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# • CEREAL FOODS •

The Cerealine Co



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• FROM HER BED ROSE LAUGHING WATER  
LAID ASIDE HER GARMENTS WHOLLY  
AND WITH DARKNESS CLOTHED AND GVARDED  
DREW THE SACRED MAGIC CIRCLE  
OF HER FOOTPRINTS ROVND THE CORNFIELDS  
• HIAWATHA •

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DESIGNS BY H. F. FARNY.  
REPRODUCED AND PRINTED BY McDONALD & EICK,  
CINCINNATI.



Y the aboriginal Indians Maize was esteemed as so precious, that they ascribed to it a directly divine origin. The legend, which has afforded the artist an appropriate subject for the illustrations which embellish our little pamphlet, is related at length in "Hiawatha's Fasting." Briefly and in plain prose the story runs as follows: Hiawatha retired to the forest to fast and pray for the good of his people. Wandering along the banks of the river and by the shores of the lake, seeing the birds and animals, the wild rice and berries, and the fishes, and reflecting how precarious were the lives of his people dependent for their food on these things, he cried out to the Great Spirit for relief.

In answer to his prayers the spirit Mondamin appeared to him, and bade him rise up and wrestle with him. On four successive evenings Hiawatha wrestled with the spirit, and on the fourth conquered and slew him. Hiawatha then, in accordance with the previously given injunction of Mondamin, buried him, and then, day by day, watched beside and cared for the place.

"Till at length a small green feather  
From the earth shot slowly upward,  
Then another and another,

And before the summer ended  
Stood the maize in all its beauty,  
With its shining robes about it,

And its long, soft, yellow tresses."



“First he built a lodge for fasting,  
Built a wigwam in the forest,  
By the shining Big-Sea-Water.”





That the esteem in which Maize was held by the Indian has not been shared by his white successors is, perhaps, largely due to the crude manner in which it has been prepared for consumption. A little cracking of the kernel into coarse particles, called hominy or grits, and a little grinding into a crude meal, is about all that more than two centuries have seen done. Not until the present time has there been produced from Maize a food which exceeds in true food value all other Cereals, and justifies the esteem in which the grain was held by its original cultivators.

Two things determine the true value of a food. First the amount of nourishment the food contains, and secondly the ease and completeness with which this nourishment can be digested and assimilated by the human stomach.

"On the first day of the fasting  
Through the leafy woods he wandered,  
Saw the deer start from the thicket."



Cerealine Flakes, made from pure white Maize, contains, by the exactest chemical analysis, more actual nourishment than any other preparation of the cereals, and this nourishment is, by the exactest test, more digestible than that of any other farinaceous food known. It has been found (see Table A, Page 16) that

100 Pounds of Cerealine Flakes	contain	89 pounds of actual nourishment.
" " " Flour (best) .	" 87	" " " "
" " " Tapioca	" 86	" " " "
" " " Rice	" 86	" " " "
" " " Oatmeal	" 85	" " " "
" " " Hominy	" 85	" " " "
" " " Buckwheat	" 85	" " " "
" " " Starch	" 84	" " " "

For simplicity's sake fractions are omitted from the above table.

"On the third day of the fasting  
 By the lake he sat and pondered,  
 Saw the sturgeon, Nahma, leaping,  
 Saw the pike, the Maskenozha,  
 And the herring, Okahawis,  
 And the Shawgashee, the crawl-fish!"



Furthermore, (see table B, page 16), it has been found, after the most careful test, that Cerealine Flakes is more digestible than Tapioca, that it digests nearly twice as readily as Oatmeal or Hominy, twice as readily as starch, and nearly three times as readily as either Flour or Buckwheat.

As it can not be disputed that that food is the most valuable which contains the greatest amount of actual nourishment, and whose nourishment is the most digestible, it follows of necessity that Cerealine Flakes is the most valuable farinaceous food the world now possesses.

"Master of Life!" he cried desponding,  
"Must our lives depend on these things?"



These values of the different foods as compared one with another, are expressed in the following table:

* Cerealine Flakes, value as a food,	100
Tapioca,                   "    "	86
Oatmeal,                   "    "	59
Hominy,                   "    "	55
Starch,                   "    "	47
Rice,                   "    "	45
Flour,                   "    "	36
Buckwheat,               "    "	34

\* These values are arrived at by taking the total nutrients = x, digestibility = y—then Nutrient—digestibility or food value = x. y. Calculated from tables A and B. For simplicity, fractions are omitted and the results thrown into hundreds.

This means that Cerealine Flakes has as much greater value as a food than Tapioca, as 100 is greater than 86, and as much greater value than Oatmeal, as 100 is greater than 59; that it is more than twice as valuable as Rice, and nearly three times as valuable as Buckwheat.

"And he saw a youth approaching,  
Dressed in garments green and yellow  
Coming through the purple twilight,  
Through the splendor of the sunset."





"Suddenly upon the greensward  
All alone stood Hiawatha,  
Panting with his wild exertion,  
Palpitating with the struggle;"

"And before him, breathless, lifeless,  
Lay the youth with hair dishevelled,  
Plumage torn and garments tattered,  
Dead he lay there in the sunset."



“Day by day did Hiawatha  
Go to wait and watch beside it;  
Kept the dark mould soft above it,

Kept it clean from weeds and insects,  
Drove away, with scoffs and shoutings,  
Kahgahgee, the king of ravens.”

These food values are not merely physiological, but economic as well. A food is not necessarily cheap because it costs less per pound than some other food, nor dear because it costs more. It is as true economy to buy a food possessing the highest nourishing power, as it would be to pay more for pure gold, than for an alloy of gold and copper.

As Cerealine Flakes excels all other farinaceous foods in the amount and digestibility of the nourishment it contains, so too does it excel them in the variety of uses to which it can be put. The "Cerealine" Cook Book contains two hundred different receipts showing how this food should be used in the preparation of bread, biscuits, muffins, waffles, griddle-cakes, fritters, croquettes puddings, pastries, soups, cakes, etc., etc., etc.,—receipts which have been prepared by the most skillful professional cooks.



“Then he called to old Nokomis  
And Iagoo, the great boaster,  
Showed them where the maize was growing,  
Told them of his wondrous vision,

This new gift of the Great Spirit.”

Of his wrestling and his triumph,  
Of this new gift to the nations,  
Which should be their food forever,  
And made known unto the people

If used with flour in making bread and cake, the bread or cake will be better, sweeter and more palatable, will retain its freshness much longer and be much more digestible. It is advantageously substituted for part of the butter used for "shortening" in pastry.

It can be prepared as porridge or pudding for breakfast by simply pouring boiling water or milk over it, and stirring for one minute on the stove. Once introduced into a household, Cerealine Flakes becomes as absolute a necessity as are pepper or salt.

Its high nourishing power, its easy digestibility and its pleasing taste, most especially recommend its use as a food for children.





“’Twas the women who in Autumn  
Stripped the yellow husks of harvest,

Stripped the garments from Mondamin,  
Even as Hiawatha taught them.”

It is a valuable peculiarity of this food that it can not be prepared from unsound grain. It is carefully packed in sealed packages at the mills, and is absolutely pure. To recapitulate it is:  
FIRST.—The most nourishing and digestible farinaceous food the world possesses.  
SECOND.—Capable of preparation in an infinite variety of ways, with the least possible expenditure of time, fuel or labor.  
THIRD.—It is absolutely, unadulterably pure.

Possessing these essential, and many other admirable qualities, Cerealine Flakes may fairly take its rank before all other cereal or farinaceous preparations as a perfect food.



“On the border of the forest,  
Underneath the fragrant pine-trees,  
Sat the old men and the warriors  
Smoking in the pleasant shadow.

\* \* \* \* \*

And when'er some lucky maiden  
Found a red ear in the husking,  
Found a maiz-ear red as blood is,  
'Nucksha!' cried they altogether,  
'Nucksha! you shall have a sweetheart,'”



"And they called the women round them,  
Called the young men and the maidens  
To the harvest of the corn fields."

TABLE A.

NAME OF FOOD.	WATER.	ASH.	Albumen-noids.	FIBRE.	Carbo Hydrates.	FATS.	Total Nutrients.
	1	2	3	4	5	6	7
Food of Foods, Cerealine Flakes.	9.95	0.28	9.07	0.19	79.22	1.22	89.51
Flour (Best) <sup>2</sup>	11.56	0.59	11.09	0.17	75.43	1.14	87.66
Rice, <sup>2</sup>	12.44	0.38	7.44	0.19	79.20	0.35	86.99
Tapioca, <sup>3</sup>	13.3	0.1	0.6	—	86.0	—	86.6
Hominy, <sup>2</sup>	13.49	0.38	8.25	0.32	77.12	0.44	85.81
Oatmeal, <sup>4</sup>	—	2.50	13.63	—	65.68	6.33	85.64
Buckwheat, <sup>2</sup>	13.52	1.05	6.48	0.28	77.34	1.33	85.15
Starch, <sup>3</sup>	15.1	0.4	1.2	—	83.3	—	84.5

1. Average of several analyses.      3. Atwater Food Consumption.  
 2. U. S. Census Reports, 1880.      4. Average bet. U. S. Gen. R. and Ency. Brit.

Referring to the above, it will be noticed that there are given six constituents of each food. Of these six the nutrients are, the Albumenoids, the Carbo-Hydrates, and the Fats. These are found for each food in columns 3, 5 and 6. In column 7 is found the sum of these or the total nutrients. In the abstract given on page 4, the fractions are, or simplicity's sake, omitted.

TABLE B.

Cincinnati, Feb. 5th, 1886.

## THE CERIALINE MANUFACTURING CO.

Columbus, Ind.

Gentlemen:—In accordance with your request I have made an extensive examination into the digestibility of your preparation called "The Food of Foods, Cerealine Flakes," as compared with the digestibility of other widely used cereal products. All the articles tested were purchased by myself, and each was the best of its kind. Below I submit the results which I have arrived at. The foods were prepared for digestion by cooking them as directed in the receipts accompanying the packages or if there were no such directions, the ordinary receipts given in cook books were employed. The figures have been carefully verified, and they fairly represent the comparative digestibility of the various foods when prepared as mentioned above. Your preparation digests more rapidly and easily than any of the others, is taken as the standard:

## COMPARATIVE DIGESTIBILITY OF FOODS.

Food of Foods, Cerealine Flakes,	100
Tapioca,	90
Sago,	90
Oat Meal,	62
Hominy,	58
Starch,	50
Rice,	47
Flour,	37
Buckwheat,	37

Yours very truly,

WM. L. DUDLEY, M. D.

Late Prof. of Chemistry and Toxicology,  
Miami Medical College, Cincinnati, O.

Prof. of Chemistry, Vanderbilt University, Nashville, Tenn.

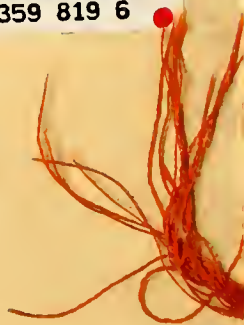




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