

# Pure Food Question in Fruit Jams

*Consideration of a Product which is welcome in all Homes*

HERE is magic in the very word, "jam," although it contains only three letters. From earliest childhood jam means sweetness and toothsome enjoyment. The height of happiness to the toddler in the nursery is to have bread and butter and jam, while even pills and castor oil become fairly palatable in a jam disguise. We remember the odors of "jam-time" with a thrill of reminiscent sweetness. How the packed richness of raspberries, strawberries or peaches seemed to permeate the kitchen and promise all manner of good things for the autumn and winter. We hovered near the stove and sniffed the steaming fruit with a joyful looking-forward to the finished product.

In the Old Country, jams, preserves and marmalades have been more popular than with us; while canned fruit has more than held its own on this side of the Atlantic. But the taste for the sweeter preparations is growing apace, and the market for preserves and jams is becoming larger each year. Canada is a country of such immense fruit resources, whether one turns to the Annapolis Basin or the Okanagan Valley, that we have no excuse for not being supplied daily with the fruits of the earth. In fact, there is not a province in the Dominion which does not possess a district known as the Eden of Canada.

With such fair prospects for the supply of jams and preserves, it is no wonder that there are factories springing up all over the country and turning out carloads by the hundred, packed with jars which are to fill the cupboards of Canada and to make glad the sweet-toothed population. The home-made stuff is sometimes proclaimed as the most satisfactory, and yet we find that the modern housekeeper is placing more and more dependence on the jars so daintily sealed and labelled which come from the modern factory.

"I don't like bought preserves or jam. You can't rely on it," is the verdict of some women who have been so unfortunate as to buy a brand of fruit which is by no means all that it is painted.

The fact is, that you *can* rely on the product of the factories but you must be particular as to the special kind of jam or preserve you purchase. Do not imagine, for one moment, that a jam which is advertised as the "cheapest" is anything but adulterated material. There is so-called strawberry jam which is only a remote relative of the true strawberry, the mixture containing seeds which certainly resemble timothy.

THE inspection of fruit jams is one of the most interesting sections of that nature in the Inland Revenue Department of the Government. In July of last year, an order was issued for the collection of ten samples of fruit jams in each of the inspectorial divisions of Canada. The inspectors were instructed to procure strawberry and raspberry jams by preference. The fifteen districts, it may be of interest to know, consist of Nova Scotia, Prince Edward Island, New Brunswick, Quebec, St. Hyacinthe, Montreal, Ottawa, Kingston, Toronto, London, Windsor, Manitoba, Calgary, Vancouver and Victoria. Of the one hundred and sixteen samples sold as jam, one hundred and eight were found to be genuine. Several samples were found to contain dextrin and were evidently made with the addition of glucose, but in small quantity. It is an open question says the report, whether or not the addition of small amounts of glucose without declaration of the fact is permissible in jams. Some manufacturers consider the use of five to ten per cent. of glucose as desirable, to prevent the separation of sugar by crystallization on long keeping. This question should be determined. The fact that many of the best makers of fruit jams do not use glucose seems to point to the needlessness of introducing even small amounts of the article into jam.

"It is true," says the Chief Analyst, "that no legal definition of jam, or explicit standard for the article as required by section twenty-six of the Adulteration of Food Act, yet exists for Canada. Nevertheless, the meaning of jam as 'a conserve of fruit, boiled in mass with sugar and water,' is so well recognized, and the term has legal meaning in so many countries, that I have no hesitation in declaring a product made with more than ten per cent. of glucose, as adulterated under the Act.

"The following definition for jam is submitted for criticism and comment; and it is hoped that a legal definition and standard for this important article will be established before another collection is made.

"Jam (marmalade) is the sound product made from clean, sound, properly matured and prepared fresh fruit and sugar (sucrose) by boiling to a pulpy or semi-solid consistence, and conforms in name to the fruit used, and in its preparation not less than forty-five pounds of fruit are used to each fifty-five pounds of sugar.

"Jam may be made with glucose instead of sugar, in whole

or in part; and with admixture of other fruits than that which gives its name to the article, so long as the fruit so added does not exceed fifty per cent. of the total weight of fruit present, and provided that the word *Compound* is printed on the label, as an integral part of the same, and in letters as large as those which name the fruit of which the jam purports to be essentially made."



THE twenty-fourth section of the Adulteration Act provides that no food shall be deemed to be adulterated when articles of food not injurious to the health are mixed together as a compound, and sold or offered for sale as such, with each package, roll, parcel or vessel containing such articles distinctly labelled as a mixture in conspicuous characters, forming an inseparable part of a general label, bearing the name and address of the manufacturer.

There are various ways of avoiding the carrying out of this section of the Act. Sometimes by the smallness of the type or the want of the proper background, the word, "compound" is quite unnoticeable. It is an amusing illustration of the cleverness with which human nature escapes from the regulations of any department when the diminutive type or obscure coloring makes the nature of the compound misleading. It is quite natural, under such circumstances, that the Chief Analyst should advise the adoption of a ruling something like that authorized for Germany. The clauses in these regulations declare, "In the labelling of Compound Jams, no word on the label must be printed in larger characters than the word 'Compound.' In case of the word 'Compound' being printed on the main label, it must be placed directly over or under the name of the jam, and parallel with this."

"Every declaration must be placed on the same side of the package on which the content of the package is printed. The declaration may be printed on the main label, or on a special label; but in the latter case this special label must be affixed directly above or below the main label. The word 'Compound' must be printed in an easily legible and dark lettering, upon a light background."

The ridiculous imitations of jam and preserves which are now on the market and which are bought by confiding and glib purchasers, will disappear from the market just as soon as feminine opinion is educated to the point of appreciating and demanding the best.

"I can't afford it," are the words which are in use almost every day by the would-be economical housekeeper. But what is most expensive is adulterated food. Government requirements are not strict enough in this regard, but we Canadians are improving in our particular demands in this matter.



THE commodity known as apple butter is one which many persons are glad to use. It is wholesome and appetizing, and makes almost as good a relish for a sandwich as the jam which children are so anxious to have for a special treat. But certain varieties of apple butter which have been offered on the market are, if not actually harmful, at least far from being the article represented. There is little apple and less nourishment in such "bargain" material. However, in that respect, there has been great improvement throughout the country, and the housekeeper who buys a poor brand of apple butter is going in the face of repeated advice. It is quite possible to obtain the pure article in such commodities, if the purchaser is bent on getting the best. Economy in quantity of food may be a wise policy, but indifference as to quality is a sure road to imperfect health and impaired digestion.

The Canadian market in fruit jams will soon be as thoroughly inspected as any in the world. The "muck-raking" which has gone on in the United States, while it has had its unpleasant features, has resulted in a more rigid inspection of all canned goods and a corresponding improvement in quality. The diet of any household is incomplete without fruit, and, although fresh fruit is always to be desired, the jam and marmalade have an honored place in the menu. For breakfast, we are emulating our English cousins in a fondness for a "wee bit" of strawberry jam or orange marmalade. "It goes so well with toast," is the general comment on these delicacies as breakfast "adjuncts," and even at supper the jam jar is frequently called into action. The use of this "sweet fare" shows every sign of increasing in this country, and a demand for the pure article in such foods should be insistent. The true "fruity" flavor should characterize the product, or it is practically inferior.