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Food, Farm, and Industry

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Food, Farms, and Industry:
Oregon Interpretations on the Pure Food Acts of 1906 and 1907

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HST 600
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Introduction

The United States Congress passed the Pure Food and Drug Act on the national level June 1906, making this the first drastic change to food quality protection during the Progressive Era. The Pure Food Act altered how Americans looked at their food and the ways in which it was distributed to them. “The act prohibited the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines, and liquors, and for regulating traffic therein, and for other purposes.”¹ The Pure Food Act passed after Upton Sinclair’s groundbreaking book The Jungle, which described the conditions of the meat-packing industry in Chicago as well as problems that came with the processing and manufacturing of food in American industries, was published in early 1906. Another crucial detail to the passing of the Pure Food Act can be attributed to women in their communities who pushed for change in the way food was prepared, keeping their families safe from diseases, such as tuberculosis. Newspapers in Oregon covered the Pure Food Act throughout their editorials in 1906 and 1907. By looking at the editorials from Oregon newspapers across the state one can see how Oregonians interpreted the Pure Food Act and its stipulations.

The Pure Food Act of 1906 was brought on by changes in American society during the Progressive Era. Diseases made their way through the population; people were dying all across the country of diseases such as tuberculosis. Nancy Tomes argues that the “germ theory of disease began to attract popular interest even before physicians agreed that it was valid. The idea that living organisms had a role in causing disease had a long and venerable history dating back to classical times.”² This development in thought led to the need for preventing diseases as opposed to fighting them off after one was already sick. The knowledge of disease and how they

were spread led to “expansions of collective public health practices, including municipal sewerage systems, water purification, garbage collection, and food inspection.”³ Because of new regulations imposed on Americans’ meat industry, Americans eating habits changed, they worried about the contents of their food and the regulations necessary to keep them safe from harm.

As women learned more about the safety of their food they became conscious about its cleanliness and preparation. The “gospel of germs” was preached to the American housewife by government officials and scientists telling them the dangers that came from food not cooked properly and houses not kept clean enough.⁴ Women worked harder to change the sanitary conditions of cities following the Civil War and Suellen Hoy states that “neighborhoods in the nation’s largest cities became the first new battlefields.”⁵ The country no longer waged war against itself but instead against dirt and germs. People moved into larger industrialized cities, creating an influx in population that in turn only aided in creating a dirty living environment. Much like military camps men lived in during the war, the city became a place of filth and stench, a place where disease grew in “epidemic proportions,” the increase in industrial living led to a growing necessity of “city cleansing.”⁶ Immigration was on the rise and new immigrants came to the country looking for jobs in industrialized cities. The increase in immigration led to shoddier working conditions as employers were able to pay them lower wages in harsher working conditions.⁷ According to David Peterson del Mar, the population of Portland boomed

³ Tomes, 6.
⁴ Tomes, 135.
⁶ Hoy, 60.
⁷ For an example of this one can look at the example of the Triangle Waist Company and the fire which broke out in 1911, killing 141 people. The conditions of the work environment were atrocious and unsafe, proper fire-safety precautions were ignored. Factories such as these ones relied highly on the labor of underpaid women, mostly young immigrants. Maureen A Flanagan, *America Reformed: Progressives and Progressivisms 1890s-1920s* (New York: Oxford University Press, 2007), 56.
during the early twentieth century and because of the growth the city also became more diverse in terms of the immigrants that came to the city for work. The majority of immigrants belonged to the working class, including Chinese, Japanese, Russian, Jews, Italians, and Scandinavians who lived in separate regions of the city and were responsible for changing the infrastructure of Portland by creating this diverse city which led to much more expansion.

Dirty living conditions were linked to diseases such as cholera and yellow fever and cleanliness became the answer to the question “how can I prevent disease?” Dirty living conditions seemingly caused the outbreak of disease which in turn led to epidemics and death. The need for cleaner living environments put the task on women to maintain a clean and healthy lifestyle, one where they became “municipal housekeepers” encouraging the growth of a happy, healthy, and clean community. Women had the job maintaining their household; they were also responsible for maintaining a cleaner living environment for all, “making the whole world homelike.”

The process of keeping a clean house was one of the utmost importances because it ensured a clean place for cooking and eating. One example of this can be seen in the activism of Esther Pohl Lovejoy, a supporter of the “war against bad milk” who aimed to protect the state from the consequences that came with bad milk, bad food, and poor sanitary conditions. One of the changes Lovejoy made to the food industry of Oregon was to appoint Sarah A. Evans as meat inspector in 1905. This change was made to ensure someone was preventing poor sanitary conditions in Oregon and protecting the citizens from poor meat products before the Pure Food

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8 David Peterson del Mar, *Oregon’s Promise: An Interpretive History* (Corvallis: Oregon State University Press, 2003), 135.
9 Peterson del Mar, 137.
10 Hoy, 61.
11 Hoy, 72.
12 Hoy, 73.
Act passed.\textsuperscript{14} The Pure Food Act shows that Oregon citizens were concerned about the quality of their food before the Pure Food Act passed. Before regulations were passed, sewage infested the sewage system which in turn tainted the water and diseased food and killed babies due to typhoid fever from the conditions of the milk and dairy products.\textsuperscript{15} According to the \textit{American Food Journal}, Oregon focused a great deal of cleaning up the dairy industry as this was a major problem in Oregon.\textsuperscript{16} Dairy cows were bred throughout the state and rural newspapers focused on the butter and dairy industry throughout their pages, depicting how this industry was important to the economy of Oregon.

The Pure Food Act was necessary to improve the sanitary conditions of America’s newly developing industries and to make Americans more comfortable in what they ate and where their food came from. According to Maureen Flanagan, the growth of industrialized cities played a large part in the need for change in American’s eating habits and focus on the meat industry. The movement of people to big cities, which in turn led to greater expansion of these cities and more industrialized centers, created a gap between where Americans got their food and where it was grown. Between the farm and the factory the food could be altered, shipped in unsanitary conditions, instead of knowing where ones food came from, much like rural, agrarian societies knew people, were shipped food, such as milk, which was sent in open containers, not refrigerated, and was diluted with water or “milk expanders” which were a series of chemicals including soda, ammonia, salt, and water.\textsuperscript{17} The unsanitary conditions of milk, as well as other foods such as meat products, led to an upsurge in disease across the country and the need for regulations of these products increased substantially.

\begin{flushright}
\textsuperscript{14} Jensen, 126.
\textsuperscript{15} Peterson del Mar, 140.
\textsuperscript{17} Flanagan, 47.
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Oregon experienced countless changes during the Progressive Era. According to Peterson del Mar, Oregon attracted little attention on the national level until the early years of the twentieth century when the state grew in size and expanded to include new immigrants. During the early twentieth century, legislation changed in Oregon. In 1904 The Direct Primary Law passed, this law gave voters the ability to choose who ran for U.S Senate, giving them the opportunity to make changes to their governmental structure and altering laws that passed in Oregon. Portland was an area Peterson del Mar says was, “in a sense two cities.” There was a substantial difference between those that lived with money in well paying jobs, and those that lived in areas where there were boarding houses and jobs paid less and were less stable. The rift in the population led to health and sanitary problems that needed to be taken care of for the good of the city.

The city of Portland was home to a “diverse group of reformers in the early twentieth century.” Many reformers were women and one of their chief concerns was cleaning the city. According to Kimberly Jensen, Lovejoy was named city health officer appointed by Portland mayor Harry Lane in 1907, the first female health officer in a major United States city. Through her time as health officer, Lovejoy worked to make Portland a safer place to live for all by initiating reforms for cleaning the city. Women, such as Lovejoy, were significant in raising issues regarding clean food, meat, and milk, arguing that, “the commercial value of a food industry to our city is not as important as whether or not the food product is wholesome or deleterious to the health of the community.” The influence of Lovejoy led to the formation of

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18 Peterson del Mar, 127.
19 Peterson del Mar, 130.
20 Peterson del Mar, 136.
21 Peterson del Mar, 138.
22 Jensen, 118.
23 Jensen, 127.
Oregon’s Pure Food Act in 1907 and the goal of cleaning the city of Portland and its food products by November 1907. Female activists, such as Lovejoy, were anxious about the conditions of their food and worked to ensure that the food, meat, and milk distributed to their families was safe. Lovejoy led the pursuit against dairy commissioners, asking them to improve the condition of milk and create adequate dairy regulation and inspection for the city.

The Pure Food Act was not solely a national event. The Oregon Legislature passed Pure Food Act in February, 1907 which established state-wide regulations on the sale of food and drugs. These acts stated that drugs and foods were not to be misbranded or manufactured under false pretenses as this could lead to the conviction of a misdemeanor. The national level stated the penalties for breaking the law were:

Fined not to exceed five hundred dollars or should be sentenced to one year imprisonment, or both such a fine and imprisonment, in the discretion of the court, and for each subsequent offense and conviction thereof shall be fined not less than one thousand dollars or sentenced to one year’s imprisonment, or both such fine and imprisonment, in the discretion of the court.

The act in Oregon was more lax in terms of punishment for offenders against the laws. Like the national act passed in 1906, the Oregon act considered violating the Pure Food Law to be a misdemeanor, but unlike the national act the punishment for this crime was less. The law stated if one was guilty than they would be,

Fined not less than 25.00 and not more than 100.00, or shall be sentenced to not less than thirty days, not more than six months’ imprisonment, or both such fine and imprisonment in the discretion of the court; for each such subsequent offense, an conviction thereof, shall be fined not exceeding 300.00 or sentenced to one year’s imprisonment, or both such fine and imprisonment, in the discretion of the court.

24 Jensen, 127.
25 Jensen, 128.
27 “An Act Preventing the Manufacture and Sale of Adulterated or Misbranded or Poisonous or Deleterious Foods,” 1907 Or. Laws 318-22 (February 25, 1907).
Both acts represented many of the same notions; they both described the crimes and the appropriate punishment. The difference between the national Pure Food Act and the local act are easily distinguishable as the national act incorporates an international aspect, the inclusion of exporting to other countries and regions outside of the United States while the Oregon act leaves this portion out of their law.

The Portland newspapers focused on imports, exports, and financial troubles while rural newspapers focused on the safety of individuals as well as the idea of keeping food localized without importing goods from other regions. Through use of the newspapers such as the Oregonian, Oregon Journal, Daily Capital Journal, Bend Bulletin, Bohemia Nugget, Morning Astorian, and Lake County Examiner, one can see differences in Oregonian’s opinions of the Pure Food Act, both national and local. One can see that even when located in the same geographical region, the opinions of the public differ with every city.

**Oregon Rural Cities and Pure Food**

Oregon in the early twentieth century went through a series of political reforms and the era represented changes in both politics and culture of those living there. Oregon’s rural areas took different opinions on the Pure Food Act than the urban cities around the state. According to Peterson del Mar, Portland was the region with the large increase in industry as well as immigration. Immigration increases in the cities led to an upsurge in population which amplified the need for cleaner cities.28 Peterson del Mar states that those living in “unstable areas” tended to be “ethnic, single, and mobile” which made it hard for immigrants to survive in the city.29 The rural areas of Oregon were not as affected by the changes in immigration patterns as immigrants were more likely to make the trip to find industrialized jobs, not as many were searching for jobs

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28 Peterson del Mar, 138.
29 Peterson del Mar, 136.
in the rural societies. Elizabeth Sanders argues that agrarian societies were just as important to the infrastructure of the Progressive Movement, as they still contributed to the politics and the food supply of the country.\(^{30}\) The newspapers in these rural areas looked at subjects such as food safety for their families and their neighbors. The newspapers describe how the reader should feel safe eating meat and should favor these local companies and should not buy butter and other products imported from other regions.

The *Bohemia Nugget*, the newspaper for Cottage Grove Oregon, focused on local food sources as the solution to the pure food question. The *Bohemia Nugget*, according to George S. Turnbull, was a paper that changed many times between 1899 and 1907.\(^{31}\) Cottage Grove, the publication city, was a mining city that boomed in the 1890s and the *Bohemia Nugget* was a Republican paper which inspired a focus on farming in the region. The paper was “Devoted to the Mining, Lumber, and Farming Interests of this Community” which made the paper focus on these types of industries.\(^{32}\) For these reasons, the fact that this was a rural mining and farming community as well as the fact that they were devoted to the farmers, the paper focused on the positive parts of the Pure Food Acts because they were not concerned as much with the topics of big business and instead were focused on the miners and farmers.

Oftentimes the editors in the *Bohemia Nugget* argued that Cottage Grove miners and farmers were most important people to the economy of the area and spent little time discussing details of the manufacturing process. This newspaper focused on the necessity for jobs in the region and the support of the local farmers over exporting goods to other regions of the United States. The *Bohemia Nugget* took a stance against importing foreign goods into Oregon in their


article published on August 1, 1906, two months following the passage of the national Pure Food Act, titled “Best in the Union.” In this article the Bohemia Nugget states, “Oregon can produce butter cheaper than any other state in the Union.” 33 The editor of the newspaper finds importing butter to be terrible because the butter is better in Oregon, cheaper in Oregon, and supports Oregon farmers, as opposed to other areas of the United States, such as Minnesota. 34 The Bohemia Nugget describes how Oregon should never import butter, but instead should only export their goods to other regions around the US and world. 35 The importation of butter and food from other regions only harmed the economy and the article states that, “dairying will surpass logging as the major export in Oregon.” 36 The importance of the dairy industry in Oregon was significant, something the Bohemia Nugget shows because they focus on the farmers and their success in the economy. Describing the significance of butter imports allows the author of the article to show the reader that their butter, their dairy products, were just as significant to the economy as any large company was.

Other articles, such as one written on July 11, 1906 titled, “Food Law Hangs in Balance,” describe how the national law put pressure on Oregon to establish their own law. 37 They provide an example of George Fendorick, a processor of lard, he sent lard to the insane asylum and was accused of mixing a substance called tallow into his product compromising the value. 38 The accusation of someone in Oregon needing regulation by the government makes the editors of this paper take notice. The farmers in the area needed to understand the Pure Food Act and know the implications that came with disobeying the law. The article questions what the guidelines are and

33 “Best in Union” Bohemia Nugget, August 1, 1906, 3.
34 “Best in Union”
35 “Best in Union”
36 “Best in Union”
37 “Food Law Hangs in Balance” Bohemia Nugget, July 11, 1906, 2.
38 “Food Law Hangs in Balance”
asks the question, what really makes the mixture an adulterate? Answering this question allows the editor to show their readers what should be avoided and possibly the consequences of getting their food from those in other regions. By identifying a person who is questioned in the Pure Food Act, the newspaper not only identifies that the act exists, but also shows a person involved, giving the reader a person to associate the act with. Personalizing the event gives the reader a face to put with the scenario and humanizes it, increasing its effectiveness.

The *Bohemia Nugget* focuses on the Pure Food Act of 1907 as well, since the matter was arising in the Oregon legislature during this time the newspaper began to describe the implications of the new law. The pages of the 1907 editions of the *Bohemia Nugget* depicts not only articles on the topic of pure food, but also the emergence of advertisements which describe how the product they are selling is better for the consumer because it is “pure.” An example of this can be seen in advertisements for Royal Baking Powder, one published on February 20, 1907, which argues how people should purchase this brand of baking powder because it avoids using alum and is purest for the consumer. Other newspaper advertisements utilize the Pure food Act to sell more products, stating that their foods “conform to the National Pure Food and Drug Law.” The compliance with the Pure Food Act gives the consumer security in the fact that they were buying something safe for them as well as something which was federally approved.

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40 “Bee’s Laxative Containing Honey and Tar,” Advertisement, *Bohemia Nugget* (Cottage Grove), February 27, 1907, 8.
The *Bohemia Nugget* also describes the influence of the new state laws by looking at the impact that the state law had on creating a laboratory in the northwest for regulations of the Pure Food Law. In an article titled “Laboratory for Northwest” published in the paper on March 6, 1907 states that a new laboratory was to be built in the northwest to promote safer eating habits and the paper supports that this new plant be built in Portland, not in Seattle, the other option.\(^{41}\) Promoting the development of this industry in Portland shows that the editors of the paper were supportive of the new act and the regulations that came. The paper is confident in the farmers who prepare goods for consumers, including the dairy producers and encourages this new laboratory without fear. The *Bohemia Nugget* looked at the topic of the Pure Food Act following the Oregon Act in February 1907 and sees it as enforcing judgment. In their article on April 10, 1907 titled “Prosecute Poison Sellers” the newspaper describes the necessity for punishing the violators of the act.\(^{42}\) Those that break the law are harming families and should be punished. This encourages the reader to be careful in the food they purchase.

Other articles describe the effects of age on canned meat and on the residents of Oregon. The article “Test of Canned Meats” published on July 25, 1906 describes the degree in which canned meat deteriorates and how safe this would make it to the American family. One way that the editor of the newspaper thought would fix this would be to put dates on canned meats even though the packers claimed their meat would last forever.\(^{43}\) The question of family safety was the focal point of these articles. According to authors Hoy and Tomes, the American family found

\(^{41}\) “Laboratory for Northwest” *Bohemia Nugget*, March 6, 1907, 2.
\(^{42}\) “Prosecute Poison Sellers,” *Bohemia Nugget*, April 10, 1907, 2.
\(^{43}\) *Bohemia Nugget* “Test of Canned Meats” July 25, 1906
these topics important, changing their cooking and eating habits to ensure that their families were safe. Rural families and rural newspapers focused on the idea of food safety just as intently as the American housewife did.

The Bohemia Nugget is not the only newspaper to evaluate the Pure Food Act on the national and local level, newspapers such as the Lake County Examiner also did this. This newspaper personalized to their audiences needs in Lakeview, Oregon. The Lake County Examiner describes just how important the acts were to Oregon and the people living within the state. The Pure Food Act’s influence on the city of Lakeview can be seen throughout the pages of their newspaper. In an article titled “A Grocery in Congress,” published on August 2, 1906 the author describes the implications of the new Pure Food Act on the state of Oregon and his worries about the effects of this act. The sub-title of this article argues that the deceptive grocers are putting the smaller “honest” dealers out of business.44 This paper focuses on the act in Congress and how this act affected those on the local level and changed the infrastructure of the local economy, the article even identifies regulations on honey for local farmers and the effects these new regulations would have on their livelihood. This article focuses more on the people, arguing that, “The public is unwittingly defrauded to a great extent through short weight and short measure in package goods.”45 The Lake County Examiner’s editors take a stance against the larger corporations who added adulterates to the food and focuses on articles closer to home, articles that support the local economy and worry about the people of the city. The city of Lakeview was rural and, according to Sheila Rabun, focused on agriculture, logging, and cattle

44“A Grocery in Congress,” Lake County Examiner, August 2, 1906, 1.
45 “A Grocery in Congress”
ranching, meaning that they were not interested in the importing of foreign goods, but instead promoted the fact that Oregon’s food was safe to eat.46

On May 31, 1906 the Lake County Examiner published an article titled “Food Adulteration-Waterfowls” which described the recent addition of a Pure Food Law in legislation and describing this act. In this article the writer includes a definition of “adulteration” and what this term represents to the people who are processing the food for American consumers. The writer argues that, “The word adulterated properly describes a food to which any noncondimental foreign substance, not properly constituting a portion of the food, has been added… Conversely the word ‘pure’ is properly applicable to foods that are unmixed with any foreign substance.” 47 This article describes how the food should be looked to for safety but people should not put labels on all of the food products until they know for sure that they are unsafe.48 The rural agricultural society encouraged the growth of their city and hoped others would see their food was unadulterated, promoting the trust that meat could be safe to eat. Instead of giving up on meat products, people should just be “conscious” of meat they believed was adulterated and buy from companies that they knew.49 The July 26, 1906 edition of the newspaper focuses on advertisements from companies promoting “Pure Food” such as Grape Nuts which argued that…

48 “Food Adulterations”
49 “Food Adulterations”
their food only came from “Pure Food Factories” and was safe for the consumer.\textsuperscript{50} Grape Nuts was not the only company to advertise their product in this newspaper and on August 30, 1906 Royal Baking Powder claimed that their powder was “Absolutely Pure” and “Makes the food more wholesome and delicious.”\textsuperscript{51} Personal advertisements also are seen in early 1907 papers such as advertisements for butter sold by the Oliver Creamery that is compliant with the Pure Food Act.\textsuperscript{52} The local companies got more involved in the Pure Food Act following the passing of the act as a state law in February 1907. Company advertisements were important to identify in the pages of the newspaper because they show how the industries changed to accommodate the developing act on the local and national level. Newspaper ads used terminology such as “We Have No Secrets,” to show their consumer they were not worried about the Pure Food Laws because their product was pure and there was no reason why it would not be safe for consumer usage.\textsuperscript{53} The use of advertisements shows the reader which of these products is safer to eat and the companies compete on who has the safest and purest goods, reassuring the reader that the companies they loved were complying to the newly established laws.

Other rural communities, such as Bend Oregon, focus on the inspections of the stockyards and packing companies in Chicago. According to Jason Stone., the Bend Bulletin began as a rural paper in the 1900s and emerged in 1915 as a larger, metropolitan newspaper. During 1906 and 1907 the Bend Bulletin was still developing, as Bend was a

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\textbf{Figure 4 Lake County Examiner, August 30, 1906}
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\textsuperscript{50} “Grape Nuts Food,” Advertisement, \textit{Lake County Examiner} (Lakeview), July 26, 1906, 6.
\textsuperscript{51} “Royal Baking Powder” Advertisement, \textit{Lake County Examiner} (Lakeview) August 30, 1906, 2.
\textsuperscript{52} “Notice” Advertisement, \textit{Lake County Examiner} (Lakeview), April 18, 1907, 5.
\textsuperscript{53} “Pale, Thin, Nervous?” Advertisement \textit{Lake County Examiner} (Lakeview) April 25, 1907, 5.
farming region with the likelihood of a strong industrialization spurt later on. The newspaper described the meat packing industries as having “no regard whatsoever is paid to the ordinary demands of cleanliness and decency, and meat, foul with disease and filth.” Goods processed in these facilities were marketed to the “American Housewife” items such as potted ham and deviled ham, personalizing this topic to those that had bought the products before. The Bend Bulletin focuses on the unsanitary conditions of the meat packing industry which in turn led to unnecessary deaths in soldiers fighting in the Spanish American War contributing to the negative effects that came with the filthy meat companies and poor sanitary conditions. By looking at the topic of the foreign market in such a terrible fashion, the author brings to light all of the terrible problems that happened in that industry, reinforcing how the public should be aware of these problems to keep themselves safe.

The paper focuses on the farming community and in the article “Value of Butter” published on August 24, 1906 the writer tells the reader how to raise good, strong, healthy butter cows so they will not have to import butter from other regions and will keep their families safe and themselves money. Each family should ask themselves the question, what is the value of a butter cow? The newspaper wanted people to know that they were capable of staying healthy and saving money, while all the time they were able to support their farming community by raising their own animals. Much like the articles published in the Lake County Examiner, people should purchase local butter and local products, or simply purchase their own cattle and use them for resources of milk and butter, ensuring that their food was safe. The discussions of the Pure

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55 Bend Bulletin, June 8, 1906
56 Bend Bulletin
58 “Value of Butter”
Food Law do not end in 1906, and in 1907 the Bend Bulletin contends that the new Meat Inspection Laws passed in Oregon in 1907 were effectively working. In the article simply titled “Meat Inspection Law Working Well,” published on January 25, 1907 the paper states that this new law appears to be working well because it guarantees the healthfulness of the meat in Bend.59 The developing industry supported the growth of their own surplus of healthy food and meat, this meant that they would be able to export more good and cut back on the size of their imports because they knew that the food was safe to eat. Like other rural regions, the Bend Bulletin focuses on the people of the community, how to keep them safe and by encouragement for them to grow their own products and not to buy imports from other states because this was not necessary and would only harm their economy.

Arlington, a city in Gilliam County, also provides an interpretation of the Pure Food Act in the pages of their newspaper, The Arlington Record. The Arlington Record, a weekly newspaper written to represent farmers of region focused in great detail on the significance of their farming on the economy. A large majority of the paper focuses on the farmers and advertisements fill the pages for local businesses selling their products. On May 3, 1906 the local meat market advertises their “Fresh and Cured Meat” which is home to the Arlington area.60 The advertisement for local companies shows how the newspaper wished to keep their advertisements local on the community of Arlington. The emphasis on local products shows that the editors were not interested in the imports from other regions, but instead kept their products local which ensured their safety. Articles throughout this paper look at Pure Food Act by describing the acts influence on the farming communities of Oregon. On August 1, 1906 the newspaper published an article titled “Making Medicine” which looked at the role of natural

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remedies. This article argues that it was safer to make your own medicine based off of what the land provided for you than it was to purchase drugs from companies when you did not know if they were safe or not.

1907 created another series of interesting articles in the *Arlington Record* including one titled “Wealth of the Farm” published on January 10, 1907. In this article the writer discussed how the people could not escape the importance of the farm in both rural and urban life. The article argues that “1906 was the most prosperous farming year on record.” This paper does more than just praise the farming industry in terms of their clean food; it also stated that without the small rural farming areas the large urban cities would not survive as they were necessary to the production goals of big cities and the meat industry. The newspaper editors wished to tell the readers that their role was equally as important, if not more important, than the roles of the big city and that they had the job keeping the economy of the state going. Without farmers the rest of the economy would fail. They state when people come to the region looking for jobs in the field of industrialization and they failed they would be able to pick up jobs working in the fields, helping with the harvest.

The rural newspapers of Oregon are descriptive in terms of why the rural regions were significant to the Oregon economy. However, this is not all, they also focus on the individuals effected, giving examples of those who went on trial for failing to comply with the acts. It is interesting to see how Oregon rural newspapers depict the image of the food acts. They not only convey the importance of rural regions, but also don’t focus on the same problems of industrialized regions, including the question of importing meat from other regions.

62 “Making Medicine.”
63 “Wealth of the Farm,” *Arlington Record,* January 10 1907, 1.
64 “Wealth of the Farm.”
65 “Wealth of the Farm.”
Urban City Newspapers

Larger cities in Oregon, including Salem, Astoria, and Portland, focused on different aspects of the Pure Food Acts than the rural newspapers. The Portland area had two different newspapers that will be evaluated in this paper, the Oregon Journal and the Oregonian. The Oregonian, were present in the region during the time of the Pure Food Acts. Under Editor Harvey Scott, who edited the paper until 1910, the paper was “partisan and assertive.” The paper fixated on varying interpretations of the events of the twentieth century because Scott believed in granting his writers the “latitude for personal expression.” The Oregon Journal, the third newspaper evaluated in Portland, was just as influential as the other papers and focused on the Pure Food Act as a way of reinforcing the economy of the twentieth century. The urban newspapers look at the topic of the Pure Food Act as one that influenced the economy in a region, national, and international context.

Those that lived in urban areas wrote newspaper articles that discussed many facets of the Pure Food Act, reading the Daily Capital Journal, published in Salem Oregon; one can see both the positive and the negative aspects of the act. The Daily Capital Journal changed hands multiple times between 1888 and 1907 when the newspaper ended its publication. According to Isolade Raftery, the Daily Capital Journal had a history of being more radical covering the news with headlines that jumped out at the reader. The Daily Capital Journal focused on how Americans should not worry too much about the regulations on the meat industry, writing that people should be careful about the source of the meat, but still eat meat because this was the best

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67 Stone “Oregonian”
thing for their bodies. The articles in this paper focus on how there was nothing wrong with the meat industry and how Oregonians should feel fine eating meat.68

On July 5, 1906 the *Daily Capital Journal* published an article titled “We Must Have Grease.” The author writes of how the restrictions of meat based off of the Pure Food Act is not beneficial to anyone because it removes the grease from their life, therefore removing their source of energy and all things good about food. This article tells the reader that they should give up all vegetables and instead should go to a diet that consisted solely of meat. The article states, “Napoleon lost Waterloo because the allied forces had bacon for breakfast the morning of the fight. They had vegetable soup. The South had to give in at Appomattox, they were out of meat.”69 The focus on the necessity for meat is seen throughout this article as the author describes vegetables as a method to kill dogs and other animals and is completely unhealthy for human consumption.70 This article focuses on grease and its byproducts significance to the people of Oregon, describing how the editor felt that meat was important to have in Oregonians’ lives, convincing them to continue to support the meat industry. This article fears the removal of meat from citizen’s daily lives because of the effects of the Pure Food Act and see this as unfair as it removes all the healthy things from people’s bodies. The author argues that one should “eat beef, mutton, poultry, fish, and hog meat and get around lively. Eat meat, spread the butter thick, and drink cream.”71 The editor supporting this article believes that by eating things that contain high levels of grease and fat contents one will live a better life. The newspaper wants people to continue to buy meat products because they are good for them. By giving up meat people are giving up one of the basic fundamentals for a healthy lifestyle.

69 “We Must Have Grease” *Daily Capital Journal*, July 5, 1906, 2
70 “We Must Have Grease”
71 “We Must Have Grease”
However, the newspaper includes other aspects of the Pure Food Act as well and on June 9, 1906 the *Daily Capital Journal* describes the other side of the argument in an article titled “Bush Eaters Happy.” The article uses sarcasm and satire, referring to vegetarians as “a cult” which is represented by the “not yet but soon” food diet, rocky road towards death. This article states that vegetarians had nothing to lose with the passing of the act as they were happy eating “peanut sausage.” This article does not say not to eat vegetables, but by addressing vegetarians in this light, they definitely stereotype those that value a diet such this. The images of vegetarians are not flattering and the paper believes that one cannot live in a manner such as this because it is unsafe.

To encourage the consumption of meat, The *Daily Capital Journal* provides discussions of how the meat packing industries were not dirty but in fact were “Undiseased and Clean.” The newspapers state in the headlines that there is not a problem with the meat industries in Chicago and rather that Dr. Wilson himself denied the conditions in the packing houses that were negative against the stock hands and the stockyards. The paper claims that the biggest issue people had with the conditions of the stockyards was that of the diseased pork used to make sausage and canned meats. The article contends that this was not the truth and instead all the diseased cows were used for was to make grease, not to provide food for packaging to Americans. The floors were supposedly “as clean as kitchens” striking to the housewife who was recently learning germ theories and understanding the connection between an unclean kitchen and diseases. The paper adamantly described how the stockyards were clean, the food

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73 “Bush Eaters Happy,”
75 “Undiseased and Clean”
76 “Undiseased and Clean”
77 “Undiseased and Clean”
safe to eat, encouraging the Salem housewife to not be afraid of meat products. This concept can be seen in other articles from Salem such as “Stockman Defends Packers” which argues that this stockman that worked in Chicago never saw unsanitary practices in the stockyards of his home. The paper describes this as a safe region because it encouraged people to continue to support the economy and buy meat because there is no reason not to. Instead it is the opposite, they should feel free to buy meat and eat it without worry.

Advertisements in the *Daily Capital Journal* show the importance of the Pure Food Act in their marketing campaigns as they sell to an audience that deserves the very best food. Roth’s Grocery found the Pure Food Act to be a positive marketing technique. Their campaign stated that “Power Comes From Pure Food” and told the Salem audience to “Buy Your Groceries From Us,” their food was pure and Roth’s wanted the people to know about it. Advertisements following the passing of the Pure Food Act changed their marketing strategies to incorporate the desire of the population to have pure food and this is seen by the language used, and the endorsement found at the bottom of the article that showed that the company was endorsed by the Pure Food Act. The Baker, Lawrence, and Baker Company advertised in the *Daily Capital Journal* that their store kept people strong and safe, selling the “best quality food.” The stores in Salem were profiting off of the Pure Food Act by advertising that their food was “pure” and it kept people strong and was good for the public. The companies in this location were making a profit of the Pure Food Act of 1906, re-assuring the people that they were still a safe place to shop.

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79 “Power Comes From Pure Food” Advertisement *Daily Capital Journal*, May 12, 1906, 7
The *Daily Capital Journal* in 1907 published advertisements from companies who said their food was pure and safe for the public to eat, reinforcing the fact that they believed their products would last any inspection process. On April 19, 1907 the *Daily Capital Journal* published an advertisement by Allen’s B.B.B. flour Company who states that all of their flour is pure and safe for consumption.81 Other companies, not necessarily grocers, but individuals wholesalers, describe their products as safe to eat, pure, and try to persuade the public into using their products by means of advertising using catchy titles that notify the readers of the problems that come with eating food that is not pure. These advertisers include a company that made “Cottolene” pure vegetable lard that advertised how it was so much healthier than other products, and would not cause indigestion.82

The *Daily Capital Journal* did not talk about Pure Foods in strictly the local sense as some of their advertisements, including one from Royal Baking Powder, also described the international aspect of the Pure Food Acts. The advertisement for Royal Baking Powder describes how England would not accept exports that contained Alum, an ingredient characteristically found in baking powder, and if England did not want to accept products such as this one, than Oregonians should not either.83 Oregonians in 1907 needed to watch what they ate because poor foods led to indigestion that made living very uncomfortable. The pages of papers in Salem were full of advertisements throughout the first four months of 1907, something which showed the issues of the Pure Food

Acts, but without describing them in the words of the editors. The Salem *Daily Capital Journal* encouraged the public to eat meat because it was a necessity for a healthy lifestyle. However, the paper also evaluates the topic of international relations, encouraging people to be smart in the decisions they made regarding the food they wanted in their bodies.

Other newspapers from Oregon, including the *Oregonian*, were looking at the same topics regarding the Pure Food Act and its influence on peoples’ lives. The *Oregonian* focused on the topic of imports and exports in their paper and the writings in the paper as well as advertisements show the influence the Pure Food Act had on the people of that region. According to Jason Stone, the *Oregonian* was the oldest newspaper that survived to serve present day readers. 84 The *Oregonian* began as a newspaper interested in the economic success of the state and following the 1850s the newspaper took a turn towards Republican values and evaluated the news in such a manner. 85 Articles of the *Oregonian* describe the impact of the Pure Food Act on the imports and exports of the city, evaluating this topic in an economic standpoint. One of the major aspects of the Portland area newspapers was the movement of a pure food laboratory to the area.

The *Oregonian* covers the movement of the pure food lab to Oregon in an editorial titled “Federal Pure Food Laboratory Comes to Portland.” This facility is designed for the sole purpose of “testing the purity of foods and drugs imported from foreign countries.” 86 The article is very supportive of the movement of this lab to the city of Portland and encourages the movement there. According to another issue of the *Oregonian* published on April 14, 1907 titled “Enforcing the Pure Food Law” the author wrote that the introduction of a pure food lab would be beneficial

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84 Jason Stone “Oregonian” Oregon Digital Newspaper Project, last modified July 22, 2011, http://oregonnews.uoregon.edu/history/oregonian/
85 Jason Stone, “Oregonian”
86 “Federal Pure Food Laboratory Comes to Portland,” *Oregonian*, April 2, 1907, 11.
to the people of Oregon and the local economy. According to the newspaper the establishment of a pure food laboratory would be “important to the commercial interests of the state.” The development of this lab would aid the community in understanding the realities of the Pure Food Law and in being safer as a community. The article argues that the lab would not change the businesses in Portland because they already passed the time where these matters would harm the economy. The article emphasizes this and states that “Passed the time when people feel that business is likely to be injured by such disclosures as pure food official is likely to make.” The author felt that Oregon’s economy would not be adversely affected by the new laboratory and instead they were ready for this decision to be made, ready for the new lab to be built, ready for regulation to begin. The article argues that the people of Oregon deserved to have this feeling of security in regards to their food safety and safety of their families. The article shows it support for the housewives need for knowledge. It states:

When housewives know that a pound of provisions will contain 16 ounces, that the meat will not be drugged, that milk will not be watered, that vinegar is not the product of drug store acids, that jelly is made of fruits and sugar, they have no hesitancy in ordering freely over the telephone instead of waiting until it is convenient to go to the store and ‘see the goods before buying… Every article of food that goes out of this state shall be true to its label wholesome in character and not lacking in measure… The people of this state may fairly demand that when a package of fruit or dairy products or canned or preserved foods goes into the markets of the outside world bearing the word “Oregon.” It shall be a credit to this state and a promoter of our commercial interests.89

The article describes many different aspects of the Pure Food Act and how Oregonians would have encouraged the growth of the Pure Food industry and the Pure Food laboratory in Oregon. This shows how the editors were confident in their city, and were confident in the area surrounding Portland by pointing out that they were more than willing to have the laboratory

87 “Enforcing the Pure Food Law,” Oregonian, April 14, 1907, 6.
88 “Enforcing the Pure Food Law”
89 “Enforcing the Pure Food Law”
established in their city. Not only were they looking forward to this, but they also said that the “American housewife” would be happy to see this happen because they wanted to know that the food they were eating was safe for their consumption and the consumption of their families.

Other articles from the Oregonian included those written which were meant to encourage the reader to eat more meat. In an article published on April 15, 1906 titled “What Ye Shall Eat,” discusses the concept of eating what the body needs to survive. The article states that to be happy with your diet one must “follow the instincts implanted in us by their inspired practice.”90 People had to eat whatever their body told them to eat, including a large consumption of meat. To eat meat meant that you were doing what was right for your body and what was right for your faith as well, incorporating concepts of religion in this article by stating, “According to this latest scientific light, the man who habitually gorges himself with food and stupefies himself with drink is to be commended for faithfully obeying the will of the Almighty as expressed in his appetites.”91 This article supports the consumption of meat without worries as to the current regulations on the product, instead of focusing on the dangers of a product the article focuses on the benefits that come with something as simple as eating meat, something that would not harm the consumer but instead would prove beneficial to their health.

Other articles from the Oregonian have chosen to look at other regions experiences with the law. On April 3, 1906 the Oregonian published an article titled “Testing the Food” in which it evaluated the Idaho’s state commissioner’s apprehension of a company that was tainting butter, which came through as being underweight. This article shows that the business of the Pure Food Act was succeeding in keeping people safe from harmful additives because now they were testing to see what was added to the butter to make it fall short in terms of the weight of the

91 “What Ye Shall Eat.”
product. The article gives some specifics to the events by stating, “The report stated that 122 samples have been collected that of these 38 samples had been fully tested and that of these samples of food 21 samples were found illegal. All foods found illegal in any particular will be turned down as fast as discovered.”\textsuperscript{92} This article reassures the reader that regulations were being enforced and pretty soon this problem would be solved by the health officials who would turn down the problem when they found it.

Other Portland newspapers have shared the same sentiments as the \textit{Oregonian} including its counterpart, \textit{The Oregon Journal} which wrote on this topic quite frequently throughout the months surrounding the Pure Food Act. The \textit{Oregon Journal} was in publication from 1902 to 1982 and was the other major source of news for those living in the Portland area. The \textit{Oregon Journal} focuses on this topic in terms of the large scale changes in the economy as well as in the smaller, more localized scale. In an article written on July 1, 1906, titled “No Confidence in Americans” the author focuses on how the beef trust company has lost all of the faith that it had in the American meat packing industries following the events that happened in Chicago and the filthy conditions of the meat packing industries. The article argues that “The interest of the public in the American meat scandal continues to grow and it has now gone so far that it is absolutely impossible to sell or even give away any canned meat bearing American labels.”\textsuperscript{93} The article goes further by stating that the “Germans need American Beef” but until the American meat industry undergoes “the most rigid inspection” they will not have the confidence in the product to buy from the American economy.\textsuperscript{94} The article describes how the American people are being subjugated to the poor meat being sold to them from the meat packing

\textsuperscript{93} “No Confidence in Americans,” \textit{The Oregon Journal}, July 1, 1906, 3.
\textsuperscript{94} “No Confidence in Americans”
industries. This can be seen in the fact that the meat industries cleaned up the meat for foreign relations with countries such as Germany, but instead would just package the poor material and sell it to unknowing American buyers. The article makes this point by stating “they might readily dispose of all the meat condemned by German inspectors to their own countrymen, who seem satisfied with the crumbs that fall from the table of the mighty.”95 This article describes how the people of America are looked down upon by foreign individuals who are saying that they believe Americans would eat anything that was not suitable for the foreigners and foreign relations.

Political cartoons in The Oregon Journal also describe the same things by showing the public that the Pure Food Act was more than just a localized event but instead was also inclusive of the foreign market which was influential to the American economy. The political cartoon “Wouldn’t it Make John Bull Mad” published on July 7, 1906, shows a man angry at the American government for their failure to provide safe products but later realizes that they are not alone as he sees an advertisement showing that the British market is having the same problem.96 This article incorporates the fact that this problem was global. The meat industries everywhere were re-evaluating what they deemed safe for human consumption and this was not what was being found in the American or British markets. The Pure Food Act was an international event with layers of influence across the country.

95 “No Confidence in Americans”
The Oregon Journal uses foreign examples in abundance in their editorials as in “Market Inspector Causes Jap Gardeners to Pay Up” published on August 2, 1906. This article deals not with foreign relations overseas but instead looks at an event where Sarah Evans, meat inspector for Portland, caught four Japanese women who were adding to their berry profits by reusing the cartons multiple times before the product was sold to the public. The article states that the “Japanese who insisted on adding 2 percent to their berry profits by using old boxes which had been serviced more times than the law allows… succeeded for a time in escaping arrest by selling out early and getting away before the arrival of the inspector.”

The article is depicting that violators were not able to get away with breaking the law regardless of how hard they tried to break the law. According to the article Sarah Evans the violators had been given several warnings before they were convicted, showing that this meat inspector was serious about enforcing the law.

The references to international politics and the Pure Food Act can also be seen in advertisements from the Oregon Journal. On January 13, 1907 a Sarsaparilla advertisement appeals to the reader by not only mentioning that it is Pure Food safe to the reader, but is also endorsed by Uncle Sam, the face of American patriotism. The advertisement shows the people that this product was safe and that it was nothing to be worried about, it was safe for their consumption. Using Uncle Sam to aide in the advertising of their company shows that they were confident in the safety of their product and the public should be too.

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98 “To All the World,” Advertisement, Oregon Journal, January 12, 1907, 3.
Companies used the pages of the *Oregon Journal* to advertise how their product was superior to others. One company that did this was Pabst Blue Ribbon, a beer company, which advertised that its beer was, “the cleanest and richest beer in the world.”

This company felt that they were successful in maintaining the standards required by the government for their food as their beer was the cleanest because, “from the time it is brewed until it is poured into your glass it is never touches by human hands and never comes in contact with anything but filtered air.”

Slogans such as this one suggest that the company was successful in maintaining a clean environment for their product and were under compliance with the federal acts because there was no way this could be an unclean product if the only thing that it came in contact with was fresh air. People could rest assure that this product would be safe for their consumption. The belief that the food products of the region were safe for consumption lies throughout the pages of the *Oregonian* and the *Oregon Journal*, both of which represent the Portland area. Other newspapers, such as the *Morning Astorian*, are also secure in the fact that their businesses and products are clean.

The *Morning Astorian*, established in 1903 provides the interpretations of the coastal, canning region, of Astoria Oregon. Astoria, a region known for their extensive canneries and fisheries would have been under the regulation of the Pure Food Acts of both the national and local level. The newspaper, much like the Portland papers, encouraged the growth of their economy and the arrival of a new inspection laboratory in their region because they were more

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100 “Pabst Blue Ribbon.”
than willing to show people that their food was same for human consumption. In an article written on June 5, 1906 titled “Roosevelt Goes after Packing Plant Methods,” the author tells of the terrible conditions of the meat packing industry in Chicago where the author describes these packing companies as having “an absence of cleanliness.” The newspaper brings to light the issues of dirty packing companies from Chicago without holding pack the details, and identifies aspects of the report conducted on the packing house to paint a picture for the reader of just how terrible these conditions were. The article goes into details of the conditions by writing how the dirtiest rooms where the ones were sausage was prepared and workers “climb over heaps of meat, select the pieces they wish, and frequently throw them on the floor beside their bench.” The newspaper is not shy about describing these conditions to the public, showing them what an improper facility looked like.

The *Morning Astorian* is not shy in its publications to exploit what occurred in the meat packing industries and continues throughout their paper to describe these terrible working conditions. Another article published on June 8, 1906 titled “Packers Disregard all Sanitary Precautions” wrote how workers were not fixing the problems identified to make their packing industry cleaner for everyone. This article describes how the packers knew they were not following sanitary procedures but still allowed the terrible conditions to remain. They provide the example of a pig which fell into the privy before slaughter and was not washed prior to being hung for meat. The paper shows the disregard for other regions to take care of their products and maintain a clean environment. By doing this the article showed the reader that companies of

102 “Roosevelt Goes After Packing Plant Methods.”
103 “Packers Disregard All Sanitary Precautions,” *Morning Astorian*, June 8, 1906, 1.
the east were not worried about passing regulations and these industries were not to be trusted with the safety of one’s families.

By putting down other industries, the paper publishes another article titled “We Invite Inspection,” on June 10, 1906. In this article the paper describes how they have published these terrible articles depicting the living conditions of other regions’ meat packing companies because they “are the wonderfully different circumstances that obtain in the great canneries of the Columbia River Valley and over the Pacific Coast.” 104 This article argues that there is nothing as bad as “foul smelling fish” but the Pacific Northwest challenges the inspectors to come to Astoria and test the conditions of their canneries because they will find nothing wrong with them. 105 The Morning Astorian uses the conditions of the meat industry in Chicago to show how their product, their canneries were safe and clean and how, since they invite inspection, they have nothing to hide from the government or the people.

Astoria depicts the negative images of the Eastern industries to increase their revenue and the profit of their city during this time. By describing in detail the terrible conditions of the Eastern regions industry the Astoria paper in turn supplemented their own economy. These urban city newspapers, Portland and Astoria, were successful in describing why the Pure Food Act should feel free to come to Oregon, expand their laboratories into this region, because they were not worried. The more the newspapers put down other regions and played up buying local, the more their economy and profits increased.

Conclusion

Oregon took different perspectives on the topic of Pure Food. Through the use of newspaper sources throughout rural and urban regions of Oregon one can see the difference in

104 “We Invite Inspection,” Morning Astorian, June 10, 1906, 2.
105 “We Invite Inspection.”
public opinion on Pure Food. Pure Food affected each area of Oregon differently. Newspaper interpretations of the events surrounding the Pure Food Act alter depending on many factors, the largest being geographical location as well as imports and exports, what each region was famous for. The Portland newspapers focus in great detail on the global issues as well as the imports and exports to other countries as this was important to the success of larger cities that relied on migrants to make a large part of their labor force. The Portland newspapers focused on ways in which to supplement their economy and used more than articles, but also political cartoons and advertisements to reinforce the fact that their industry was strong and willing to have the inspectors come and look at the industries in Oregon because they were sure about the success of the region. Rural newspapers encouraged the reader to think local and keep the smaller companies in mind who were successful in maintaining a clean way of living.

Oregon, although not identified like this in previous historiography, is important to look at in regards to the Pure Food Act of 1906 and 1907. Oregon newspapers show the significance of the Pure Food Act on the Oregon economy and encourage the readers to continue to feel safe eating meat because they had nothing to fear following the increase in regulations. The Pure Food Acts were successful in maintaining cleaner food processing industries and encouraging people to buy “Pure” food to keep their families safe from harm.
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