

## The Food Industry

### *Pages from History, Part 3*



A 1920 edition of the *Blue Book* published by the Ball Brothers Co. of Muncie, Indiana. The widespread manufacture of glass canning jars— and the distribution of recipe booklets for their use— helped shape life in America for decades, including during the Great Depression of the 1930s.

Image courtesy of The Minnetrista Heritage Collection, Muncie, IN.

# MORSELS & TIDBITS

**Andrew F. Smith** of the New School Univ. in Manhattan will be hosting a panel on “The Legacy of **Paul Bocuse**”, the globetrotting French chef and restaurateur who died on Jan. 20. Panelists include Mitchell Davis, Paul Freedman, Raymond Sokolov, and Anne E. McBride. The event is scheduled at 6-8 pm on June 7 at the Theresa Lang Center in Manhattan; more details can be found at <https://www.eventbrite.com> (type “bocuse” in the search box on that page). Admission is free, but registration is required via that website. For those unable to attend, the good news is that the panel will be filmed and should be available on the web a few days after the event.

Smith writes: Paul Bocuse (1926-2018) was one of the first celebrity chefs. Born into a family of cooks that dated to the 1700s, he converted his family’s bistro into one of the world’s most venerated restaurants, L’Auberge du Pont de Collonges, which held a Michelin three-star rating for more than half a century. He helped popularize Nouvelle Cuisine in the 1970s and appeared internationally on many TV cooking shows. He wrote best-selling cookbooks, including *La Cuisine du marché* (1976), *La Journée du cuisinier* (1980), and *Toute la cuisine de Paul Bocuse* (2011). Bocuse was not without critics: he was a relentless self-promoter (often referring to himself in the third person), and he routinely diminished a woman’s role in the kitchen.

The last few years have seen some important studies concerning food in Renaissance and early modern Europe:

- **Alessandro Vezzosi** and **Agnese Sabato**, *Leonardo Was Not a Vegetarian: From Leonardo’s Shopping List to Enrico Panero’s Recipes* (Florence: Maschietto Editore, 2015) presents research findings about da Vinci’s interests and passions regarding food and wine and their relation to anatomy and health. The authors are, respectively, the director of the Leonardo da Vinci Museum and a history professor at the Univ. of Florence. The accompanying recipes were created by **Enrico Panero**, executive chef at Da Vinci, a restaurant inside Eataly Florence.
- **Carolyn A. Nadeau**, a professor of Spanish at Illinois Wesleyan Univ., published *Food Matters: Alonso Quijano’s Diet and the Discourse of Food in Early Modern Spain* (Univ. of Toronto Press, 2016), in which she investigates the social context of food in the era of Don Quixote, also known as Alonso Quijano. She discusses such cookbooks as those of Ruperto de Nola (1525) and Francisco Martinez Montañón (1611), but also delves into literary texts, the symbolic aspects of eating, relevant medical beliefs, the prestige attached to meat, Muslim and Jewish influences, the impact of New World foods, and other issues.
- **Vicky Hayward**, a British writer and editor specializing in Spanish food history, has translated and edited the formerly obscure *New Art of Cookery: A Spanish Friar’s Kitchen Notebook* by *Juan Altamiras* (Lanham, MD: Rowman & Littlefield, 2017). Her work, which won the 2017 Jane Grigson Trust Award, reveals that Juan Altamiras was a pseudonym for Raimondo Gómez, a Franciscan friar in southwest Aragon. The dishes that he favored in his 1745 cookbook were modest, hearty ones made from local ingredients: olive oil, chickpeas, saffron, tomato, bitter orange, salt cod, lamb stew, stuffed partridge, etc.

Upcoming conferences in Europe:

- Jun. 7-8, 2018: Fourth annual International Convention on Food History and Food Studies, organized by the European Institute for the History and Cultures of Food (IEHCA) (François-Rabelais Univ., Tours, France), <http://iehca.eu/en/research-training/international-convention>
- Nov. 16-17, 2018: Fifth annual Amsterdam Symposium on the History of Food, “Body and Soul: Examining the historical relation between nutrition, health, and culture” (The Aula of the University of Amsterdam, The Netherlands), <http://bijzonderecollectiesuva.nl/foodhistory/amsterdam-symposium-on-the-history-of-food>. ■

## Repast

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# CANNING-JARS IN THE GREAT DEPRESSION



## HOW THE BALL BROTHERS SHAPED MUNCIE, INDIANA, AND BEYOND

by Deanna L Pucciarelli

*Dr. Deanna Pucciarelli is an Assoc. Professor of Nutrition and Dietetics at Ball State University in Muncie, IN. Her teaching there includes a course on Food and Culture with an emphasis on the relation between food consumption and sociopolitical influences. Her research interests also include the environmental determinants of human diets, the history of the medicinal and social uses of chocolate, the history of nutrition science in the U.S., and American cookbooks in the 19<sup>th</sup> and early 20<sup>th</sup> Centuries. Dr. Pucciarelli earned her Ph.D. in nutrition biology at the Univ. of California, Davis. In an earlier career, she earned a degree in culinary arts from the Culinary Institute of America (Hyde Park, NY) and worked as a chef in California. In May 2005 she attended the Symposium on American Culinary History that was organized by the Longone Center for American Culinary Research at the Univ. of Michigan.*

Well-known for their manufacture of glass canning jars, the Ball Brothers Company and the family behind it helped shape life in America for the better part of a century. Especially during the Great Depression of the 1930s, this company and the national economy influenced one another in ways that can still be felt today.

The five Ball brothers—George, Lucius, Frank, Edmund, and William—had arrived in Muncie, Indiana, to open a glass manufacturing business in 1887 after the city promised them cheap access to natural gas for running a factory. The brothers came from Buffalo, New York, where they had previously established a company making wooden-jacket tin containers for holding fuel oils, paints, and varnishes. By 1892, the new corporation in Muncie employed about 1,000 people, primarily in the manufacture of Mason-type glass canning jars. For approximately the next 75 years, Ball Brothers, the company and the family, shaped business, social, civic, and philanthropic life in Muncie and well beyond.

The Ball Brothers Company was perfectly situated to take advantage of industrial breakthroughs in the late 1880s. Mason-



Women at work at a community canning center. All images are courtesy of The Minnetrista Heritage Collection, Muncie, Indiana.

type jars are typically cylindrical glass jars equipped with a hermetically-sealed lid, consisting of a circular metal band that is screwed tightly against a metal disk and a rubber ring. A second variety of Ball jar was equipped with a glass stopper-type lid. Mechanization of the production of Ball jars continued to advance through the beginning of the 20<sup>th</sup> Century. The success of the business is evidenced by the continued expansion of its factories in Muncie as well as in Texas, North Carolina, Oklahoma, and Kansas.

### Ball Brothers as the Bedrock of Muncie

By the early 1930s, Ball Brothers was the largest employer in Muncie. The Ball families invested in the community through supporting education, medicine, and the arts. Recognizing the need for a higher learning institution, they donated land and funds for what is now called Ball State University, which is celebrating its centennial in 2018. They also funded an Art Museum, now David Owsley Museum of Art (named after the grandson of Frank Ball), and their personal art collections were later donated to the museum. When an anchor department store in downtown Muncie folded, the company purchased the property and reopened the store.

The Ball Brothers Company was seen as the ‘bedrock’ of the community. The brothers were also politically active in the

*continued on next page*



A Ball Brothers Company community canning center in Muncie, IN.

## BALL JARS

*continued from page 3*

Republican Party and highly connected with Washington lobbyists. On February 27, 1933, in the midst of the Great Depression, local banks in Indiana began to limit depositor withdrawals. To quell a panic run on banks in Muncie, Frank Ball, President of Ball Brothers, guaranteed, through \$500,000 in federal bonds, the liquidity of three major Muncie lending institutions.

Naturally, the patriarchal influence of the Ball Brothers also reached into the kitchen via the promotion of the company's canning jars. All of the components of food preservation and distribution that were initiated or supported by the Ball Brothers Company had either the direct or indirect purpose of selling more Ball jars; however, a blurring of corporate and social responsibility is also evident. Extension training in canning, community canning centers, and printed educational materials were freely distributed. The company's sales approach included a variety of media, such as print materials, radio, contests, and the canning centers. It partnered with land-grant institutions, such as Purdue University's system of extension agents, to train women how to can foods. The company created an internal education division that sent company instructors traveling to women's clubs and other civic organizations to teach canning methods.

### Saving the Surplus for the Needy

It is noteworthy that during the Depression, the Ball Brothers Company provided jobs, supported food distribution to the needy, and invested significant amounts in the production of marketing materials.

In October 1929, Ball Brothers had sold roughly 500,000 jars. By 1931, as the Depression gained a foothold, monthly sales rose to 1.2 million. Canning centers were set up for people

to gather together and can fresh foods for preservation. The Ball Brothers Company built a canning facility for the community not far from its factories. Not only were classes taught by its in-house educators, but people could also drop off their home-grown produce and Ball jars, and for a nominal fee the produce would be canned and ready for pickup at an agreed time (there were also other canning businesses in Muncie that provided such a service). For the benefit of apartment dwellers who lacked backyard gardens, the company earmarked some of its own land for the development of community gardens. In addition, throughout Indiana, people lacking sufficient means to feed themselves were able to contact the trustee of the local township, and the trustee was responsible for finding canned or other foods for them.

In large cities during the Depression, the nationwide "Save the Surplus" movement took a more elaborately organized form and was heavily reliant on canned goods. Using Cleveland, Ohio, as a case study, we can see a highly networked group of individuals collecting, preparing, and distributing canned foods to the poor and hungry, a campaign in which women's groups played a central role.

A front page of *The Cleveland Press* provides a glimpse of the far reach and multi-pronged approach to food collection, processing, and distribution to the needy. The city was divided into zones, each with an appointed chairman to oversee the effort. Hospital kitchens were used as canning centers, churches held canning bees, classes in junior and senior high school home economics classes produced canned goods, and women's civic organizations such as the East Cleveland Women's Club participated in the canning of goods and had committees dedicated to organizing the volunteers. Immigrant-related organizations, including the Sons of Italy, the International Institute of the YMCA, and others, joined the canning effort. The retail grocers' association supplied 500 jars for the canning



events, while East Cleveland held meetings to coordinate all local civic organizations. Concerts and plays were organized in which the price of admission was a donated jar of food. Farmers coordinated with church organization volunteers who came out to the farm to pick surplus food. Welfare Directors sent questionnaires to farmers in 57 suburban villages and townships that sought surplus goods. In Lakewood, a city bordering Cleveland, the mayor authorized the use of city trucks to collect the canned goods for storage at the Northern Ohio Food Terminal or Lakewood Storage Co. Police and fire stations were also a conduit for food distribution.

### Enlisting the Children

United Press reported (September 17, 1931) that the American Red Cross was launching a nationwide plan to enlist children in 30,000 public and private schools to help in canning and preserving surplus food supplies for the unemployed. The canning and preserving would be carried out in regular cooking classes in junior and senior high schools. The Red Cross estimated that the program would produce more than a million cans of foodstuffs.

*Junior Red Cross News* (September 1931) stated that juniors in the District of Columbia dedicated the first six weeks of their home economics classes to canning and preserving fruit. Using just \$370 of materials purchased by the Junior Red Cross, the students filled 5,400 containers with juice, jelly, preserves, and canned fruit; later in the Winter, when oranges were available, the students would make marmalade. Each jar or can bore the label, "Donated by the American Red Cross Chapter [X]. Not to be sold." Before Christmas and Easter, a motor corps delivered the products to veterans and children's hospitals and to two health schools devoted to tuberculosis. The canning program had the endorsement of the President's Organization for Unemployment Relief, the U.S. Department of Agriculture, and the National Education Association.

In another Junior Red Cross project located in North Carolina, seeds were distributed in September through home economics classes for the purpose of growing vegetables in gardens and then canning the produce. As a result of this project, 2004 quarts of produce were distributed to needy families over the Winter months.

Ball Brothers was also linked with the "Feeding the Orphan" program at the Southern Methodist Orphans Home in Waco, Texas. The orphanage, founded in 1894, had produced much of its own food while teaching food-production skills to the children. There were dairy cows to milk, chickens to feed, and vegetable gardens to tend. But it was never quite enough; the home always needed to buy more food. In the depth of the Depression, funds were rapidly drying up, and more hungry, malnourished children were showing up on the doorstep every day. The superintendent of the home, Hubert Johnson, came up with an idea. He knew that almost everyone had a home garden in their backyard, growing food for their own family. Johnson arranged for the Ball Brothers Glass Company plant in Wichita Falls, TX to make 16,000 fruit jars with a special embossing on the back. He used a \$1,500 gift from a Mr. Willis of Atlanta, TX to purchase the jars; whether Ball had reduced the price for the orphanage is unclear. When the home gardens were ready

for harvesting, the jars were distributed to women at local Methodist churches along with the instructions:

Take just one jar home with you, and put it with your other jars. When you are done with your canning, find the jar with the words **'Property of Southern Methodist Orphans Home, Waco, Texas'** embossed on the back, and bring it back to the church.

The filled jars were gathered at the churches and taken back to the orphanage, where the children later washed and cleaned them for reuse. This system, which Johnson called "Giving What You Have", functioned successfully for many years. In fact, the present head administrator of the orphanage, Jack Kyle Daniels, is quite familiar with it: he himself was once an orphan there and had washed many jars as part of his duties. One of the jars sits on his desk, a prized possession. Few of the 16,000 jars survive, but another example, a clear, square half-gallon jar, can be seen in the Minnetrista Heritage Collection in Muncie.

### Promotion via Classes, Prizes, and Publications

Most people associate canning with fruits and vegetables. However, Ball Brothers promoted meat canning during the cold months. As one company poster (shown above) stated, "With government agents stressing the importance of meat canning, millions of housewives will can more meat this winter than

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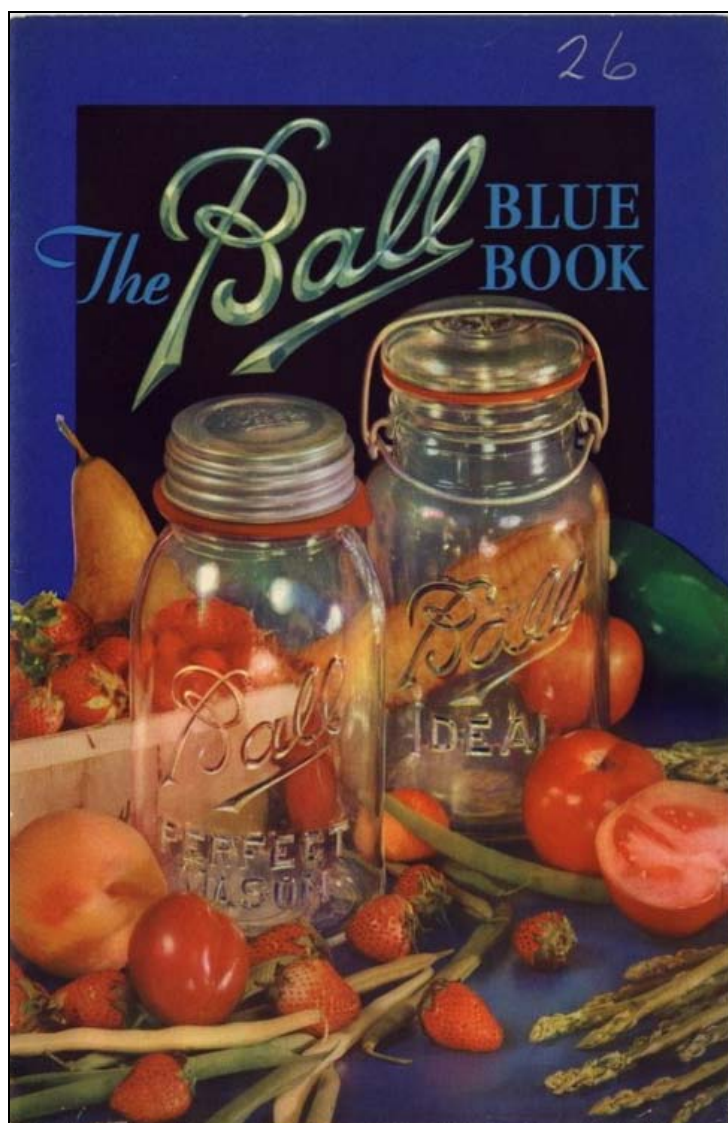
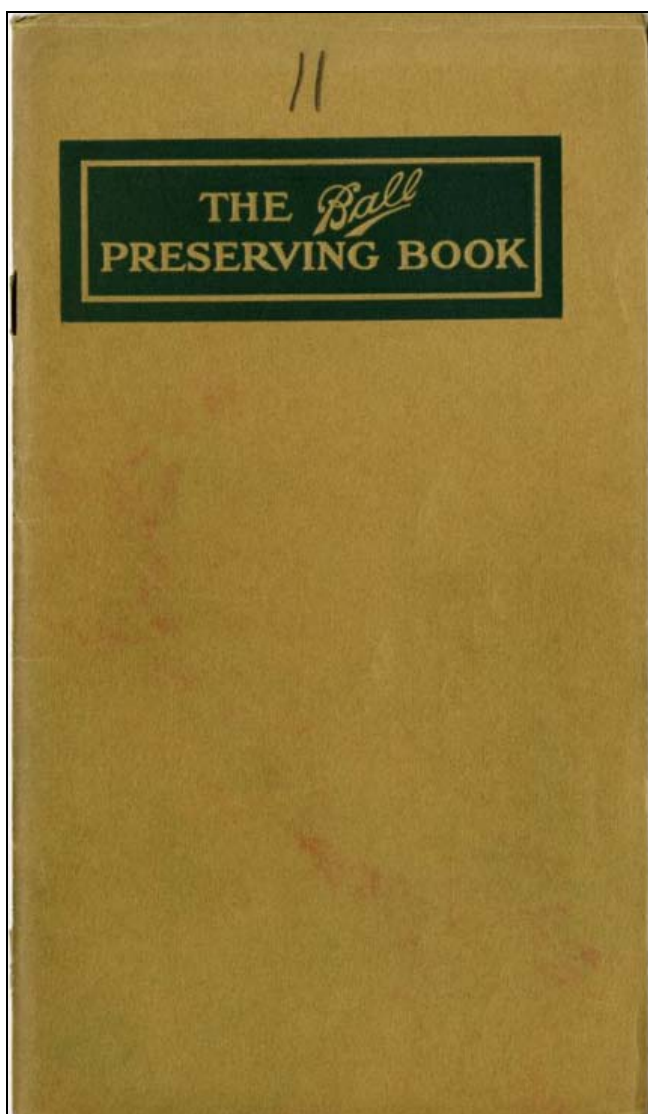
**BALL JARS***continued from page 5*

ever before!” Through its education department, the company had been busy working with county agents, home demonstration agents, schools, extension groups, and women’s clubs to emphasize the importance and economy of meat canning. The endorsement of meat canning was reinforced at local, state and international fairs, where the Ball Brothers Company funded prizes of up to \$100, a large sum of money during the Depression Era.

Every year, the company produced a booklet to assist the home canner (see examples below). In reviewing the collection, I noticed that there is slight variation from one edition to the next. The preface remained the same, word for word, over 20 years, but the title changed, and after 1915 became *The Ball Blue Book*. To date, the book is still published annually.

Fruit juices are also commonly canned. Recipes in *The Ball Blue Book* give detailed directions regarding the necessary boiling times, temperatures, and pH (acidity levels). Scurvy, a vitamin C deficiency, had become more widespread during the Depression, particularly among children, but consumption of citric fruit juices reduced the likelihood of the disorder. Cooked whole fruit was also healthful— and its bulk helped alleviate hunger pangs— but when old or damaged fruit was beyond salvation, juice could still be made from it.

Ball published separate booklets for specialized products, including *How to Can Meat Game and Poultry* (see image on next page). The canning of meat entails distinct requirements, including increased time and heat processing. To ease the preparation of large cuts of meat, the jars were often made with wider mouths and capacities as large as one gallon.



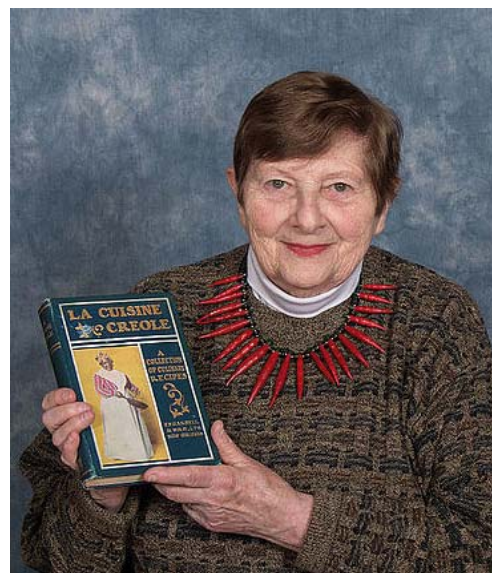
Editions of Ball canning booklets from 1913 (left) and 1934 (right).



Currently, canning is enjoying a resurgence in popularity, with many hobbyists canning produce from their backyard or community gardens. Although not under the direction of the Ball Brothers Company, you can attend a community canning class in Muncie led by cooperative extension county agents. Today, Newell Brands owns the right to manufacture the Ball brand of Mason-type jars and canning equipment. The Ball Brothers Foundation, with some Ball family descendants sitting on its board of directors, is involved in local community building just as the company invested resources during the Depression years. Without the financial support of the foundation, many living in poverty in Muncie would do without. ■

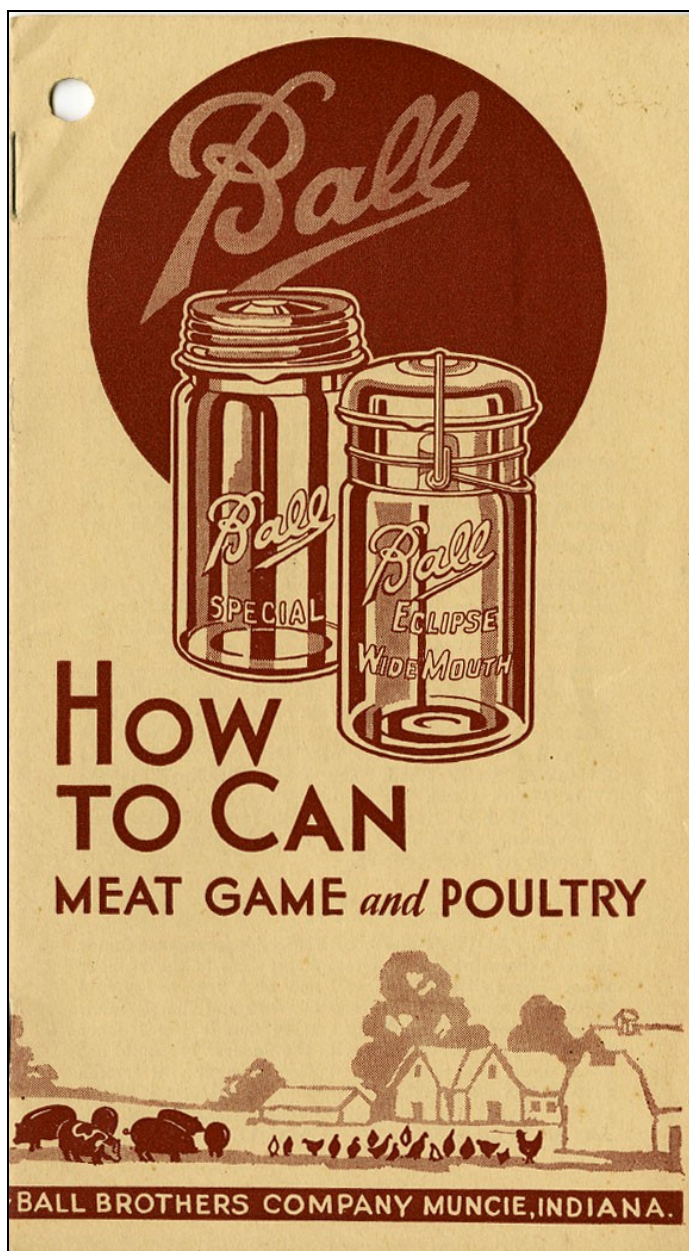
## JAN LONGONE WINS THE 2018 CAROL DEMASTERS SERVICE TO FOOD JOURNALISM AWARD

We're delighted to report that CHAA founder and honorary president Jan Longone was named on May 2 as the fifth recipient of the Carol DeMasters Service to Food Journalism Award. The award is given annually by the Association of Food Journalists (AFJ) to recognize an individual who has made a significant and lasting contribution to the field of food journalism.



Jan is scheduled to accept the award on Sep. 27 at AFJ's 2018 conference in Phoenix, AZ. Past winners include Kimberly Wilmot Voss, John T. Edge, Jessica B. Harris, and Marian Burros. The AFJ, founded in 1974 and based in Chapel Hill, NC, is a professional organization dedicated to preserving and perpetuating responsible food journalism.

Jan Longone is Curator of Culinary History at the Special Collections Library, Univ. of Michigan. For two years beginning in 1975 Jan hosted a radio show, "Adventures in Gastronomy", on NPR affiliate WUOM. In 2000 she and her husband Dan began donating their extensive culinary archive to UM to form the Janice Bluestein Longone Culinary Archive (JBLCA). It consists of more than 30,000 items, including cookbooks, culinary manuscripts, menus, journals and ephemera, all of which is being cataloged by an army of volunteers. Jan has curated more than 16 major exhibitions and symposia, was a founding member and board member of the American Institute of Wine and Food (AIWF), and served as an editorial board member and columnist for the journal *Gastronomica*. She also contributed to *The Oxford Companion to Food* and *The Oxford Encyclopedia of Food and Drink in America*. ■





# ALL ABOARD TO DINE BY TRAIN ON FIVE CONTINENTS

by Sharon Hudgins

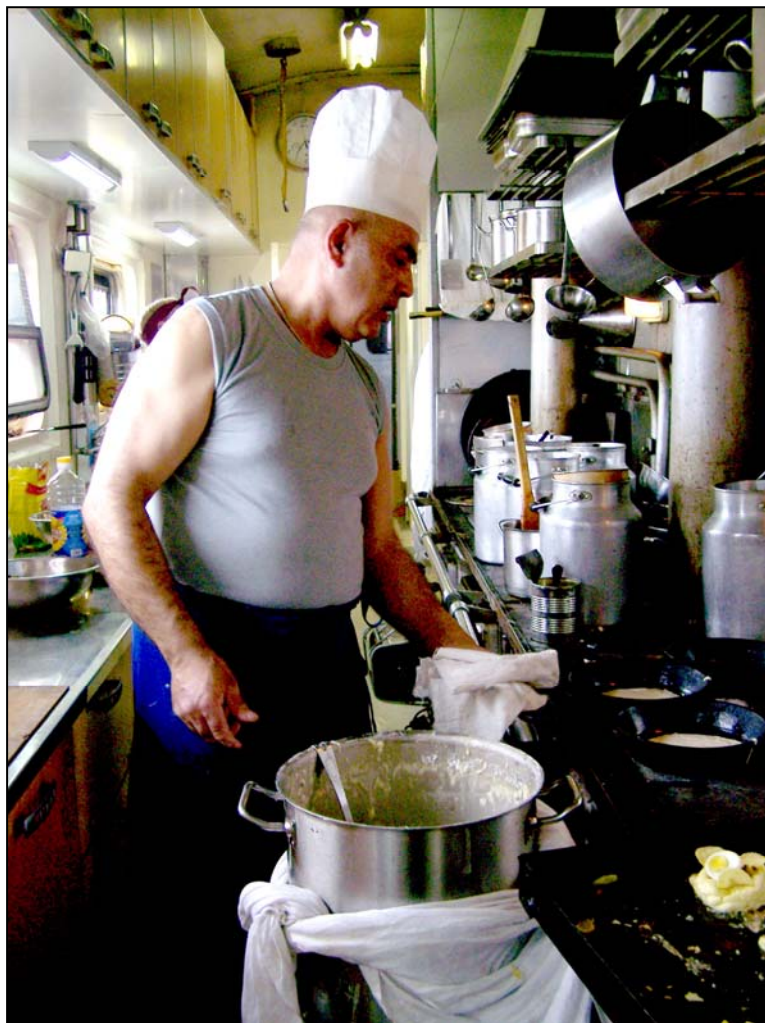
*Sharon Hudgins of McKinney, TX, is an award-winning author, journalist, and culinary historian whose latest book is T-Bone Whacks and Caviar Snacks: Cooking with Two Texans in Siberia and the Russian Far East (University of North Texas Press, 2018). She holds graduate degrees from the Univ. of Michigan at Ann Arbor and the Univ. of Texas at Austin, and has worked as a lecturer on several Russian train tours organized by National Geographic Expeditions and Smithsonian Journeys. Sharon has adapted the following article from a forthcoming book that she edited, Food on the Move: Dining on the Legendary Railway Journeys of the World (Reaktion Books, Fall 2018). Her previous article in Repast was "Russian Potato Salad: From Classic to Contemporary" (Winter 2011).*

A trip by train can mean different things to different people— from a hobo hitching a ride on a boxcar to a king traveling in his own private railway carriage. From a worker in a dark, oily, locomotive yard in India, surrounded by the smell of burning coal, to a traveler waiting in a shiny-clean, brightly-lit *Shinkansen* station in Japan. From soldiers being transported to the front lines of war to prisoners on their way to doom. From a harried daily commuter on a local train to a perfumed lady wrapped in furs, furtively slipping into a handsome stranger's cabin as a long-distance train rolls through the Balkans.

But whatever their situation in life, whatever the circumstances of their journey, railroad passengers need to eat.

*Food on the Move: Dining on the Legendary Railway Journeys of the World* is a new book focusing on the culinary history of nine famous railway journeys on five continents— from the Tran-Siberian, the longest passenger railroad in the world, to Japan's "Bullet Train", the fastest commercial train on the planet; from the Darjeeling Himalayan Railway, one of the shortest, slowest, and highest railroad lines on Earth, to the *Orient Express*, sometimes called "the king of trains, the train of kings".

Many railway journeys have been called "legendary", but to include all of them in one book would have been a massive project indeed. The nine journeys featured in *Food on the Move* were selected for their geographic diversity, their uniqueness (length, speed, elevation), their fame beyond the tracks (in art, literature, music, and film), their importance in a nation's development, the food cultures they represent, and often a combination of these. Each chapter covers the evolution of food services on a particular route or individual train, from dining cars to railway station restaurants to food vendors on the station platforms. Topics include the *haute cuisine* once served in elegant dining cars on the *Orient Express*; American steak-and-eggs on the Santa Fe *Super Chief*; the infamous "British railway sandwiches" available on the *Flying Scotsman*; and



Sharon Hudgins

A chef cooking *bliny* in the galley (kitchen car) of the *Golden Eagle Trans-Siberian Express*, 2008.

home-cooked Russian regional foods along the Trans-Siberian tracks.

My own track to editing this book was laid long ago— a ribbon of steel that started in Texas and ultimately ran all the way to Siberia. I grew up as a "daughter of the railroads" in Denison, a small Texas town near the Oklahoma border, where the railroad was the economic lifeblood of the town. My father was a fireman on the Missouri-Kansas-Texas Railroad (M-K-T, or Katy), initially shoveling coal on the last steam engines chugging on that line. And he continued working on the streamlined diesels that replaced the old "iron horses", until the Katy quit operating passenger trains in the 1960s in the face of competition from other forms of transportation.

Until the demise of passenger service on most American railroads, my family traveled by train all over the United States, from Texas through the Great Plains, from Kansas City to Washington, DC, from Chicago to Los Angeles— all because we could ride free-of-charge, using passes issued to railway





A vendor selling food at a stall near a Darjeeling Himalayan train station in 1974.

©1974 Ted Scull. Reproduced by permission of photographer.

employees. But we never could afford to eat in the dining cars or pay for a berth in a sleeping carriage, both of which I dreamed of doing someday. Like most working-class people, we carried food with us from home and slept sitting up in our seats in the coach cars on overnight trips. I considered it a real treat when I was occasionally allowed to buy a ham sandwich and a bottle of Coke from the steward in a starched white jacket who came through the carriages selling snacks. Never mind that those costly sandwiches consisted of a very thin slice of ham and a limp leaf of lettuce inserted between two pieces of Wonder Bread sparsely spread with margarine. To me, just the fact of buying food on the train was exotic.

Only once did I experience the luxury of eating in an American dining car. Traveling alone as a teenager, and mindful of my budget, I ordered the least expensive item on the menu. And I still remember the look and taste of that club sandwich with its three slices of toasted bread slathered with mayonnaise, stacked high with bacon, lettuce, tomato, and turkey, sliced into four elegant triangles, and served on a heavy white porcelain plate with a few potato chips on the side.

As an adult, I went on to ride the rails all over the world. On my first trip to Europe, when I was still in college, I traveled around Great Britain for two weeks on a BritRail Pass, taking the *Flying Scotsman* from London to Edinburgh, then another train to the end of the line at Thurso on Scotland's far north coast. Using a Eurail Pass, I saw the Continent from the windows of first-class carriages from Amsterdam to Paris to Geneva to Rome. I sampled my first French food at a table covered with a clean white cloth and set with stemmed wine glasses in a streamlined carriage of a Trans Europ Express (TEE) headed to Paris; shared salami sandwiches and a bottle of wine in the cabin of an Italian family traveling from Genoa to Florence; and drank beer with German students who came aboard in Munich. I bought take-away foods from vendors on the station platforms and at little stalls near the stations. And I

lingered over coffee and pastries in station cafés while waiting for the next train out of town.

Later, during the many years I lived abroad, I often commuted to work on local trains in Europe and Asia; traveled longer distances on the high-speed *InterCity-Express* (ICE) in Germany, the *Train à Grande Vitesse* (TGV) in France, and the *Shinkansen* ('Bullet Train') in Japan; sped through the Channel Tunnel on the *Eurostar* between London and Paris; and once took an overnight train from Cairo to Luxor in a Victorian-era sleeping car that looked like it hadn't been cleaned since Queen Victoria's time. Finally, in the 1990s, my childhood dream of riding on the Trans-Siberian Railroad came true—the railway trip of a lifetime for anyone who loves trains.

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Sharon Hudgins

*Pel'meni*, traditional Siberian stuffed dumplings, served on the dining car of the *Golden Eagle Trans-Siberian Express*, 2006.

## DINE BY TRAIN

*continued from page 9*

I tasted the foods of four continents on those journeys, in dining cars and at station restaurants, sold by licensed pushcart vendors inside the carriages, and hawked by freelance vendors along the tracks. So I was delighted when I had the opportunity to edit this book about the culinary aspects of travel on some of the world's most famous railways, and to write the chapter about the Trans-Siberian Railroad myself.

Other books have been written about dining on trains, of course. James D. Porterfield's *Dining by Rail: The History and Recipes of America's Golden Age of Railroad Cuisine* (first published in 1993) is an excellent source about railway food services in the U.S., from staff training to galley (kitchen)

configuration to tableware designs. Other authors have written about the history of eating specifically on the Northern Pacific, Atlantic Coast, Baltimore & Ohio, Shoreline, Southern Pacific, Chesapeake & Ohio, Union Pacific, and other railroads in America. Several books have focused on the importance of the Harvey House food-service operations on trains, in station restaurants, and in hotels along the route of the Atchison, Topeka and Santa Fe Railway between Chicago and Los Angeles, from the 1870s through the 1960s. And in *Food on the Rails: The Golden Era of Railroad Dining* (2014), Jeri Quinzio of the Culinary Historians of Boston examined the history of railroad dining in the U.S. and Europe, mainly before the middle of the 20<sup>th</sup> Century.

### VEGETABLE JALFREZI

*This recipe comes from a hotel in Siliguri on the Darjeeling Himalayan Railway route, where foreign travelers often stop to eat. Jal means "spicy" in Bengali, and frezi means "stir-fry". The vegetables should remain fairly crisp, and the dish should be more dry than soft or juicy.*

- 3 Tbsp. *ghee* (clarified butter) or vegetable oil
- 1 Tbsp. ground coriander
- 1 tsp. cumin seeds
- 1 medium cauliflower (about 2 lbs.), florets only, broken into small pieces
- ½ lb. fresh green beans, cut crosswise into 1-in. pieces
- 1 large carrot, cut into thick matchstick pieces
- 2 large onions, finely chopped
- 2 hot green chiles, cut into thin matchstick pieces
- 3 cloves garlic, finely chopped
- ½-in. piece fresh gingerroot, peeled and finely chopped
- 2-3 tsp. sugar
- ½ tsp. hot chile powder
- ½ tsp. ground turmeric
- ¼ tsp. salt
- 2 medium tomatoes, finely chopped
- ½ cup tomato purée
- Handful of fresh coriander leaves
- Garnish: Additional fresh coriander leaves

• Have all ingredients chopped, sliced, and measured in advance. Heat the oil in a large, deep skillet over medium-high heat. When the oil is hot, add the ground coriander and the cumin seeds. Stir-fry quickly, about 30 secs.

• Quickly add the cauliflower, green beans, and carrot, stir-frying for 2 mins. more. Add the onions, green chiles, garlic, and ginger, and stir-fry 2 mins. longer. Add the sugar, chile powder, turmeric, and salt. Cook for 1 min., stirring constantly. Stir in the tomatoes and tomato purée, mixing all ingredients well. Stir in a handful of coriander leaves. Reduce the heat to low, partially cover, and simmer, stirring frequently, for 10 mins. Remove lid and continue cooking 5 mins. more.

• Serve hot, as a vegetarian main dish or a spicy side dish, with boiled white basmati rice and *chapati* or *naan* (Indian flatbreads). Garnish each serving of *jalfrezi* with a few fresh coriander leaves.

• Makes 4 to 6 servings.



Sharon Hudgins

Head waiter serving sturgeon in aspic in the dining car of the *Golden Eagle Trans-Siberian Express*, 2007.



### MASCARPONE MOUSSE WITH MARSALA

*Italian ingredients are featured in this elegant but easy-to-make dessert adapted from a recipe created by Head Chef Christian Bodiguel for the dining car on the nostalgic Venice Simplon-Orient-Express.*

2 Tbsp. pine nuts (for garnish)  
 3 large eggs, separated  
 ¾ cup superfine sugar (divided use)  
 6 oz. (weight) mascarpone cheese  
 1 tsp. vanilla extract  
 ¼ cup sweet Marsala wine

- Toast the pine nuts in a preheated 325°F. oven for 8 mins. Cool before using. Beat the egg yolks and a scant ⅓ cup of the sugar together until the sugar is dissolved and the mixture is pale yellow and thick. Beat in the mascarpone and vanilla.

- In a separate bowl, use clean beaters to beat egg whites until soft peaks form, then gradually add the remaining sugar, beating until the mixture is stiff and glossy but not dry. Gently fold the beaten egg whites into the mascarpone mixture.

- Divide the mousse evenly among 6 stemmed parfait glasses or large wine glasses. Cover with plastic wrap, and refrigerate up to 24 hours. Just before serving, spoon 2 tsp. of Marsala into each glass and garnish the mousse with toasted pine nuts.

- Makes 6 servings.

Although a great number of books have also been written about the broader topic of railroad history— some with sections or chapters on the food-service operations— there was a lack of works, in English, that focused in depth on the culinary history of the world’s best-known railway journeys on several continents, not just those in Europe and the U.S. So I thought it was time to bring together, in one book, new contributions from journalists, academics, and independent scholars who had actually ridden (and eaten) on those trains, or had firsthand knowledge of them in other ways.

Adam Balic, a food historian in Scotland, first saw the “Flying Scotsman” locomotive at a steam railway exhibition in Australia in 1988, and later visited the famous locomotive in England, at its permanent home as a ‘working museum exhibit’ of the National Railway Museum in York. Arjan den Boer, a railway design historian in the Netherlands, traveled from Paris to Istanbul in 2012 on the original route of the *Simplon Orient Express*, to reconstruct the 1950 journey of *LIFE* magazine photographer Jack Birns on that train. Culinary historian Diana Noyce recently traversed the length of Australia from north to south on *The Ghan*, a railway whose official emblem honors the Central Asian camel drivers who opened up transport into Australia’s interior in the 19<sup>th</sup> Century. Journalist Judy Corser crossed Canada from east to west on the modern version of the original “nation-building” transcontinental Canadian railways. Merry White, a university professor and a specialist in Japanese food and culture, has raced across Japan many times on the bullet-nose *Shinkansen*. Karl Zimmermann, a railway author and journalist, first rode the refurbished Santa Fe *Super Chief* from Los Angeles to Chicago in 1969, and its successor, Amtrak’s *Southwest Chief*, nine more times between 1985 and 2015. In 1977 and 2000, Zimmermann also saw South Africa twice through the gold-dusted windows of its luxury *Blue Train*, and rode on the deluxe private train, *Pride of Africa*, too. Aparajita Mukhopadhyay, a university professor, social historian, and self-described ‘train fanatic’, grew up riding the rails in India. And during the past 25 years I have traveled many times on Russia’s Trans-Siberian Railroad, in all types of carriages from ‘hard class’ to luxury level, logging nearly 44,000 miles on that legendary line.

Taken together, the nine chapters in this book constitute a veritable feast of meals on the move— from the eight-hour Darjeeling Himalayan run as a spicy palate-tempting starter, to the Canadian Pacific’s 4,350-mile trip as a hearty soup course, to the week-long Trans-Siberian journey as a filling main dish and the three-day ride on the *Orient Express* as a richly satisfying dessert. But this isn’t just a contemporary account of dining on the legendary railways of the world. Each chapter also traces the history of those trains, with a focus on the foods available to passengers at different times in the past, sometimes as far back as the early days of train travel in the 19<sup>th</sup> Century. The authors also consider how geography, politics, economics, social class, travelers’ expectations, and even religion have influenced the foods served to passengers on, and off, those trains for nearly 150 years. And they include representative recipes from different periods in those railways’ history, too.

And who knows? Given the way our world is rapidly changing, in the future we all might be gliding along on magnetic-levitation trains with robots cooking, plating, and serving food to the passengers. All aboard for the ride! ■

## FILM REVIEW

# KIKKOMAN: A TRANSPLANT INTO ANOTHER WORLD

“Make Haste Slowly: The Kikkoman Creed”

Directed by Lucy Walker

2012; 24 mins.

Available at <http://www.kikkomanusa.com/creed/>

by Wendell McKay

*Longtime CHAA member Wendell McKay of Ann Arbor is a cook at Zingerman's Delicatessen, where he has been employed for several years. Originally from Baton Rouge, he holds an M.A. in history from the Univ. of Akron and has taught classes on Middle Eastern and Southeast Asian history and culture. Wendell's most recent previous piece in Repast (Fall 2016) was a review of the book Mediterranean Algarve: Tradition, Produce, and Cuisine.*

Kikkoman is probably the best-known commercial Japanese soy sauce, certainly outside its country of origin. Widely used in private kitchens and restaurants, its four-century history accrues added luster from its accreditation to the Japanese Imperial family and from the business and management philosophy encoded in a set of 16 easily-digestible maxims. These last form the basis of “Make Haste Slowly: The Kikkoman Creed”, a short film explaining the history and philosophy of Kikkoman and how both of those influence its business practices and fortunes.

Lucy Walker, an award-winning documentary filmmaker based in London, was commissioned by Kikkoman to direct this project. “Make Haste Slowly” was filmed in both Japan and

Wisconsin. It was named Favorite Documentary Short at the Napa Valley Film Festival in 2013.

Founded in the early 17<sup>th</sup> Century by a family of minor samurai, the firm came into its own in the early 20<sup>th</sup>, using relatively simple techniques to produce a soy sauce whose quality brought it to the attention of the Imperial family, resulting in Kikkoman becoming the Emperor's official soy sauce. Postwar, transpacific contacts brought soy sauce into American kitchens and restaurants, increasing Kikkoman's global popularity. Meanwhile, the increasingly frenetic pace of family life and cooking in postwar Japan prompted changes in soy availability there, especially through advances in container design. In the early 1970s, Kikkoman took the then-unprecedented step of opening a Japanese-owned factory in the United States. It was staffed with largely American workers drawn from the plant's environs outside the small town of Walworth, Wisconsin.

Opening with the strike of a Shinto temple gong (unwittingly, perhaps, reminiscent of the iconic opening to the classic films of Britain's Ealing Studios), “Make Haste Slowly” places Kikkoman's ideas well within the mainstream of Japanese culture. An animated sequence, reminiscent of shadow puppetry, illustrates Kikkoman's Shōgun-era origins. The film allows the company's Japanese bigwigs to speak for themselves— often in Japanese, with English subtitles— including longtime CEO Yuzaburo Mogi and designer Kenji Ekuan. Ekuan is responsible for the iconic Kikkoman “water-drop” bottle design, which was inspired by memories of his mother wrestling in the kitchen with the huge metal cans in which soy sauce (*shōyu*) used to be stored.





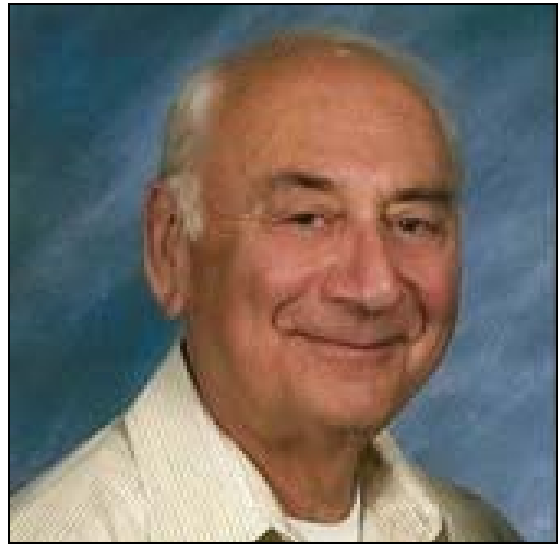
The 16 maxims guiding Kikkoman's business—among them “Business depends upon people”, “Politeness brings peace”, “Clearly communicate success or failure”, and “Don't carelessly fall into debt”—appear throughout the film in conjunction with the specific situations to which they apply. For example, the maxim “Strive to prosper together with the public” is underlined by a Kikkoman environmental expert emphasizing how little waste is produced from making soy sauce—the soy cake is used for animal feed, and the soy oil for machine lubrication.

A factory official explains that the secret to making great soy sauce is concentrated in a Japanese saying, “Make haste slowly.” The brewing process entails fermenting a mixture of soybeans, wheat, *koji* culture, salt, and water in huge vats for six months or more. “When it's healthy and bubbling continuously,” explains a Japanese worker in a starched-white uniform, “we say that it's singing. It's like checking the health of children. We watch their faces, check their temperatures, and listen to their voices.” A co-worker adds, “If you don't take care of them, they will grow up badly.”

The Wisconsin factory provides “Make Haste Slowly” in many ways with its conceptual heart. The principles emphasized in the film all promote harmony, consensus, frugality, and at times vaguely-defined virtue, qualities that Japanese businesspeople believed, rightly or wrongly, were lacking in the Western workplace. At a time (very faintly implied in the film) when Japanese competition and enterprise were increasingly resented in America's heartland—especially the Rust Belt in whose hinterland the factory was built—there were understandable questions as to how well Japanese managers and American workers would interact. Interviews and testimony from the latter reveal plenty of initial mistrust and unease; some of the workers were old enough to have remembered the Second World War—some, perhaps, as participants—and Pearl Harbor was likely still fresh in many minds.

Fortunately, each side found the other willing to learn. Japanese managers came to respect American workers' ethic and product knowledge; many of the workers were formerly, or even simultaneously, farmers, often growing soybeans themselves. American workers were pleased to find Japanese managers solicitous of their welfare and willing to incorporate suggestions and opinions into the wider consensus framework. The Japanese staff resident in Wisconsin came to integrate wholly or partially into the community, providing an arguably inspiring example of cross-cultural cooperation. The “Kikkoman Creed” passed its toughest test: a transplant into another world where a growing taste for soy sauce was matched by increasing openness to other ways of doing things.

While the issues explored, however briefly, in “Make Haste Slowly” would be relevant and interesting regardless of present context, they certainly strike a hopeful chord in 2018, at a time when questions of foreign trade and economic influence in domestic markets have been prominently in the news for reasons both good and ill. Hearing testimony of fruitful cooperation from American regions seemingly most hostile to outside influences provides a positive counterpoint to so much of the rhetoric surrounding these issues today. ■



## In Memoriam: Boris Silberberg

We only recently learned of the passing of former CHAA member Boris K. Silberberg on May 15, 2016, at the age of 81. Boris was a pathologist at Providence Hospital in Southfield, and a clinical associate professor of pathology at Wayne State University. He and his longtime companion, Frances Williams, lived in Troy, MI, and were CHAA members during 2003-12. He also left behind two children and several grandchildren.

We especially remember how Boris brought his knowledge and affection for French food and wine to our organization. He had grown up in Metz, in northeastern France, but spent the years of World War 2 in the Bordeaux farm region where he participated in the Fall grape harvests. His love of French wines stayed with him his whole life, and he and Frances frequently visited friends in France. Boris wrote an article, “A Story of Champagne” (*Repast*, Fall 2005), to mark the bicentennial of Veuve Clicquot. For our theme meal “A Cruise on the Rhein (or the Huron)” in Aug. 2009, he prepared the world-famous dish *choucroute garnie à l'Alsacienne*. Other dishes that he and Frances brought to our meals reflected his *élan* in the kitchen: Greek *tzarouhopitta* (cabbage-phylo pastry) for “Foods of the Ancient Mediterranean” (Dec. 2004); a batch of *ashak* (an Afghan pasta dumpling filled with chopped leeks and served with a yogurt mint sauce) for “A Silk Road Journey” (Dec. 2005); and Louisiana pecan cake, the Creole version of French Twelfth-Night Cake, for “A Salute to Our Friends on the Gulf Coast” (Dec. 2006).

# LIBBY'S IN LANGUEDOC

by Michel Bosquet

*This article originally appeared in the Paris weekly news magazine L'Express on March 7, 1963. Repast editor Randy Schwartz has translated it and added some explanations in brackets and endnotes. The article discusses Libby's controversial application to build a huge canning plant in the Languedoc region of southeastern France, an episode that showed how industrialization and globalization were reshaping the character of food production. Libby's was permitted to build the plant after it accepted partial ownership of it by a French bank and modified its contract terms for local farmers. The 152,000-square-foot factory, sited in the Camargue (the Rhône River delta), began operating in late July 1964, focusing initially on tomato juice and ketchup for export mostly within Europe. Coincidentally, 2018 marks the 150<sup>th</sup> anniversary of the founding of Libby McNeill & Libby in Chicago.*

When Chrysler gained control of Simca, the French government was worried. [Prime Minister] Pompidou and [Finance Minister] Giscard d'Estaing made it known that they would oppose American capital taking control of whole branches, or any sensitive sectors, of the economy.

But last week that same government, in the person of Mr. Pisani, Minister of Agriculture, implored more-than-reluctant agricultural leaders to acquiesce in the arrival in Nîmes or Montpellier of an American behemoth: Libby's of Chicago, the world's third-largest producer of canned fruits and vegetables.

In the Lower Rhône, agricultural officials whom I interviewed last week are all hostile to the U.S. presence. Nevertheless, the government decided in favor of Libby's. Why? Will the threat from Libby's be less formidable for the French food industry than Chrysler's threat to the automotive industry?

## In Full Rout

On the contrary. Together, the four major French automotive firms exceed Chrysler by half, and Simca represents only one-fifth of French production. Libby's, on the other hand, out-produces French canneries many times over, and its one American plant in the Lower Rhône will produce as much as all French canneries combined. These French canneries, in fact, are scattered across 850 different companies, and each one outputs only a few hundred tons per year, on average.

The French food industry has been in full rout for a number of years now. The bulk of the biscuit industry [cookies and crackers] has come under American control:

Gringoire under Pillsbury, Gondolo under Nabisco, Delacre under Campbell Soup, Heudebert under Nestlé, Pernot under Procter and Gamble; not to mention Krema sweets under General Foods, Gloria milk under General Milk, etc. And the rout continues.

## Like a Life Insurance Policy

In vain did the government reach out to the French canneries 18 months ago. Regroup yourselves, it said to them; merge, concentrate into units selling at least 50 million annually; that is your only chance to save yourselves. And it offered companies following that advice extremely favorable loans to purchase equipment: 30 years, only 3% interest. Yet nothing, or nearly nothing, has been done.

As can be seen in the report of the Fourth Plan<sup>1</sup>, French cannery owners are routinely fearful and jealous, with a Malthusian gloom about the future. Rather than pool their business, they often prefer to sell out to foreign firms that provide them a very comfortable salary. In this way, they undermine their French competitors and gain a sort of life insurance policy for themselves.

There is a huge market at stake in France and in the Common Market. With French private industry unable to seize the opportunity, the government finally opened the door to Libby's, which had been knocking on it for several years.

Isn't this the ideal solution? Mr. Philippe Lamour, President of the C.N.A.-B.R.L.<sup>2</sup>, thinks so, as does the Finance Minister. As long as Libby's wants to gain a foothold in Europe, they reason, they might as well come to France. If we shut the door to them here, they'll go to Italy and compete with our products from there.

Is Libby's American, and American only? And can it bring about the sort of "capitalist integration of agriculture" that the Young Farmers<sup>3</sup> are resisting?

"To balk at such things reveals a very pessimistic outlook" said Philippe Lamour, conversing with me on his property near Nîmes. "To be afraid of American conglomerates and not French ones seems anachronistic to me. I tell you, the Americans will die of exhaustion before they succeed in turning our peasants into their sharecroppers. In fact, our own tomato-canning firms are just as menacing."

Mr. Lamour adds that the coming of Libby's is "a minor detail" and suggests that I report on more interesting things. He talks to me about Southern France within the European arena; the Marseille-Avignon-Nîmes metropolis, its two million people connected by rapid new lines of communication; the need for high schools and vocational schools of all levels to give the region a cultural and industrial center, a new autonomy and a new life, welcoming to a population that would otherwise emigrate to Paris. "We don't have time to wait for public opinion to come around", he concludes. In his eyes, Libby's "is serious", the first really solid stone of this future edifice, and any opposition to it "is just a dream."



But is there another side of the coin? I interviewed other economic and agricultural leaders in the region, starting with Mr. Privat, secretary of the union of Farmers of Gard<sup>4</sup>. He compares Libby's to United Fruit, the future of the Lower Rhône to the past of Cuba and Guatemala, and concludes: "We're going back to a colonial situation. But my ancestors died in galleys for freedom" (Mr. Privat is Protestant<sup>5</sup>).

Next I spoke with Mr. Charles Daussant ("I am one of the few leftist Presidents of the Chambers of Agriculture") and Mr. Costabel, director of Crédit Agricole<sup>6</sup>, both of whom are opposed to Libby's. Their reasons? They have one in common: the development of the Lower Rhône, they say, is a gargantuan enterprise. It will take 30 years to become profitable— not fast enough by capitalist standards— so the state took charge of the matter. With 80 billion in taxpayers' money sunk into the project, it accomplishes what private capital refused to do: it transforms the region and creates the infrastructure and conditions for new, highly profitable activities. Then, when the state sees the project reaching fruition, what does it do? It brings in a capitalist company, the industry leader in America, to invest the last three billion and reap the fruits of what the community itself had sown.

#### Hail, Disease, and Frost

For the last three years, the Young Farmers have been fighting for what they call "product control". They refuse the proletarianization that goes hand in hand with capitalist integration, and they refuse it for two reasons.

The first is economic. Less than half of the value of a food product comes from the cultivators' own work; collection, packing, industrial processing, transport, and distribution add a value at least equal to that of the peasants' labor. The trick would be for the producers themselves to carry out, within the framework of cooperation, the work that doubles the value of the product when it goes from farm to retail store.

On the contrary, however, capitalist integration tends to make the peasant a mere producer of raw materials. Canning trusts take care of all the tasks except for the manual labor itself— breed selection, farming equipment, production methods, and packaging and sale of the products. They collect the bulk of the added value and, with a minimum price guaranteed by contract, they remunerate the peasant in the manner of a specialized worker.

The peasant thus knows all of the disadvantages of a paid employee— lack of responsibility, submission to discipline, exploitation of labor— without its advantages: he bears the risks of natural hazards. If hail, disease, or frost destroys his crop, no adjustment is made. If— as occurred with Francpoulet in Brittany— the trust goes bankrupt because it overvalued market opportunities, or if— as in the example of Remington in Caluire<sup>7</sup>— it abandons this enter-

prise in favor of another, more profitable, one, then the peasant will be driven to ruin.

#### They Know How to Operate at a Loss

Alongside these economic reasons, ideological and human reasons also make young people opt for the cooperative solution. Group farming, cooperative self-management, is also the promotion of a peasantry of free men, responsible, in solidarity with producers and urban consumers, able to build democracy at the regional level first, taking the power of decision-making away from distant anonymous entities in Paris or in Chicago.

It is this political vision that the arrival of Libby's is confronting. A co-op is financially unable to compete regionally with a trust of this size. The weapons are not equal. In the Massif Central, the West, the Southwest, large private firms have shown that they know how to operate at a loss for months in order to destroy co-ops that compete with them.

Is the local co-op, Gard Cannery, losing this war? "No, not yet", answers Bernard Pons. "This case woke people up." There were several thousand people in early February ready to march on the headquarters of the American firm.

"No", agrees Mr. Boucoiran, chairman of Gard Cannery. "Unless the state supports Libby's to the detriment of the co-ops, the local farmer will not willingly surrender to big capitalism, which he knows expects to gain three dollars for every dollar invested."

In three weeks, the cooperative was able to sign 500 hectares of production contracts. Before the Libby's announcement, it had only 150 hectares. A new fight is being joined. ■

#### Endnotes

1. The French national economic plan of 1962-65.
2. National Corporation for Development of the Lower Rhône and Languedoc, a government-funded French company established in 1955 to promote regional planning and rural development.
3. A farmers' trade union with an age limit of 35. It was formed in France in 1957 and is still active.
4. Gard is the department that includes the city of Nîmes.
5. King Louis XIV had punished many Protestants by sentencing them to row on prison ships, or galleys, most of which were based in the southwestern port of Marseilles.
6. A French network of cooperative banks, historically tied to agriculture.
7. A Lyon suburb.

# MORE SNAPSHOTS OF



At grocery stores, you used to tell the butcher what cut of meat you wanted. In the U.S., self-service meat counters were almost nonexistent before World War 2, and accounted for only 35% of all retail meat sales in 1960. Some of the butchers continued to ply their trade long afterward. Here we see master butcher Jeffrey Ruhalter at his Jeffrey's Meat, a third-generation butcher shop at the Essex Street Market on the Lower East Side of Manhattan, NY. Ruhalter also had some one-man sideline enterprises, including on-site classes in butchering and sausage-making, and a service called "Who F\*\*\*d Up the Order?", which made emergency deliveries to restaurants that needed last-minute meat supplies. Before he passed away in Aug. 2016, he was one of three butchers profiled in Suzanne Wasserman's award-winning documentary, "Meat Hooked!" (2012, 54 mins.).

Photo: The Lo-Down: News from the Lower East Side (<http://www.thelodownny.com>), Feb. 26, 2011.



Amy L. Catlin of Buffalo, NY, kindly sent us these digital photos of vintage can labels for bean sprouts and bamboo shoots. Late last year her mother, Arlene Rice, found the labels inside her kitchen-cupboard copy of Jessie Nilton's *Chinese Cookery in the Home Kitchen* (Chicago, 1911), which was the earliest English-language Chinese cookbook in the U.S. (see cover story in *Repast*, Summer 2013). The shoots label is from Kwong Me Hong & Co., "Head office, Hong Kong China"; on the back, it boasts of the company's "Preserves of different kinds of fresh fruit, Bamboo-shoot, Pine-apples, Vegetables, Meats and Birds". The sprouts label is from "La Choy Food Products, Inc., Detroit, Mich." and includes a recipe for "Fine Cut Chop Suey or Chow Mein". For more on La Choy, see Hanna Raskin's article in *Repast*, Summer 2007.



# THE FOOD INDUSTRY



This 1898 advertising trade card shows a woman eating breakfast in bed: a bowl of Vitos wheat porridge from Pillsbury (Minneapolis, MN). Introduced in 1897, Vitos could also be prepared as fried mush or as batter-coating for fried meats and fish. The image is from a 2017 online exhibit, "Trade Cards: An Illustrated History" (<http://rmc.library.cornell.edu/tradecards>), by the Rare & Manuscript Collections division of the Cornell Univ. Library. The exhibit features highlights from the Waxman Collection of Food and Culinary Trade Cards, about 6500 specimens (ca. 1870-1900) collected by Cornell Class of 1958 alumnus Nach Waxman (founder of Kitchen Arts and Letters bookstore in Manhattan) and donated by him and his wife Maron in 2015.

## Her "Declaration of Independence"

The Servant Problem changes to Servant Sense and Servant Sunshine in the Home where

# SHREDDED WHEAT

is known.

A knowledge of its nutritive value and its wide culinary uses emancipates the housewife from "food worry" and kitchen dudgeon.

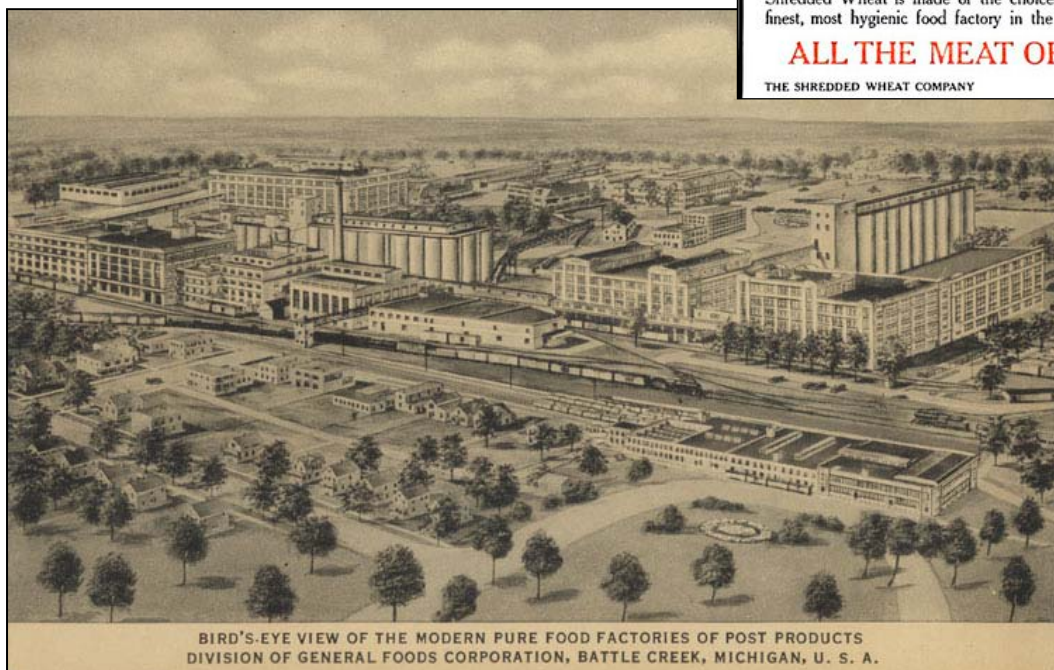
When servants fail and cooks fail, there is Shredded Wheat to lean upon in every emergency. With Shredded Wheat Biscuit and fresh fruits in season a delicious, wholesome and nourishing meal can be prepared in a few minutes by the housekeeper without culinary knowledge or experience—nothing to do but heat the Biscuit in oven to restore crispness; then cover with berries or other fruits and pour over them milk or cream and sweeten to suit the taste.

More healthful and more nutritious in Summer than heavy meats or soggy pastries.

Shredded Wheat is made of the choicest selected white wheat that grows, in the cleanest, finest, most hygienic food factory in the world.

## ALL THE MEAT OF THE GOLDEN WHEAT

THE SHREDDED WHEAT COMPANY  
NIAGARA FALLS, N. Y.



BIRD'S-EYE VIEW OF THE MODERN PURE FOOD FACTORIES OF POST PRODUCTS DIVISION OF GENERAL FOODS CORPORATION, BATTLE CREEK, MICHIGAN, U. S. A.

The year 2018 marks the 125<sup>th</sup> anniversary of two cereal-based inventions (1893): Shredded Wheat biscuits by Henry Perky of Denver, CO, and Postum (a coffee substitute made of roasted wheat and molasses) by C. W. Post, a patient at Kellogg's sanitarium in Battle Creek, MI. Above, a 1909 ad claims that Shredded Wheat's convenience makes a homemaker less reliant on servants (photo from Captain Geoffrey Spaulding on Flickr). At left, a 1936 postcard shows the Post production complex in Battle Creek (from the collection of Randy Schwartz).



# MORE SNAPSHOTS OF THE FOOD INDUSTRY



Bovril is a thick, salty meat-extract paste from England that can be used to flavor soups and stews, spread on toast, or diluted with water and drunk as a warm beverage like bouillon. It started in Quebec Province in 1874, but relocated to London a decade later. Shivering English football fans highly value the beverage; the advertising image at left was downloaded from the fan website "Back of the Net". Marmite (see 1940s British ad, below), extracted from brewer's yeast, was introduced in Burton upon Trent, England, in 1902. It is spread thinly on toast, or used in making soups, stews, sauces, gravies, meat pies, etc. Both Bovril and Marmite are owned today by Unilever, and similar products are popular in South Africa, Australia, and New Zealand.



**— Mummy makes it with MARMITE**

Wonderful Mother, producing a tasty nourishing meal every single day of the week ! How does she do it ? Well, one of her secrets is Marmite. A mere spot of Marmite adds tang and tastiness to all kinds of savoury cooking. And that's not all ! It adds vitamins too, those vitamins of the B<sub>2</sub> group which are essential for Children's health.



1 oz. 8d. • 2 oz. 1/1 • 4 oz. 2/- • 8 oz. 3/3 • 16 oz. 5/9



The Jaffa Cake is this decade's highest-selling cake or biscuit in Britain. Introduced by McVitie's in 1927 and named after the Jaffa orange of British-Mandate Palestine, it's a small disk-shaped sponge cake filled with an orange-flavored jelly and topped with chocolate. McVitie's, founded in 1830, is today owned by United Biscuit, and the latter is owned by the Turkish conglomerate Yildiz. Jaffa Cakes are now available via amazon.com; the photo at left is by Randy Schwartz.

# "GO TELL THE BEES THAT THE MASTER IS DEAD"

Roger A. Sutherland— a biologist, Ann Arbor resident, and friend of the CHAA for many years— passed away on Feb. 11 at the age of 88. Roger was known throughout Michigan as an expert on local birds and plants, a practitioner of traditional methods of maple sugaring and beekeeping, and an entertaining teacher and storyteller.

He spoke to our group in January 2003 about "Maple Sugaring in Historical Times", telling us about the methods used by Indians and early white settlers to turn the sap of maple, walnut, butternut, birch, and other trees into syrups and other sweets. Later that year, he called to our attention Monroe, MI, resident Laurie Schultz's research into the muskrat-eating traditions of her French-speaking ancestors there; this was the genesis of a whole theme issue on local muskrat traditions in *Repast* (Winter 2004).

Roger grew up near Toledo, OH, and did some work on a local truck farm as a youngster. He ended up marrying the farmer's daughter, Mary Ellis (who survives him), after both of them graduated from Bowling Green State Univ. Following military service and two graduate degrees at the Univ. of Michigan in Ann Arbor, Roger taught biology for seven years at Allen Park High School, and then for 27 years at Schoolcraft College in Livonia (1964-1991).

At a memorial service held at Schoolcraft on Apr. 8, family friend Richard Mendel was able to pinpoint Roger's key attribute in two words: "Always curious." As an example, when the Sutherlands moved from central Ann Arbor to a homestead on Warren Road in 1966, they noticed maple trees there and on surrounding farms whose bark was scarred from old sap harvests.

They began to experiment by producing syrup with their five children. The couple broadly popularized what they learned about the process and its history, including in their joint article "Maple Syrup— A Family Project" (*Michigan Botanist*, Jan. 1975, pp. 57-61) and in the Washtenaw County Historical Society's extensive interview, "Sutherlands Tap into Maple Syrup for Fun" (*Washtenaw Impressions*, Apr. 1990, pp. 2-6).

It was in 1967 that Roger got interested in beekeeping, initially as a biology class project. Student interest was so high that he formed the Schoolcraft College Beekeeping Club, which thrived for many decades, at its height maintaining 80 hives in an orchard near the southeast corner of campus. Beekeeping also became another ongoing home project of the Sutherland family.

Roger worked hard to spread public understanding of the importance of bee pollinators for our ecology and agriculture. He helped build the Southeastern Michigan Beekeepers Association into a group of more than 200 members, and he and Mary worked tirelessly to help bring about the formation of other beekeeping clubs and organizations across the state. Roger served as President of the Michigan Beekeepers Association and the Michigan Audubon Society, and was active in countless other local and statewide groups. Remaining energetic throughout his 26 years of retirement, and ably assisted by Mary, he made dozens of presentations to local groups on topics such as beekeeping, maple sugaring, trees, wildflowers, and insects.

On a trip to the British Isles, Roger learned about the very old *skepp* style of beekeeping, in which bees build their hive on a coiled rope woven from wheat or rye straw (see cover illustration in *Repast*, Fall 2010). He brought this concept back to Michigan

and popularized it there, along with a tradition that treated bees in the hive as part of the family. In medieval England, he recounted, neglecting to inform the bees of a family birth, marriage, or death was believed to risk their abandoning the hive. In Nottinghamshire, if the master died, then a woman of the house would "put the bees into mourning" by draping the hive with a black cloth and singing to the bees, "The master's dead, but don't you go; Your mistress will be a good mistress to you." ■

Roger Sutherland on July 10, 2010, when he was interviewed about beekeeping on the Lucy Ann Lance Show (radio station WLBY 1290 AM).



# CHAA CALENDAR

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Sunday, July 15, 2018

4-7 p.m., Ladies' Literary Club of Ypsilanti  
(218 N. Washington St., Ypsilanti),  
Members-only participatory theme meal,  
"A Seasonal Farm Meal  
from 19<sup>th</sup>-Century Michigan"  
(details to be announced)

**On the Back Burner:** We welcome ideas and submissions from all readers of *Repast*, including for the following planned future issues. Suggestions for future themes are also welcome.

- Summer 2018: French Foodways of the St. Lawrence and Great Lakes (marking the 350<sup>th</sup> anniversary of Michigan's oldest European settlement, Sault Ste. Marie)
- Fall 2018: un-themed
- Winter 2019: The Food Industry: Pages from History (Part 4)
- Spring 2019: Immigrant Foods of Steel Country.

REPAST  
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ANN ARBOR, MI 48105-2722



Culinary Historians of Ann Arbor

Volume XXXIV, Number 2, Spring 2018

*First Class*