

PURE FOOD SHOW EXHIBITS.

Interesting And Tasty Display of Food Products to Tempt The Epicurian.

THE First Pure Food Exposition given under the auspices of the Salt Lake Grocers and Butchers' Association and managed and promoted by Mr. A. A. Tremp, has caught on in this city. Daily attendance is increasing and the crowds seem pleased at the treatment they receive at each booth visited. Every one is urged to sample and taste the various foods which are served free to all who attend. At the Jello Booth the crowds are large. As everyone is given a dish of Jello Ice Cream and a dish of Jello Dessert, at the Sell-On-Site booth free samples of that new cleaner are given away with a song book. Hewlett Bros. serve coffee and cake at their booth. In fact one can go from booth to booth, tasting and receiving samples until one is loaded down and filled up. Band concerts are given daily.

Mr. A. A. Tremp, the manager of the Pure Food Show, is deserving of more than passing mention. After three months of continual labor he has seen his efforts crowned with success. His pleasant manner and attention at all times to every detail have made things pleasant for all Exhibitors and the general public attending. Mr. Tremp is well pleased with the Salt Lake Pure Food Show, saying it compares favorably with others he has managed in eastern cities, and is as well patronized and has as many exhibits. The show will be open every afternoon and night for the balance of the week, closing Saturday night in a blaze of glory.

The Towle Maple Syrup Co.'s booth is attracting the attention of visitors by serving free the most

delicious hot cakes and maple syrup. Served by a dainty maid who certainly knows how to adjust the product to the palate. Towle's Pancake flour is used in making the batter and when they come off the griddle "pliping hot" and served with a plentiful of Towle's Log Cabin Maple Syrup the attraction is too strong to resist. The booth is heavily patronized. Lucian Ray, the local distributing agent for the Towle Co., has made a decided hit with this exhibit. If you can manage to get through the crowd around the booth do it by all means. Find it in the center of the pavilion on the east side of the center roof pole. Both the syrup and pancake flour carried off the first prize at the St. Louis Fair.

The booth of the Inland Crystal Salt company is one of the most interesting and instructive of the various food products on exhibition, and has received most favorable mention from visitors. All sorts and kinds of salt, from the coarser to the finest table salt, are well displayed, in their finished as well as crude state. Salt is indeed common enough around Salt Lake, but a visit to this booth is really educational, imparting at least some idea of the various stages through which the product goes until it is finally ready for use.

The Intermountain Milling company has a most creditable showing of Husler's Flour, so well and favorably known to nearly every housewife in this and adjoining states as to need no further commendation. In addition, the company has samples of its various mill products on exhibition, the whole making up an attractive and well displayed booth. Visitors will

find this exhibition on the south end of the pavilion, and should not fail to note the finished products that this well known company markets.

The Royal Baking Powder company's showing at the exposition is without doubt the largest and most elaborate exhibit of baking powder that has ever been placed before the public of this state. It contains over 3,000 cans of Royal Baking Powder, valued at \$4,860. The company is showing its product in all stages of manufacture, from the crude article to the finished cream of tartar ready for use. A staff of demonstrators is in attendance teaching how to obtain the best results in baking, which can only be obtained by the use of "Royal." The company extends a cordial invitation to the general public to visit the exposition and see the old reliable Royal Baking Powder in all its processes of manufacture, and receive the famous Royal Cook Book. No expense or pains have been spared in the preparation of the booth, and it is well worth a visit.

The exhibit of gas appliances by the Utah Light & Railway company, as pictured above, is receiving much attention from the many visitors to the Pure Food exposition. The uses of gas ranges, gas heaters, waffle irons, hot water heaters, tailors' smoothing irons, pancake griddles, gas steam radiators, broilers, oyster cookers and bacon heaters is being demonstrated and explained at the booth. Many ways in which gas can be used economically and to advantage will be explained by a representative of this company, if word is sent to the office. Phone 777 and an agent will call.

About the only exhibit not "pure food" in its character is that of the Utah Independent Telephone company, but the growing popularity of the company's "pure service" and its close connection with the everyday life of the people makes the occasion a fitting one to demonstrate its adaptability to the many needs of the public. The whole typifies a modern private branch exchange, a handsome Stromberg-Carlson Lamp Signal Central Energy Switchboard being in charge of an attendant. The various styles of telephone instruments are attractively displayed. Aside from the regular types, white and bird's-eye maple sets for residences, hospital sets, mine telephones, extension gongs, and a complete intercommunication system are in operation. A public station booth is provided for the use of the public.

The Salt Lake & Jordan Mill & Elevator company has a very pretty exhibit in the west end of the pavilion, showing their White Fawn flour to good advantage. This company states that the U. S. government, by careful tests and examinations, has proven beyond doubt that, cent for cent and dollar for dollar, white flour yields more energy and more strength than any other manufactured food. The display of White Fawn flour is the principal feature of this booth, although the arrangement carries with it a showing of the several products in the line which the company manufactures. The trimmings are green and white—harmonizing very nicely with the food exhibit.

The St. Charles Evaporated Cream, whose dis-

play is reproduced on this page, is one of the most attractive at the Exposition. The plant of this company, whose goods go to the four corners of the globe and are found on every first class dining table, is located at St. Charles, Ill., known the world over as the best butter and milk section in the United States. The exhibit here is provided over by Mr. Hintz, who has arranged his display in a very tasteful manner.

Studebaker Bros. have a fine line of Delivery Express and Milk Wagons, and as every one knows, par excellence is their brand. The Repository, located on State Street, this city, is one of the most complete and extensive in the west. The Studebaker Co. is conceded to be the largest in the world. The display at the Food Show is the first one on the left as you go in.

The Vinegar Booth owned by the Maxfield Vinegar Co., of Salt Lake City, is also shown. This is one of the exhibits of home industry and is receiving marked attention. During the season at hand the Maxfield people have been compelled to run to their full capacity in order to supply a rapidly increasing demand for their high grade goods.

The interests of the Maxfield Vinegar Co., are being looked after at the Food Show by their energetic and able salesman, Mr. D. J. O'Leary, who is sparing no effort to bring his goods before the people. At present Z. C. M. I., both Salt Lake and Provo, Fred J. Kiesel & Co., of Ogden, Symmes Utah Grocery Co., Kahn Bros. Co., Anderson, Taylor Co., Geo. F. Brooks and Foulger Bros. Co., of Salt Lake, are distributing these goods to the retail trade and are enjoying a good trade.



Pure Food
Exposition

UTAHNA PARK
TONIGHT ALL DAY FRIDAY, AND END-
ING SATURDAY EVENING. TONIGHT
Pure Food FREE Samples Served at
All Of the Booths Illustrated Above.
BAND CONCERT EACH NIGHT. SPECIAL ATTRACTIONS ALL WEEK.

The Place
To Go.