



A Message to the Homemakers of America



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By

MRS. FRANKLIN W. FRITCHEY



American Homemakers Association

Baltimore, Md.

1933

AMERICAN HOMEMAKERS ASSOCIATION

Baltimore, Maryland

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**OBJECTS AND PURPOSES AS SET FORTH
IN CHARTER OF
AMERICAN HOMEMAKERS ASSOCIATION**

Believing that the best good of the homemakers will be advanced by unity of purpose and organized effort, the Board of the American Homemakers Association, Inc., have established the foundation for a national and international organization of homemakers incorporated under the name of AMERICAN HOMEMAKERS ASSOCIATION.

In keeping with the march of progress, the American Homemakers Association will incorporate new objectives and policies in their platform from time to time.

Homemaking having been recognized as a profession, homemakers will work to raise the standard of their profession. Homemaking is the oldest of Arts and the newest of Professions.

The purpose of the American Homemakers Association is to organize the homemakers in every state in the United States into groups for the study of economic problems pertaining to the profession of homemaking and to invite all homemakers' groups already organized and who are in sympathy with the work set forth in the charter of the American Homemakers Association to affiliate with the Homemakers Association and to affiliate with the homemakers' associations of other countries, thus making an international association of homemakers.

Further objects are: To study, aid and advise on economic problems of both the homemakers and the producers; to bring this knowledge together for use as a basis of education.

To encourage thrift and simplicity in the home through interchange of ideas, and to cooperate with the organizations working for reforms beneficial to the home and nation.

To promote more intelligent food consumption through education and a national coordination of food research and education by the homemaker—the consumer.

To acquaint every homemaker with the origin and purposes of the Federal Pure Food and Drugs Act, and to have them join in the study of labels on foods as prescribed by the United States Department of Agriculture.

To follow all food legislation both state and federal and to cooperate in enforcement and betterment of such laws.

To inspect sanitary conditions where foods are manufactured or sold.

The work for 1933-34 will be an educational campaign on the origin and purposes of the Pure Food Laws and the labeling of foods and drugs,—a campaign to impress the homemakers of the United States with the importance of cooperating with the Department of Agriculture in the enforcement of the Pure Food Laws.

To watch carefully all legislation that would weaken the Pure Food Laws. The time has arrived for the American homemakers to help safeguard the American table and this can only be accomplished by organized effort.

The late Dr. Harvey W. Wiley took up the fight for the protection of the American family table and worked untiringly for twenty-five years. The result of his twenty-five years' fight was the enactment of the Food and Drugs Act, June 30, 1906.

The American Homemakers Association realizes the importance of the homemakers of American banding together to urge at all times the enforcement of these laws as outlined by Dr. Wiley.

Every homemaker owes this tribute to Dr. Wiley. Every homemaker owes such protection to her family, and to the entire people of the world.

Pure foods, foods properly labeled and how to read labels intelligently is the Association's program of work for some time to come.

A MESSAGE

to the

Homemakers of America

By MRS. FRANKLIN W. FRITCHEY

THE American Homemakers Association through its several years of economic research finds there is a crying need for women to become more and more interested in economics. Upon examination of the depression, we not only find a lack of information on economic subjects but a lack of interest and understanding on the part of the homemaker—the consumer.

Women's responsibility as consumers and as the world's largest buyers leads them to realize their power as purchasing agents for their families and to begin to take their jobs more seriously and to begin to make their power felt as it should be. We must recognize in these days of depression that the good of the consumer and the good of industry are bound up together.

There are two definite ways in which women have unusual opportunity to exert control. 1. Through their participation in politics through their leisure time organizations—circle clubs, etc.; their greater leisure to study government as laymen. 2. Their power to refuse to buy goods which represent extreme vagaries of fashion and irregularity of industry, such as products of under-paid labor.

The trend of women's activities is not away from that primary and all-important activity of homemaking. Homemaking is the basis of things. It is the unit on which all society and civilization has been built, and it is the unit which has best stood the test of time. What is happening is not the eradicating of the home; it is the modernizing of it.

The home is being revitalized and we will have it finally in a much higher state than we have ever had it before. There is a lot of professional skill going into the home today. We are getting a new technique in the home. We are getting forms of scientific management. We are all interested in this institution called a home.

Economically this world cannot function unless women make some kind of a productive return. What is happening now is that we are adapting ourselves to the newer conditions; the old conditions have been taken away from us.



Mrs. FRANKLIN W. FRITCHEY
President and Founder
American Homemakers Association

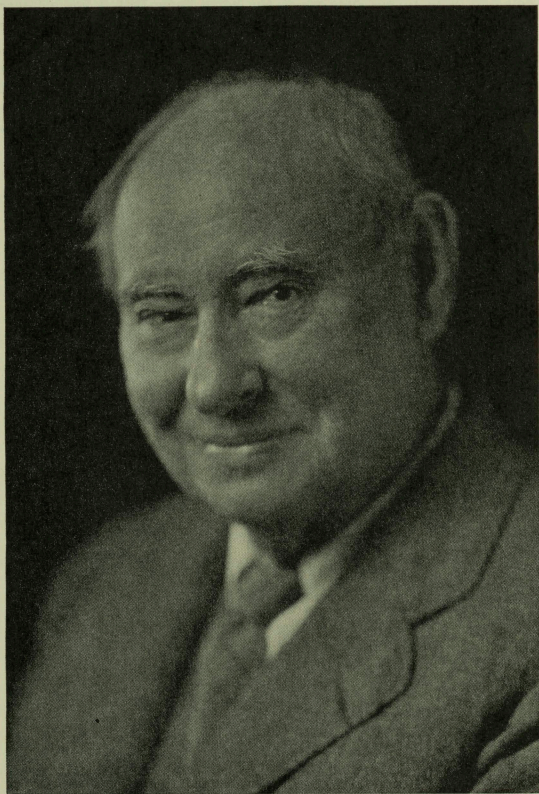
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The newer efficiency will be more effective than the old. It is still going to be planning; only we in the home know that it has a larger job, because the world has come to realize the importance of the home in planning.

Are you who guard it as consumer and mother and manager, are you going to be ready to meet those changing needs? It seems to me that if we are going to have efficiency in the future, planning must be not only adequate but interesting, and we must be right on the job waiting, and meeting the changes as they come.

A few years ago the American Homemakers Association through its standing committee on Health and Living Costs consulted with the late Dr. Harvey W. Wiley, Food Expert, along the lines of foods for health. For six years Dr. Wiley guided their studies on nutrition, pure foods and economic subjects.

These contacts proved most valuable as we became interested in the Pure Food Laws. Our group of homemakers were convinced that these laws are the safeguards to the American Table.



DR. HARVEY W. WILEY

A TRIBUTE TO DR. HARVEY W. WILEY

Great tribute should be paid to the late Dr. Harvey W. Wiley by the homemakers of America for the protection he gave the American table and it is with a real sense of pleasure and gratitude that I present some of the great things Dr. Wiley did for them.

It was my great privilege and pleasure to have known Dr. Wiley, and it was through my conferences with him on the important food problems that affect the homemaker from both a health and economic standpoint I owe the limited knowledge I gained of the Pure Food Laws, and the great need of passing this knowledge on to other homemakers for the protection of their family table in addition to the importance of watching food legislation that would affect the health and purse of the consumer.

In Dr. Harvey W. Wiley there was presented one who led with the effectiveness of inspiration. His public service career was characterized by the application of his own talent and that of the force which he directed to disclosures of the truth about food and drug adulteration.

At no time in his distinguished career did Dr. Wiley demonstrate more convincingly his power of leadership than when engaged in molding public opinion favorable to his cause. Extensively and persuasively he voiced the message of his heart. He appealed for popular support on the text of consumer protection. He aroused the keenest interest throughout the country. He won first sympathy, then endorsement. Effectively marshalled, the public, ordinarily inarticulate, conveyed to Congress unmistakably its determination to have a pure food bill passed. Reacting to this demand the Congressional vote in favor of the measure was so large that for practical purposes it may be said to have passed unanimously.

Dr. Wiley was appointed Chief Chemist of the U. S. Department of Agriculture in 1883. As an agricultural chemist, his chief interest was in developing and promulgating information that would be advantageous to agriculture. His work on the study of food adulteration was begun before he went to the Department. Early in his service with the Department of Agriculture his work was broadened and included a survey of the chief classes of foods on sale in the United States. His interest in this work lay in his belief that legislation was necessary in order to safeguard the health of consumers and to protect them from fraud.

Early in his official life he advocated legislation that would prevent as far as practicable the adulteration and misbranding of foods and drugs. He found that such legislation could only be enacted as a result of tremendous popular demand. He was responsible, more than any other person, for the promulgation of information on which such pub-

lic sentiment was based and for the development and organization of the insistent demand that finally led to the passage of the Food and Drugs Act on June 30, 1906.

All the great organized bodies interested in the health of the people, such as the American Medical Association, the American Public Health Association, together with the Patrons of Husbandry, and the Federated Labor organizations of the country, were actively engaged in promoting this measure. Perhaps the greatest and most forceful were the Federated Women's Clubs of America and the Consumers League. They took up the program with enthusiasm and great vigor. Two of the leaders of this movement were Mrs. Walter McNab Miller, representing the Federated Women's Clubs, and Miss Alice Lakey, representing the Consumers League. Dr. Wiley considered their services extremely valuable.

Dr. Wiley always maintained that the pure food law was enacted in the interest of the consumer and must be enforced in his interest. He also maintained that manufacturers of foods and drugs must adapt themselves to whatever measures were necessary for the protection of the interest of consumers.

He directed the activities of his Bureau primarily in the interest of the public welfare. He held that the law forbade the adulteration of foods and drugs and required that they be so labelled that consumers would not be deceived.

Dr. Wiley endorsed the earliest requests for American food standards, kept abreast of food legislation and standardization here and abroad, took a leading part in perfecting the organization of the first committee on food adulteration, directed the activities of that committee toward standardization, served on each of the subcommittees, and, in the end, secured official recognition of the results of its labors.

Dr. Wiley gave his whole working life to the protection of the people from adulterated and incorrectly labelled foods and drugs. He lived and labored for this one purpose. Truthfully may it be said that he was the father of American food standards and a pioneer in this branch of food chemistry which won him the undisputed right to the title "Father of our Food Law." He passed away on June 30, 1930, just twenty-four years to the day of the enactment of the Food and Drugs Act.

The law in which he was so greatly interested is now administered by officials who were trained by Dr. Wiley. One of these men who so ably assisted him is now the present Chief of the Food and Drug Administration, U. S. Department of Agriculture—Mr. Walter G. Campbell, Washington, D. C. Any inquiries regarding the Pure Food Laws will be welcomed by Mr. Campbell.



MRS. THOMAS L. A. MUSGRAVE

President

Homemakers Association of Baltimore



MRS. MASON A. HAWKINS
President, The Allied
Homemakers Club



MRS. HOWARD E. YOUNG
Economic Chairman, The
Allied Homemakers Club

THE ALLIED HOMEMAKERS CLUB

A group of colored women of Baltimore, Maryland, organized an Allied Homemakers Club in Baltimore and opened a homemaking center where classes were held in cooking, sewing, painting, interior decorating, flower and lamp shade making, table setting and domestic service.

This work proved a great success, as all classes were filled with colored girls wanting to fit themselves for both domestic service and as homemakers. The depression brought the realization that the girls who were trained in economics secured the best positions and wages.

The classes were conducted under the guidance of expert demonstrators and home economists with special attention given to the problems of the working girl.

The homemaking center was conducted under the leadership of Mrs. Mason A. Hawkins, President, and Mrs. Howard E. Young, Economic Chairman. Their endeavor to raise the standard of Homemaking and to relieve the unemployment situation for colored women proved to be a stepping stone in this much needed field.

The training was given free of charge.

PROGRESS IN FEDERAL FOOD CONTROL

The control of commerce in foods by federal and state governments has been inaugurated and developed to its present degree of efficiency during the fifty years since the American Public Health Association was organized. The first factor was the gradual change of the manufacture of food from the home to the factory. The second factor in making more effective food control was the development of bacteriology and chemistry. The third factor which brought about food control was the educational work carried on by the American Public Health Association and similar agencies. As a result of the operation of these three factors during the first decade of the existence of the American Public Health Association, the states began to consider, and, in a few instances, to enact, legislation for the control of traffic in food.

Food that is intentionally adulterated affects the pocketbook oftener than the body. Most of the intentional adulteration is practiced for the purpose of cheapening the food in order to make a greater profit.

All federal food-control legislation is based upon the taxing power of the federal government, or its power to regulate foreign commerce, or its power to regulate commerce between the various states. In 1897 a law relating to the importation of tea was passed and an effective control established. This law not only prevents adulteration, but provides that tea below an established standard may not be admitted into the United States for beverage purposes.

On June 30, 1906, the Federal Food and Drugs Act was passed and became effective January 1, 1907. This law supplements state control of foods and makes it possible to maintain, by the cooperative efforts of the federal and state governments, an effective control of traffic in foods, whether it be in local, in interstate, or in foreign commerce. The enactment of the Federal Food and Drugs Act was the crystallization of a sentiment developed during a period of approximately twenty years, during which time the question was actively agitated. The cause was ably championed by Dr. Harvey W. Wiley and others, and when the potent voice of Theodore Roosevelt was added in 1906, the long desired measure was enacted into law.

The Bureau of Chemistry, under the direction of the Secretary of Agriculture, is charged with the enforcement of the Federal Food and Drugs Act. The enforcement of federal and state laws and municipal ordinances has produced a marked improvement in the quality of foods and drugs. Probably no commodities regularly sold are today as free from adulteration and misbranding as are foods. Practically

all the grosser forms of adulteration which were in evidence at the time of the beginning of food legislation have been eliminated entirely.

These few citations of what the Food and Drug Administration is doing for the consumer should create great interest among homemakers in every state and through organized effort they should support the administration in every way possible.

Despite the fact that the Federal Food and Drugs Act has been in effect for twenty-six years, and that it was enacted following urgent and general public demand, there is today an evident lack of knowledge concerning the law and regulations for its enforcement. An Information Service was organized in 1930 primarily to give the consumer such information. The Administration is concentrating upon supplying the public with practical information regarding the reading of labels on foods and drugs.

The study of the Pure Food Laws brought us in close touch with the food and canning industries and through this research work we found the homemakers—the consumers—were not informed on these subjects and therefore were not as intelligent buyers or consumers as they should be.

Having gained so much knowledge through the study of the Pure Food Laws, the next step was to apply this knowledge to the purchase of foods and drugs. The first step was to invite speakers from the canning industry to explain the various ways of canning foods, and the meaning of statements on the labels. All such information makes for a more intelligent consumption of foods.

Some of the findings from our work will be informative and interesting to homemakers generally, and will show the progress in the food industry. A few comments on the progress made by the food industry, particularly in the canning of foods, may not be amiss.

Women have always bravely faced the daily task of providing food for the health and well-being of their families. Not so many years ago their problem was to find the food; now the problem is only to choose from the vast markets of the world.

The urgent need of the whole world for fresh, health-giving food at all times and in all places started the minds of men toward what seemed an impossible task—that of keeping perishable foods so they would retain all their freshness and goodness. One hundred and twenty years ago, in the days of the Napoleonic Wars, the first practical canning process was worked out in France.

The principle of the early canning process was sound in theory and idea, but the *science* of food packing was not understood at all. It was



A GROUP OF THE BALTIMORE HOMEMAKERS ASSOCIATION SHOWN EXAMINING LABELS ON FOODS, AFTER A MEETING HELD IN COOPERATION WITH "BE A BETTER BUYER" CAMPAIGN.

Left to right in the picture are: Mrs. Thomas L. A. Musgrave, President, Homemakers Association of Baltimore; Mrs. Lula Powell, Chairman, Maryland State Federation of Republican Women; Mrs. Calvin N. Gabriel, Chairman of Citizenship, State Federation of Women's Clubs; Miss Ada Lillian Bush, Research Analyst, Bureau of Foreign and Domestic Commerce; and Mrs. Franklin W. Fritchey.

not until years later that noted scientists explained the reasons for the safe-keeping of foods.

The stories of the men who dared to undertake these new enterprises go deep into the industrial pioneer history of our nation. Behind the canning industry is a vast army of skilled and keen-visioned men. More than a "Century of Progress" has been made in canning, preservation, and distribution of foods.

In a red brick building in Washington, D. C., an authoritative headquarters for painstaking scientific work was established, in 1913, by the National Canners Association—a voluntary organization of the canning industry. Here scientists of outstanding ability are permanently employed whose purpose it is to make canned foods better by developing

fundamental scientific facts and applying these facts to the practical problems of the canner. Here they check on the special difficulties of individual canners, so that no canned food will fall short of the highest standards of purity and wholesomeness.

This great industry really includes not only the canners themselves but those who produce the food, those who make the cans and the material for the cans, those who develop the intricate machinery that makes canning possible, and those who distribute canned foods, down to the smallest grocer.

A good shopper will ask her grocer to explain his products to her so she may have the quality of food and size of can she wants. By reading the label, she will know the weight of the contents of the can. She will use her own experience, by purchase and test, to guide her choice of the different brands and sizes suited to her varied needs.

There are many different sizes of cans and a study of the following table, showing those most commonly used by the canning industry, will enable homemakers to buy more economically:

<i>Can</i>	<i>Average Net Weight</i>	<i>Average Cupfuls</i>
8Z	8 oz.	1
Picnic (No. 1 Eastern)	11 oz.	1 1/3
No. 1 tall	16 oz.	2
No. 2	20 oz.	2 1/2
No. 2 1/2	28 oz.	3 1/2
No. 3	33 oz.	4
No. 10	6 lbs. 10 oz.	13

Here are a few of the questions asked by homemakers following the lectures on foods and labels together with their answers:

Q. Are preservatives used in canning?

A. No. Canned foods keep because they have been sterilized by heat in airtight containers; hence artificial preservatives are unnecessary, and none are used.

Q. Is it safe to leave food in the open can?

A. Yes; food spoils no faster or no slower in the open can than in any other open container. It is just as safe to leave food in the can as to transfer it to a dish. The same care should be taken to keep it cool and covered. Some acid foods when stored in an open can tend to dissolve iron and this may give the food a slightly astringent or metallic taste.

Q. Why do labels carry the warning to remove contents from the can as soon as the can is opened?

A. Some canners believe that food in an open can, a part of which has been consumed, presents a less attractive appearance than if the food were transferred to a dish of suitable size.

Q. Of what is the can made?

A. The tin plate used in making cans is a thin sheet of steel coated with pure tin.

Q. What causes the discoloration of the inside of some cans? Is it harmful?

A. Some foods contain sulfur, which discolors the inner surface of a can for the same reason that it discolors a silver spoon left in contact with a cooked egg. In either case the stain is harmless. It has no unwholesome effect whatever on the food inside the can.

Q. What are the different grades of canned foods?

A. Vegetable grades as commonly used in the trade are designated as Fancy, Extra-Standard, and Standard. The corresponding fruit grades are Fancy, Choice, and Standard. Products not meeting the requirements for the Standard grade are classed as Sub-standard or Below Standard.

Q. Is the grade stated on the label?

A. It may be, but is not required by law to be stated on the label except in the case of products falling below the standard promulgated by the U. S. Department of Agriculture under the McNary-Mapes amendment of the Food and Drugs Act. Vegetable products below these standards must carry on the label the legend "Below U. S. Standard. Low Grade but Not Illegal." Fruit products below standard must carry the legend "Below U. S. Standard. Good Food—Not High Grade," or the legend "Below U. S. Standard" followed by a statement explaining wherein they fail to meet the standard.

In regard to package goods, the important thing to know in buying is the weight. Read it on the label. We find too many so called slack-filled packages. That is, a large package but not filled. The Pure Food Laws demand that the weight be on the label. It is up to the consumer to read the label. Many a penny can be saved by so doing.

The American Homemakers Association hopes the information in this booklet regarding the Pure Food Laws and food industries will enable

every homemaker to realize the importance of her cooperation in applying this knowledge to her everyday buying, and hopes she as a consumer will assume her individual responsibility in furthering commercial progress for world recovery.

The Homemakers Association will welcome inquiries regarding the organizing of homemakers' groups and on request to their President, Mrs. Franklin W. Fritchey, 5013 Gwynn Oak Avenue, Baltimore, Md., will send literature, and when possible furnish speakers.

The American Homemakers Association hopes to organize consumers' or homemakers' groups in every state. Through the opportunity presented by a Century of Progress and the National Council of Women we are able to present our program to the homemakers who visit a Century of Progress, and to the women who attend the great International Congress of Women. Out of the Round Table discussions on "Security Through Buying Power" during the International Congress may come the consumer awakening that we so greatly need in promoting a nationwide economic work.

In closing, we ask the cooperation of every homemaker in carrying out the enforcement of the Pure Food Laws and to assist our organization in all food legislation that will affect the health and purse of the consumer.

