ounces. Actually, it holds precisely 1 fluid ounce, believe it or not. Which bottle of vanilla will you buy? Well, so many folks choose the fancy bottle that they're still making plenty of fancy bottles. I haven't anything against fancy bottles. Fancy bottles are all right in their place. But in this case, both bottles of vanilla sell for the same price. In other words, if you buy the fancy, deceptive bottle, you'll pay for just that. The lady in the front row asks me how she is to know how much vanilla a bottle contains. READ THE LABEL WHERE IT SAYS HOW MUCH. The pure food law requires that there must be a statement of weight or contents on the container of a food. It's all in the label.

Take another case. Here are 2 cans of oil for cooking. A good oil for cooking is OLIVE OIL. Can number 1 bears a fancy label on it with a picture of 2 Italians walking through an olive grove. There are olive branches pictured. The can contains COTTONSEED OIL flavored with about 15 per cent of olive oil. But, unless you're very careful, you might buy that can thinking it contained genuine olive oil. The second can has the picture of the olive branches and all. Furthermore, it says PURE OLIVE OIL plainly on the label. Of course it's illegal to label a can PURE OLIVE OIL when it contains a mixture of COTTONSEED oil with real olive oil. It's also illegal under the food and drugs act to use labels that are deceptive PICTORIALY and in other ways. I may say in passing that the misleading label was responsible for prosecution of the shipper in this case. Nowadays, the label generally tells a true story and sharp eyes will protect the pocketbook and even the health of the buyer.

An official in the Food and Drug Administration has this to say on the subject: "American housewives have good reason to put their faith in the truth of the declarations of quality and quantity borne on the packages of food they buy each day, now that manufacturers and packers show a very general disposition to meet the demands for truthful labeling made by Federal, State, and city pure-food laws. But labels are of infinite variety, and the fact that they are for the most part truthful profits us little unless we give them enough consideration to learn the message they have for us. Many labels show at a glance

what kind of material, and how much, the package contains. Others are so ornate or so deceptive that it takes a close reading of them to prevent disappointment when the package is opened at home."

Labels can also be a handy guide in buying foods. For example, you may know that packers of canned corn in the State of Maine have, for many years, prepared the corn by scraping it from the ears in a creamy mass. Many Maryland canners, on the other hand, cut the corn off the cob in such a way that the kernels remain more or less intact. Both are fine products. Now, if you want a creamy corn, you could buy the can labeled cream corn. Corn canned by the Maryland method is labeled whole grain corn for the benefit of the buyer who wants that kind. If I had time, I could tell similar stories about salad oils, canned salmon, sardines, canned lobster, and so on.

So far as canned fruits, vegetables, fish, and other food products are concerned, both the buyer and producer have benefitted by the Federal food and drugs act. Since 1906, when the law was passed, the consumption of canned fruits and vegetables has grown enormously. This has naturally benefitted the farmer, who produces the food products. For 6 months now, I have been telling all of you how the law has benefitted the buyer.

Let's consider the farmer again. If he raises livestock, he's bound to have some sick cows, horses, hogs, sheep, or poultry on his hands now and then. In the old days, there were plenty of traveling salesmen of what we call BEAR-OIL preparations who were always ready to tell the farmer that they had just the thing for the sick stock. Some of this stuff was doubtless all right. Most of it was a pure waste of money and plenty of good money was wasted on the stuff.

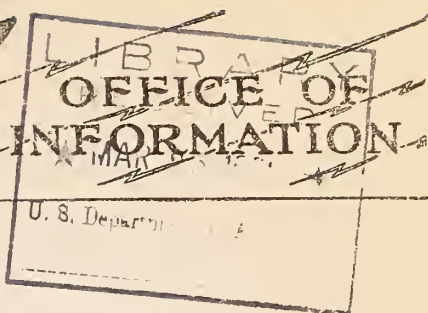
But the Federal food and drugs act acquires that medical preparations be correctly labeled and that they make no claims that can't be satisfied in actual practice. According to the consensus of present-day reliable veterinary medical opinion, there is no drug or mixture of drugs now known that can be considered an adequate remedy for such diseases as hog cholera, hog flu, fowl cholera, roup, gapes of chicks, chicken pox of chickens, blackhead of turkeys, distemper of dogs, heaves of horses, et cetera. Working on that reliable opinion, then, Federal food and drugs officials consider it a waste of money on the part of the farmer if he buys preparations sold for their ailments. I'm going to talk 10 minutes on this matter next Monday, but I do want to give you an illustration of just how far some of these bear-oil gentlemen will go. Chickens are kept awake nights and busy scratching most of the day with such parasites as lice, mites, fleas, ticks, and other unwelcome and uninvited boarders. Now these pests work on the outside of chickens, but preparations which were claimed to destroy these parasites when added to the drinking water, enjoyed a brief vogue in the rural sections of the country not so long ago. Now you can't kill lice or mites by making the chickens swallow something. You might just as well expect to cure sunburn by taking a glass of hot water before every meal. But the doom of the men who manufactured those ridiculous preparations was sealed when a jury returned a verdict sustaining the Government's contention that adding a weak lime-and-sulphur solution to the chickens' drinking water

would not free those chickens of lice and mites. But before the thing was settled, a lot of farmers had wasted money on such preparations. And this just goes to show that you can't believe all you hear and read in some advertisements.

I have told you only a few ways in which Uncle Sam's food and drug officials help you to get your money's worth, today. I'm going right on which the story next Monday and in the Mondays to follow. But I thought I'd better tell you how much this service costs you. You can't get something for nothing, even though it's quite often possible to get next to nothing for something. Anyhow, the enforcement of the Federal food and drugs act costs each man, woman, and child in the United States **NEARLY ONE CENT A YEAR:** And if you don't think you're getting your money's worth out of that 1 cent; I'd be glad to hear from you. But whether you write in about that or not, I'd like to invite you to write in for a copy of Yearbook Separate Number 1037-Y. Yearbook Separate 1037-Y. It tells more reasons why every buyer--- particularly the housewife--- should read the label. Six illustrations help tell the story. It's free.

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ANNOUNCEMENT: That was the Veteran Inspector you just heard, giving his regular MONDAY UNCLE SAM AT YOUR SERVICE talk. You can write him in care of Station_____if you want a copy of Yearbook Separate 1037-Y. Next Monday, he's going to talk about livestock remedies and so-called remedies. You are all invited to hear him.



UNCLE SAM AT YOUR SERVICE.

Monday, March 31, 1930.

NOT FOR PUBLICATION

Speaking Time: 10½ minutes.

ANNOUNCEMENT: Do you keep chickens? Are you a hog, cattle, horse, sheep raiser? Do your livestock ever get sick? How do you go about treating the ailment? Do you cut off a pig's tail to cure hog cholera? Do you buy fake livestock remedies? If you do--- don't! And the Veteran Inspector is now going to tell you why. He is giving his regular Monday UNCLE SAM AT YOUR SERVICE talk, which Station _____ broadcasts in cooperation with the United States Department of Agriculture. Mr. Inspector---

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I'm thinking that in order to make what I'm going to say today stick, I'll probably have to tell you a little bit about where I came from.

I don't blame farmers for not putting much faith in the opinions on livestock held by a man who has seen a cow only in the Zoo. It would be just about as sensible for a mother of 5 to go to a hardened bachelor for pointers on raising children.

But, at that, I came across a lot of senseless superstitions in the country where I was born. I was born out in the country where the sun set between our house and town--- where the owls crowded the chickens off the roost--- and where meadowlarks sang on every fence post in the spring. You see, I wasn't born under the Brooklyn bridge or within sound of the subway trains roaring past. In the years since I was a small boy, I have heard some prize superstitions from my city friends, but I doubt whether they could match some of the pet superstitions of some of my country friends.

For example. A friend of mine--- a livestock expert--- tells me that he visited a hog raiser not long ago and found the man's hogs dying of cholera. "Have your hogs been vaccinated?" my friend asked the farmer. The farmer said they had. "Did you use good serum in the vaccination?" asked the specialist. "No," said the farmer, "I used blood from that old brown mule over there. That mule never had cholera. His blood is free from the disease. And when mule blood is injected into a hog, that hog won't have cholera, either."

Well, that superstition is funny enough, but Superstition Number 2 is still funnier. A farmer testified at a public meeting that he cured his hogs of cholera by feeding them a skunk carcass. He thought that even hog cholera couldn't stand to be around that very long. And another farmer once told me that when his pigs get cholera, he spits tobacco juice down their throats. And still another farmer burned a big place on the back of each pig to prevent hog cholera. And still another believed that cutting off a pig's tail would prevent, and even CURE, cholera.

If you want any more superstitions, just sit tight--- they're coming.

Now all these silly beliefs would have the virtue of being humorous were it not for the fact that they're dangerous. You won't find the modern hog raisers out in the Corn Belt cutting off their pigs' tails when cholera breaks out. Those men have learned that the disease has to be fought with skill, money, and everything that hard-shelled scientists have found out about this most dangerous of hog diseases. But I still find occasional advertisements of all sorts of so-called cholera remedies in the less conscientious of the papers.

One time, there was a little boy sick with blood-poisoning. All the doctors in the community had been called in and every reputable scientific remedy tried. The child grew worse. Death seemed inevitable. Some one brought a QUACK remedy in, but the leading doctor said it should not be used because it might upset the good work of some of the known medicine already in the child's system. The doctor wasn't guessing. Years of scientific research and practice had taught him that the medicine he had already given the boy should have a favorable effect. It did. The child finally got well--- but only because the doctor wouldn't take a chance on a BEAR-OIL remedy, designed to play upon the superstitions of people.

Reputable veterinarians are ready to give you the same service when your livestock gets sick. And up in Washington--- and out in field stations all over the United States--- inspectors and other officials of the Federal Food and Drug Administration are constantly working to protect livestock, as well as human beings, from unscrupulous dealers in quack remedies which never do what it says on the bottle or the package. The Administration provides the same protection against fraudulent livestock remedies as it does for fraudulent remedies intended for the ills of man. Federal food and drug officials believe that farmers who depend on these inadequate, quack preparations to cure the serious diseases that affect their stock, will not only lose money spent for the so-called remedy, but probably lose the stock as well.

I have recently seen advertised certain preparations of drugs that claim to boost egg production. I have also heard it said that a hen won't lay eggs unless there is a rooster in the flock. The Food and Drug Administration adds the opinions of reputable veterinarians and poultry experts to its own study and experience when it says that NO KNOWN DRUG OR COMBINATION OF DRUGS, WHEN FED TO POULTRY, WILL INCREASE EGG PRODUCTION. Nor will any drug or combination of drugs now known increase the FERTILITY of eggs and improve their HATCHABILITY.

Government men recently found a preparation, advertised to cure contagious abortion of cattle, to consist of nothing more than BROWN SUGAR AND WHFAT BRAN. Nine and one-half pounds of the stuff--- costing less than 40 cents to produce--- sold for \$5. The firm claimed that before the Government stopped its business, it sold \$15,000 worth of this stuff A MONTH. A very profitable business--- FOR THE MANUFACTURER! Not so good for the farmer!

The Indian Medicine Man has been driven out of town--- but there are still many attempts to sell alleged cures for every disease known to man and beast. But, so far as livestock are concerned, there are no known drug remedies for CONTAGIOUS ABORTION IN CATTLE, HOG CHOLERA, HOG INFLUENZA, INFLUENZA OF HORSES AND OTHER ANIMALS, TUBERCULOSIS OF POULTRY AND CATTLE, DISTEMPER OF DOGS, CATS, AND FOXES, HEAVES OF HORSES, BACILLARY WHITE DIARRHEA OF CHICKENS, FOWL CHOLERA, ROUP, OR DIPHTHERIA, CHICKEN POX, AND BLACKHEAD OF TURKEYS.

Whether it be so-called worm-expellers, or dog remedies, or coal-tar-creosote dips for mange or ticks of cattle, sheep, or hogs, Uncle Sam requires that manufacturers comply with the specifications of the Food and Drugs Act if they expect to sell their preparation legally.

Unfortunately, the Act does not reach into newspaper or magazine advertising. The Food and Drug Administration has no jurisdiction over fraud in advertising. But, say Federal officials, rapid improvement in this field can be expected now that the Federal Trade Commission is proceeding against this abuse of public confidence. The National Better Business Bureau, in connection with the many ethical newspapers and magazines and the big majority of reputable business concerns also discourages fraudulent advertising. There's still plenty to be done along this line, however.

A trained Federal veterinarian, Dr. H. E. Moskey, says that HEALTH cannot be sold in box, bottle, or bag of food or drug preparations for animals. A glance at the advertising of many fake cures will reveal such extravagant claims as these: "Turns losses into profits" --- "Increases size of litter" --- "Helps save feed, just the thing for worms and sickness" --- "Keeps hog vitality high, prevents spread of disease" --- "Prevents disease and worms" --- "A money saver and milk producer", and so on. Any preparations found in interstate commerce, with the word HEALTH used in the name or on the label in such a way as to indicate that the preparation has curative properties for ailments of animals, is in violation of the Federal Food and Drugs Act.

Farmers are still spending millions of dollars a year for fake livestock remedies. My friends in different parts of the country tell me that in the Corn Belt farmers buy large quantities of hog remedies--- in the East, it's dairy-cattle treatments--- on the Great Plains, it's cattle and sheep remedies--- on the Pacific Coast, it's chicken remedies--- and in the South, it's remedies for dogs and chickens.

Now I hope that you won't get the idea, from all this, that all concerns making livestock remedies, disinfectants, or other preparations are preying on the superstition and good faith of the buyer. There are plenty of manufacturers who are using all reasonable precaution--- by study, laboratory tests, and by honest advertising--- to supply the livestock owner a preparation which he can reasonably depend on to prevent or treat the conditions for which the manufacturers recommend it.

Unfortunately, however, there's another class whose main aim is profit alone, without any regard to the value delivered to the purchaser of their preparations. Government inspectors all over the country are working

all the time to put this class out of business or else force them to do business legally. These inspectors take samples and send them to Washington for examination. They get information on manufacturing methods, on labeling of products, on marketing methods. As a result of this work and of an awakened public consciousness, the livestock-medicine field is much more free of fraud than it used to be.

But there's still much to be done. Meanwhile, the best thing the farmer can do when his livestock is suffering from serious diseases is to call in a reputable veterinarian. Let this trained man prescribe a remedy. If you do this, you won't cut a pig's tail off to cure the cholera. And, when you buy remedies on the market, be sure to READ THE LABELS AND READ THEM CAREFULLY.

The Department of Agriculture has prepared notices on fake livestock remedies, worm expellers, dog medicines, and so on. You can get copies of these by writing to the Food and Drug Administration, Washington, D. C.

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ANNOUNCEMENT: And now we bid the Veterinarian Inspector good day until next Monday when he will tell you how the Federal government, the States, and the city health departments cooperate to protect the health and pocketbook of the people of the country, so far as foods and drugs are concerned. His talk will come as the regular UNCLE SAM AT YOUR SERVICE talk, broadcast each week by Station _____ in cooperation with the U. S. Department of Agriculture.

