

What the St Louis World's Fair was all about

Continued.....

. Companies appeared and expanded with unlimited energy into big business entities that continue to serve us in 2017. Here are only a few of them.

Do you recognize these companies?

Dr. Pepper, Hires Root Beer, H.J. Heinz,, Jack Daniels, Libbey Glass, Pillsbury, Southern Comfort, Welch Foods, Westinghouse, Borden's, Coca-Cola, General Electric, Log Cabin, Lipton Tea, French's Mustard.

People were in awe over the many inventions that were introduced or demonstrated at the 1904 Fair. Here is a short list that I'm sure will surprise you: the X-Ray machine, turning waffle Irons, coffeemakers, automatic player piano, electric typewriter, electric dishwasher, automatic turntable, electrical plug and wall outlets, air conditioning, bread machine, electric typewriter, and many more discoveries dazzled visitors.

The culinary culture was changing too. Fast and simple would be the leading trend that would dominate and direct the nation's taste buds. It was a cuisine of fast food and "grab *n go." Many new foods found their way into our culinary culture. Here are a few of them.

Ice Cream Cones

For people at that time, eating while walking up and down streets was regarded as bad-mannered and impolite. But at the Fair, it was a "grab and go" food and everyone loved it. In hand foods led the way with ice cream being served in a waffle cone.

There were many stories about the cone's use. The most popular legend has it that an ice cream vender ran out of dishes for his ice cream and asked a pastry maker to roll up some waffles that he could use for his ice cream. It is impossible to prove these events, but most experts agree that this probably happened at the 1904 World Fair. After the Fair, ice cream cones became a popular dessert and the crunchy cone was perfect as a carry-along.

Hamburgers

Ground meat was certainly cooked in patties before the 1904 Fair. There are several stories about people putting them between two slices of bread. In fact the name Hamburger most likely originated from a connection to Germany.

However, the burger really became a popular sandwich at the 1904 Fair. One story is that Fletcher Davis cooked some raw hamburger steak on a flat top, placed it between two slices of toast, and garnished it with a big onion slice. He sold this sandwich at his concession stand on the Pike. Look around now and you can see that burgers are here to stay.

Peanut Butter

It appears that peanuts were being ground and placed into stews as early as the 1400's. The Chinese as well as the Incas used them in sauces. Both George A. Bayle Jr. and Dr. John Havey Kellogg began experimenting with peanut butter as a vegetarian source of protein.

At the 1904 World Fair, C. H Sumner introduced peanut butter to the fairgoers. He sold 705.11 dollars of this treat at his concession stand. After this event, ;the demand for soft or crunchy peanut butter spread across the nation and even developed a loving relationship with jelly.

Iced Tea

Iced Tea wasn't a new idea and even the early newspapers had stories that showed it being served at Confederate veteran parties and dining groups. It was also served at the 1904 Fair.

An interesting story was retold about an Englishman, Richard Blechynden, who had trouble selling his hot tea on this sweltering day. With a large ice plant operating at the fair, he decided to add ice to the tea and the popularity of this cool drink made it a real American classic, especially in the southern states.

Hot Dogs

It's documented in historical records that sausages using various meats played an important role in German food in the 1600's. In fact, during the 1860's Charles Feltman, a German butcher, sold a hot dog type sandwich on the streets of New York City, accompanied with milk, rolls, and sauerkraut.

However, one story tells us that the hot dog was popularized at the 1904 Fair when Antoine put some of his sausages on a long split bun that fit around the sausages. No matter who or how it came to be, it has been popular ever since.

French's Mustard

It's hard to realize that French's Mustard has been an ingredient that most of us have tucked in our refrigerator, just waiting to add that great flavor to our favorite dish. This classic yellow mustard, invented in 1904 and introduced by George and Francis French at the St. Louis World's Fair. With lots of hot dogs there, "it was love at first bite."

Before this time, mustard was available but wasn't very smooth. This new products enhanced its flavor and texture, making a creamy salad mustard. It would blend into sauces and add a new goodness to roasts, soups, fish, and other savories. The delight was the perfect piquancy it added to those cold cuts and salads.

Cotton Candy (also known as Fairy Floss)

Around 1897, Nashville candy makers William Morrison and John C. Wharton patented an electric cotton candy machine, which would spin and melt sugar into a delicious candy producing large amounts very quickly.

They traveled to the 1904 World Fair and sold 68,655 boxes of their unique treat to fascinated visitors. At 25 cents a box, they cleared \$17,163.75. Even today, cotton candy is the exciting sweet treat sold at various public events and even used in recipes at home.

The Club Sandwich

Since this sandwich was served at various resorts and country clubs, it was tagged with this name. We even found that a recipe for the sandwich was listed in the 1903 Good Housekeeping Everyday Cook Book.

There is no doubt that the 1904 St. Louis Exposition helped to popularize this sandwich. Four different restaurants served some type of club sandwich. It is also said that a St. Louis restaurateur Tony Faust created

the club sandwich on the Pike in 1904. It seemed that everyone loved the new high styled sandwich.

Puffed Rice

Alexander Anderson, a University assistant botany professor and researcher, discovered how to 'pop' starch foods with high pressure and steam. He went on to invent a "puffing cannon." He used this to enhance starch materials and enhance their nutritive value. He debuted at the 1904 World's Fair at a concession stand with this new confection. In 1904, Quaker introduced the cereal to the mass public by shooting Puffed Rice from cannons at the World's Fair. It attracted The Anderson Puffed Rice Company, a subsidiary of the Quaker Oats Company, who marketed it as a snack food and later a breakfast cereal.

Dr. Pepper

It is said that in 1855, a pharmacist Charles Alderton, wanted to make a fruit drink. He used about 23 ingredients for his beverage. The owner of the store, W.B. Morrison named it Dr. Pepper. It was so popular that they needed to increase their supply. After consulting with Robert S. Lazenby, the owner of the Circle "A" Ginger Ale Company in Waco, Texas, it was decided that Morrison and Lazenby would form a company that become Dr Pepper.

It's interesting to note that Dr Pepper Company is the oldest manufacturer of soft drink concentrates and syrups in the United States. The company introduced Dr. Pepper in 1904 at the World's Fair to 20 million people.

Mrs. Rorer's Cookbook

75 books and pamphlets were authored by Susan Tyson Rorer and she headed a Model Restaurant at the Fair that seated 1,200 people. Her World's Fair Souvenir Cook Book, sold for 50 cents, and was written to point out the simple and easy way to cook. It's written in simple paragraph form without a list of ingredients, exact directions, or baking temperatures. Her culinary efforts changed the life and behavior of home cooks.

For More Information See:

<https://atthefair.homestead.com/Misc/MrsRorercookbook.html>

Honey and Agricultural Products

Visitors also learned what was happening in many states in houses that were constructed and decorated with displays and exhibits showcasing its agricultural, manufacturing, and educational resources.

At the Palace of Agriculture, Iowa's exhibit featured products that had their origin in the corn crops like rubber, sugar, gum, oil, writing paper, and syrup. Nine manufacturing firms from the state had farm machinery in the building. The dairy section included butter figures sculpted by Iowans. The state's apianists demonstrated the fine honey produced in the state.

<http://iowawatch.org/2015/08/29/iowa-at-the-st-louis-worlds-fair-1904/>

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