

THE AUSTERITY KITCHEN

BY CHRISTINE BAUMGARTHUBER

Where the alimentary is elementary.



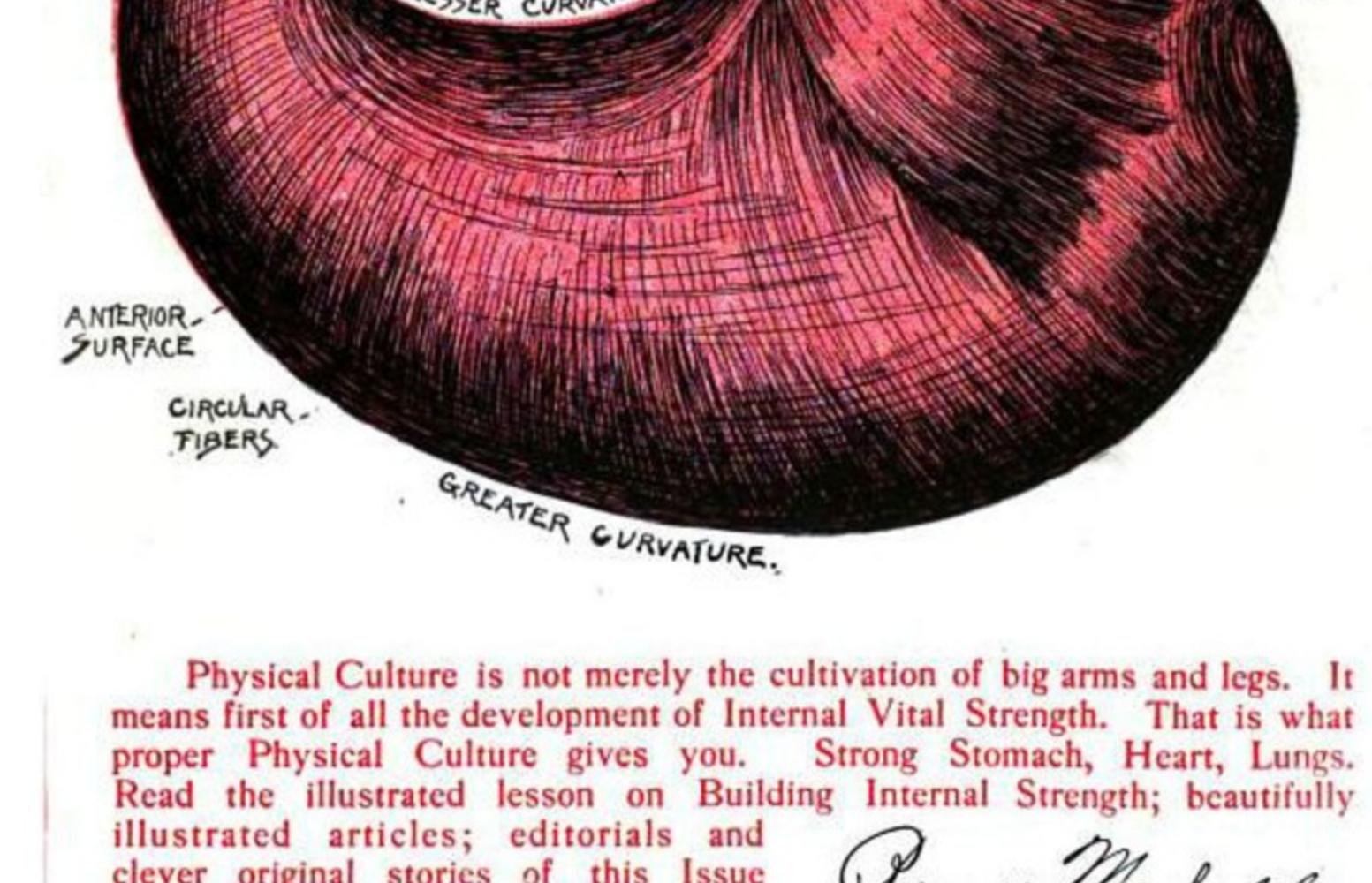
Fit Provender

By CHRISTINE BAUMGARTHUBER

VOL. 9 TRIPLE IN SIZE MARCH, 1903 TRIPLE IN QUALITY NO. 3

PHYSICAL CULTURE

HOW'RE YOUR STOMACH MUSCLES?



Physical Culture is not merely the cultivation of big arms and legs. It means first of all the development of Internal Vital Strength. That is what proper Physical Culture gives you. Strong Stomach, Heart, Lungs. Read the illustrated lesson on Building Internal Strength; beautifully illustrated articles; editorials and clever original stories of this issue

Bernarr Macfadden
EDITOR

July 27, 2012

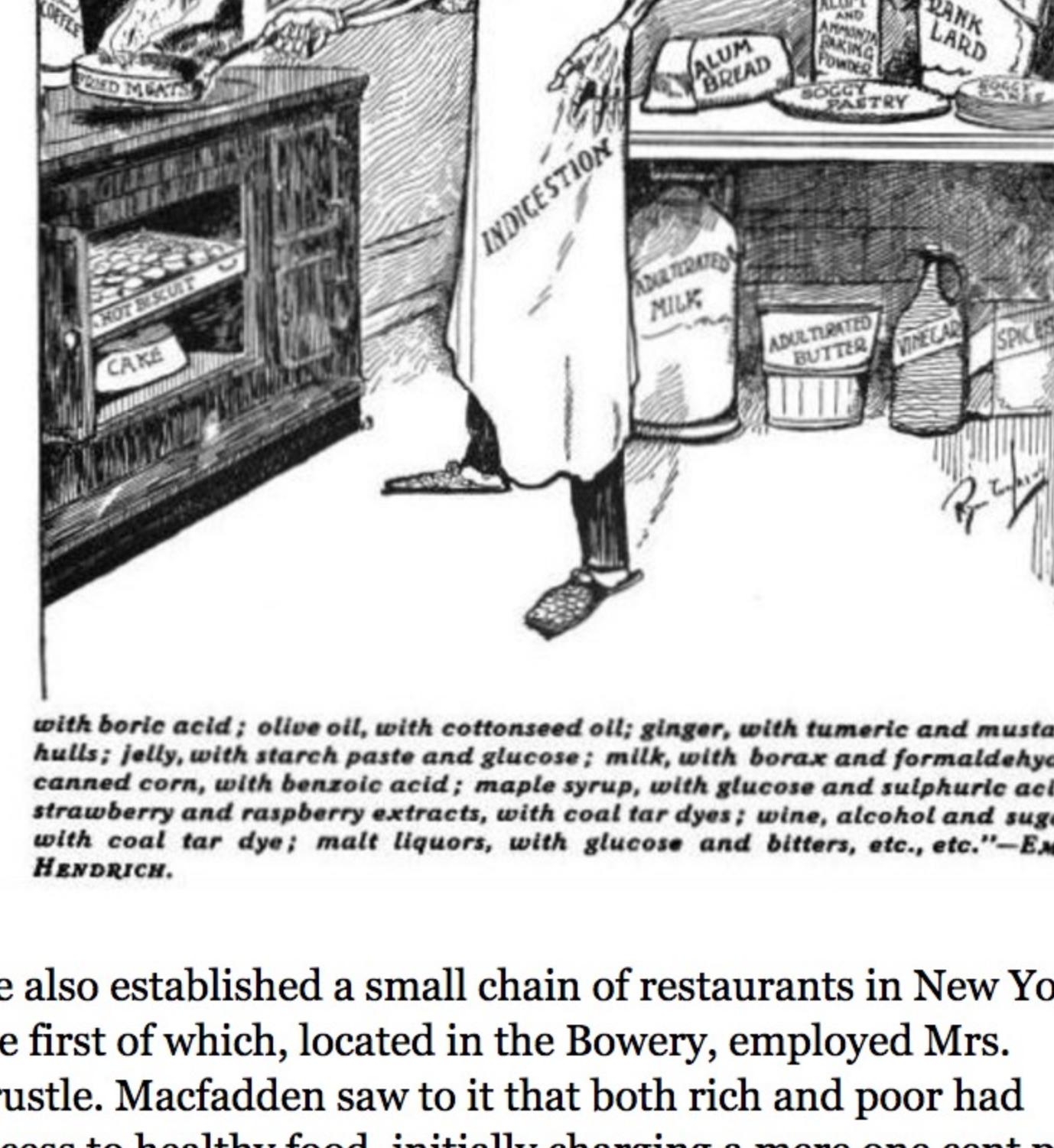
Illustrations from *Physical Culture*, Vols. 8-9 (1902-1903)

Mrs. Trustle presided with genius and elan over New York's Physical Culture restaurant. A grandmotherly woman of about sixty, she had the energy of one half her age. With admirable dexterity, she stewed prunes, stirred simmering pots of beans, chopped cabbage, steamed carrots. Her girlish cheer was said to be infectious. The lunch rush never fazed her, and the dinner crowd she handled in stride.

The energetic cook was a disciple of Bernarr Macfadden, the pulp publishing magnate and founder of the American Physical Culture movement. He promulgated his philosophy of health in *Physical Culture* magazine, which recommended that readers fast, lift weights and couple strenuously in order to remain hale and hearty. All over the country, Macfadden established "physical culture" training schools so that his adherents might have a place to practice these austerities.

THE MODERN COOK

Cartoon by Ryan Walker

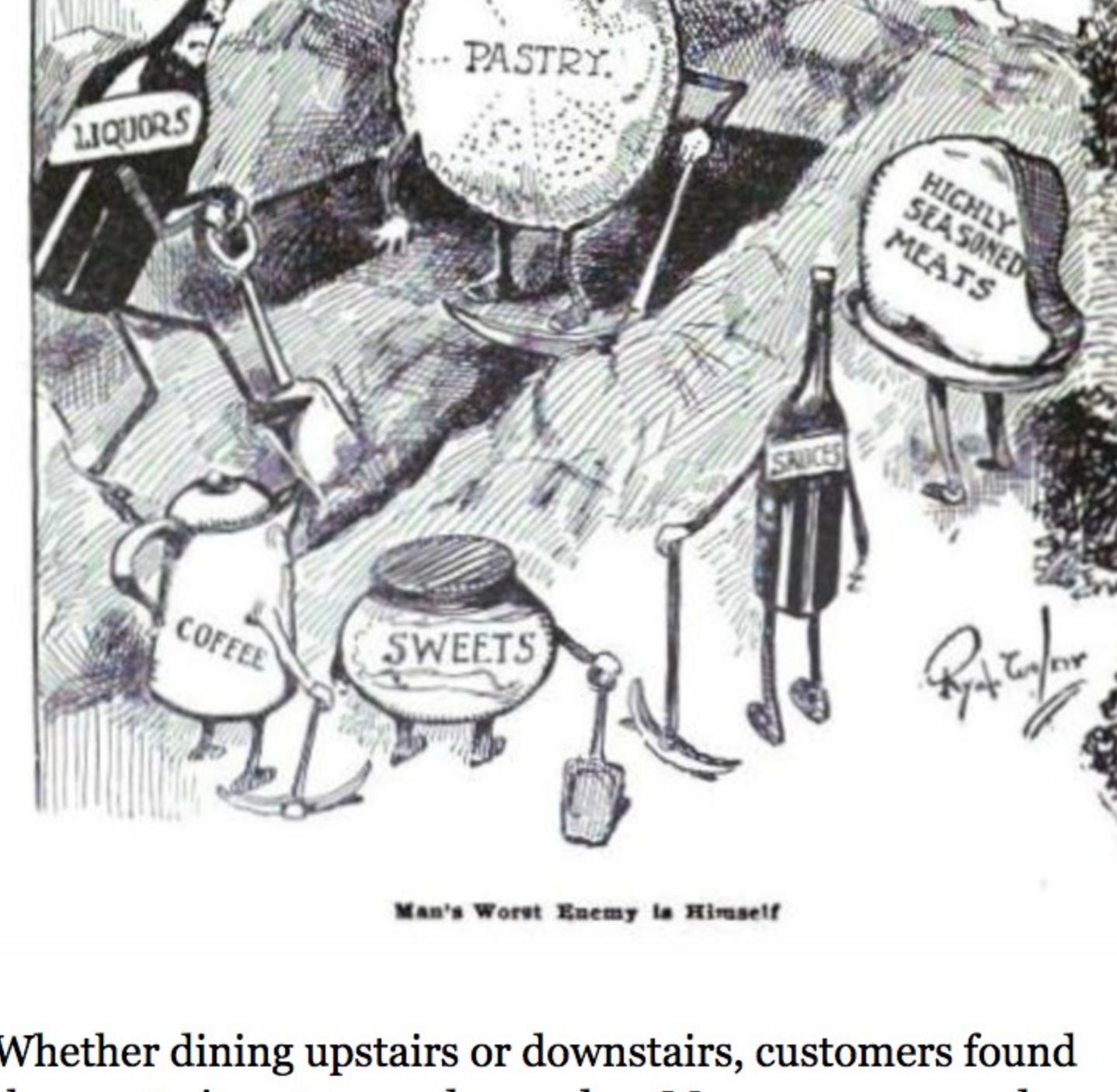


"The most popular combination in which we find food and adulterants is as follows: Butter with oleomargarine and salicylic acid; ham with borax; yolk of eggs (dried) with annato; catsup, with ground pumpkin and salicylic acid; pepper, with lime and saudust; vanilla, with ground cinnamon, with ground redwood; tea with beech leaves; cheese with cottonseed oil; cane sugar, with glucose; poultice with baryta; dried fish, with boric acid; olive oil with cottonseed oil; gingers with turmeric and mustard hulls; jelly, with starch paste and glucose; milk, with borax and formaldehyde; canned corn, with benzoic acid; maple syrup, with glucose and sulphuric acid; strawberry and raspberry extracts, with coal tar dyes; wine, alcohol and sugar, with coal tar dye; malt liquors, with glucose and bitters, etc., etc." — *EMIL HEDRICH*.

He also established a small chain of restaurants in New York, the first of which, located in the Bowery, employed Mrs. Trustle. Macfadden saw to it that both rich and poor had access to healthy food, initially charging a mere one cent per dish. Customers served themselves and selected from a variety of items: plates of beans, cabbage, steamed vegetables, hunks of bread, dried-fruit puddings. Macfadden was

convinced of the success of his venture from the get-go. An eatery serving good food at a great price couldn't fail, he reasoned.

The Physical Culture restaurants did in fact thrive. Macfadden expanded his enterprise to accommodate wealthier patrons. Sectioned off from the one-cent restaurant, which occupied a basement, a five-cent restaurant offered more lavish dishes. Like their counterparts downstairs, customers upstairs served themselves food at once salutary and tasty. Indeed, the five-cent addition proved far more popular than the one-cent original; four pennies seemed a small premium for better selection and ambiance.



"Chuse leaner viands ye whose jovial make / Too fast the gummy nutritive imbibes; / Chuse sober meals, and rouse to active life / Your cumbrous clay, no on th' enfeebling down / Irresolute protract the morning hours..." from John Armstrong's *Poems: Containing the Art of Preserving Health* (1805)

"The rich ate and drank freely, accepting gout and apoplexy as things that ran mysteriously in respectable families." — George Eliot, *Silas Marner* (1861)

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