The American Palate

Many new problems have arisen with the great growth of the United States, but none more vital than the purity of the food supply. While all foods should be free from harmful elements, it is most vital that those taken three times a day should be above suspicion.

The strongest claim "Churngold" margarin has on the American palate to-day lies in its wholesome purity, it being made under the stringent general and special laws passed by Congress. A government officer is stationed at our churnery during all working hours. This officer not only sees that each package is stamped as a pure food, but he tests the purity of every ounce of material used in the churning. Butter making has no government supervision.

Furthermore, it is impossible to make "Churngold" margarin in a place that is not spotless, because the ingredients are so easily tainted. The consumer is therefore quite safe on the score of purity and cleanliness. Then "Churngold" margarin must be churned of materials of the very choicest quality. No other will give the required aroma, flavor and texture.

As Mark Twain would say, the churner of "Churngold" margarin dare not sin against the great American palate, because his own pocketbook would pay the penalty. To-day "Churngold" margarin sells strictly on its merits as a pure and palatable staple food, impure "Churngold" margarin being practically an impossibility. But who dares to say this much for butter?

A word as to the tax. On the natural (uncolored) "Churngold" margarin, the internal revenue tax is a quarter of a cent a pound, and
ten cents a pound on the June-shade (colored) product. It is an old adage that the consumer pays the tax. A ten-cent tax is out of all reason and unjust on its face. "Churngold" margarin is not a luxury, but a real necessity. A fair-minded man like our Chief Executive, if the real facts were known to him, would use his influence to right a wrong of this kind. So high a tax serves to prevent the really poor from using this nutritious food in its most pleasing form. If butter were made black no one would use it, because the color would offend the eye. Most people are used to butter that is colored. Many millions more would use June-shade margarin if the tax were removed, or at least reduced to a nominal amount. Why should "Churngold" margarin be robbed of its quality pleasing to the eye? It is so robbed to help its competitive product—butter. The farmer should not object to the removal of this unjust tax, because everything from which "Churngold" margarin is churned comes from the soil—milk, cream, neutrolo, or "honey of the cattle," salt and water. Some day in the near future the American palate will assert itself on the point of this tax.

It is for the owner of the great American palate that this "Churngold" margarin Catechism is written. We are convinced that he not only demands from the churner delicate aroma and flavor, but also practical purity and wholesomeness. In "Churngold" margarin he can be assured of all of these qualities all the time. Study this Catechism, and be a user of "Churngold" margarin through conviction.

Yours sincerely,

[Signature]
President.
“Churngold”

Q. What is “Churngold” margarin?
A. It is the trade name for the finest quality of table margarin on the world’s market.

Q. Of what is it composed?
A. Pure, sweet, pasteurized milk and Neutroleo, or “honey of the cattle.”

Q. For what uses is it churned?
A. For table use.

Q. By what other name is it known?
A. The Gold of the Churn, because of its peerless quality, and because its only competitor is gilt-edged creamery butter.

Q. How does it compare in price with gilt-edge creamery butter?
A. It is cheaper at all times.

Q. What class of people use “Churngold”?
A. Sensible people in all walks of life, but especially those who have used the finest creamery in the past. It is made to suit the American palate.

Q. How so?
A. Because it has a faint, sweet odor, an even fineness of texture, and a bland, soft, delicate flavor.

Q. How often is it churned?
A. Daily, which insures its perfect freshness.

Q. What is the color of “Churngold”?
A. It is a natural white shade, unless artificially colored in the same way as butter.

Q. Why is it that “Churngold” is sometimes colored?
A. Simply to please the eye. The eye has its likes and dislikes, just the same as the palate.

Q. Can the consumer color it without having to pay any tax?
A. Yes, if he or she chooses. The law expressly says so. Many a housekeeper rejoices in a crockful of June-shade “Churngold.”
Q. Why is the tax so high on the colored product?
A. Simply because the law is so framed. The butter interests fear "Churngold" margarin competition. Most butter has to be colored before it will sell on the open market. Why should this privilege be denied "Churngold"? It is unfair to make fish of one and flesh of another. It is un-American.

Q. Is "Churngold" always uniform in quality?
A. It is always uniform in taste, texture and quality, after leaving the churnery.

Q. Is it a pure food?
A. The purest of foods, because extra pains are taken to make it so.

Q. Who makes "Churngold" margarin?
A. The sole churners of the delicious "Churngold" are The Ohio Butterine Co., Cincinnati, Ohio, U. S. A.

Q. Suppose the consumer desires to color his "Churngold" a June-shade, where does he get the coloring, and how is it done?
A. He gets a vegetable coloring from his dealer, the same that is used in all modern creameries. The way is very simple. One or two trials will show the amount to use. The color is worked into the goods in the same way as salt is worked into fresh butter. Use a hand ladle. June-shade "Churngold" is a delight to the eye.

Q. How can you tell "Churngold" from any other brand of margarin?
A. First, by the carton; secondly, by the delicate aroma; thirdly, by the delicious flavor; fourthly, by the fineness of the texture. Look for "Churngold" on the carton and the indentation in the print. Accept no substitute.

Q. How does "Churngold" keep?
A. It will keep pure, sweet and wholesome for a longer period than butter.
CHURNGOLD

"Just Like Mother Uses"
Q. Where can “Churngold” be bought?
A. From every wide-awake dealer. Ask for it. If you do not get it, let us know. We will see that you are supplied.

Q. Is it used by public and private institutions?
A. Yes. The reason is that it satisfies perfectly and cuts down big butter bills by a large percentage. The United States Government is a large buyer of margarin. It is used at Soldiers’ and Sailors’ Homes, on battleships, in hospitals, etc. It’s pure, sweet and nutritious.

Churning

Q. How is “Churngold” margarin made?
A. It is made by churning different amounts of milk and neutroleo, or “honey of the cattle.”

Q. What is neutroleo?
A. Neu-tro-le-o, as the word implies, is made by simply blending oleo and neutral, two pure, rich, wholesome substances obtained respectively from the choicest tissues of beef and swine. We call it “honey of the cattle,” because it contains the sweetest elements of those food animals. It is made under the strictest government supervision and inspection, and is again tested by the government inspector at the churnery. Neutroleo combines perfectly in the churn with the milk and cream. The result is “Churngold” margarin.

Q. What kind of milk is used in churning?
A. Fresh milk from selected dairies.

Q. How is the milk treated before use?
A. It is weighed, tested for richness, and then pasteurized, then allowed to “ripen” (just as is done in all modern creameries) at an even, moderate temperature. In other words, it is allowed to “rise” like the sponge for bread. The choicest creamery butter is made in this way.

Q. What about the cream?
A. It is obtained from the richest of sweet milk by passing through a separator. Afterward the cream may also be passed through a separator, so as to get only the richest of the cream.

Q. How is "Churngold" margarin churned?
A. The contents of the churn are agitated on the principle of the old-fashioned churn, except that the dasher revolves instead of moving up and down.

Q. Is "Churngold" margarin worked after the churning?
A. After leaving the churn it is chilled on a bed of cracked ice, made from distilled water; then it is worked to remove the water.

Q. Is all the moisture worked out of it?
A. Not quite all, as that would leave the "Churngold" too dry to be palatable. The same is true of creamery butter.

Q. Is "Churngold" salted?
A. Yes, after the churning. A highly refined salt is used, giving a smooth salt flavor.

Q. How is the finished article put up for the market?
A. It is usually made up in 1, 2, 3 and 5-pound prints, wrapped in parchment paper, and packed in odor-proof cartons. Each individual print or roll bears the U. S. inspected stamp.

Cleanliness

Q. What is meant by cleanliness in making "Churngold" margarin?
A. It means that every vessel and utensil is constantly kept sweet and clean. It means, further, that the churnery is built with the object of practical cleanliness at all times, and absolute freedom from odors. It is sunlit, light and airy.

Q. How are the vessels and utensils cleansed?
A. With steam and scalding hot water—plenty of both.

Q. Are there rules as to personal neatness and the like?

A. The most stringent rules are laid down and carried out on this subject; in fact, any one who has ever visited our churnery will testify to the practical and efficient methods adopted, in each and every department, to insure a pure food that is sweet and wholesome. A government inspector is present during every working hour, and may supervise even the apparel of the employees.

How Consumers May Color "Churngold" for Their Own Use

HAVE the "Churngold" just soft enough to work. The air of the room at a temperature about 75 degrees will soften it enough in two or three hours. A wooden bowl and ladle are the best to use. Scald both well, then rinse with cold water. This will keep the margarin from sticking. Spread out the "Churngold" in the bowl with the ladle; pierce color capsule. Distribute contents over the "Churngold," ladle promptly, but do not overwork the batch. This point is most important. Any one can tell just how much to work it after a couple of trials; in fact, a twelve-year-old girl can learn to color "Churngold."

When finished, place in a crock or an earthen jar. Put in a cool place. If more salt is needed, it may be sprinkled over the batch just before dropping the coloring. Bear in mind that heat will ruin "Churngold" just as it does butter. The coloring furnished by the dealer is perfectly harmless, being the same substance used by the leading creameries to color their creamy butter.
How Consumers May Color "Churngold" for Their Own Use

Then—place in your refrigerator.
Inspection

Q. Is "Churngold" margarin inspected?
A. Yes. There is an inspector in charge of the churnery during all working hours.

Q. By whom is he employed and paid?
A. By the United States Government.

Q. What are his duties?
A. His duties are to see that the terms of the pure food law are complied with.

Q. How is this done in practice?
A. The inspector samples the materials to determine whether or not they comply with the standard set by law. He has access to all parts of the churnery and sees to it that the regulations governing the industry are carried out. No inspection stamp may be used on any package without his sanction. The inspector reports regularly in detail to his official superiors. Special inspectors visit the churnery from time to time to confirm the reports of the regular inspector in charge. For this reason "Churngold" margarin is, in truth and in fact, a pure food. On the other hand, what assurance have you as a consumer of the purity of butter? There's the rub.

Government Regulations for Selling Uncolored Margarin at Retail

The Retailer must pay a Government tax. The collector of internal revenue in your district will supply an application blank. It must be signed and sworn to before a notary public or in the presence of two competent witnesses, and then mailed back to the collector, enclosing currency, draft or certified check for correct amount of tax.

The retailer's selling tax is fifty cents a month for uncolored margarin. The tax year begins July 1st and ends June 30th. No certificate will be issued for less than a year, unless
part of the year has already passed. For instance, if application is made in August, you must remit for eleven months' taxes; if in September, for ten months, and so on.

A dealer having made application in the proper manner, viz.: Mailed application properly filled in and sworn to in the presence of a Notary Public, or witnessed by two competent individuals, along with certified check or currency to the Collector of his District, may commence selling at once. When the tax certificate is received from the Collector, same must be posted in a conspicuous place in the store. Retail dealers in margarin must sell only from the original stamped packages, in quantities not exceeding ten pounds, and shall pack and deliver the margarin sold by them in suitable wooden or paper packages, which shall be properly marked and branded. We supply our retail trade, free of charge, with marking outfits which comply with the law. When the original stamped package is empty, the dealer must destroy the revenue stamp thereon.

A tax certificate is not transferable to another person, but may be transferred to a new location by permission of the Collector.

Some of the States have also passed laws to regulate the sale of margarin. State regulations will be furnished on request, as well as any other information desired. Consumers may color margarin for their own personal use in the home without the payment of any tax.

Dealers, hotels, restaurants, boarding houses, institutions for profit, etc., should not attempt to color margarin, as this is a special privilege reserved by law to consumers only.

Sole Churners

The Ohio Butterine Co.,
Cincinnati, Ohio
Our Distinctive Package is for Your Protection.

CHURNGOLD
Made in the Milky Way

CHURNGOLD
"Made in the Milky Way"

THE OHIO BUTTERINE CO.
CINCINNATI, OHIO.

CHURNGOLD
OLEOMARGARINE