

Extracts from 19th century local newspapers relating to bakers and confectioners

WHITE & BROWN BREAD - Mistaken notions respecting the quality of different sorts of bread have given rise to much waste. The general belief is, that bread made with the finest flour is the best, and that the whiteness is the proof of this quality; but both these opinions are popular errors. The whiteness may be, and generally is, communicated by alum, to the injury of the consumer; and it is known by men of science that the bread of unrefined four will sustain life, while that made with the refined will not. Keep a man on brown bread and water, and he will live and enjoy good health; give him white bread and water only, and he will gradually sicken and die. The meal of which the first is made contains all the ingredients essential to the composition of nourishment of the various structures composing our bodies. Some of these ingredients are removed by the miller in his efforts to please the public; so that the flour instead of being better than the meal, is the least nourishing; and to make the case worse, it is also the most difficult of digestion. The loss is, therefore, in all respects, a waste; and it seems desirable that the admirers of white bread (and especially the poor) should be made acquainted with these truths, and brought to enquire whether they do not purchase at too dear a rate the privilege of indulging in the use of it. The unwise preference given so universally to white bread led to the pernicious practice of mixing alum with the flour, and this again to all sorts of adulteration and impositions: for it enables bakers, who were so disposed, by adding more and more alum, to make bread made from the flour of an inferior grain, look like the best or the most costly, and to dispose of it accordingly, at once defrauding the purchaser, and tampering with his health.

Berwick Advertiser
23rd May 1846

**WILLIAM WARD
TEMPERANCE HOTEL
HIGH STREET**

Next Door to Mr. Bogue, Draper

Begs respectfully to return thanks to his numerous Friends and Customers for the liberal patronage conferred upon him since commencing the business of PLAIN AND FANCY BAKING and trusts by having secured the services of a first-rate Confectioner and Baker and by a strict attention to business, to merit a continuance of their favours.

PLAIN AND FANCY BISCUITS, in great variety.

WEDDING AND FUNERAL CAKES, made to order on the shortest notice.

Berwick Advertiser
24th February 1849

**PIRIE'S CELEBRATED LUNCH CAKE
8d per lb.**

*If you want a good cake as may possibly be
At a thoroughly moderate charge
To PIRIE'S of Berwick, you should instantly go
And his number of patrons enlarge.*

WILLIAM PIRIE, CONFECTIONER
HIDE HILL, BERWICK

Berwick Journal
22nd September 1860

**CONFECTIONERY ESTABLISHMENT
MISSES KENNEDY & STEVEN**

BEG to inform the Public of Berwick and Neighbourhood that they have Opened that SHOP in WESTERN LANE, opposite to Mr. Gilchrist, painter, where they intend carrying on the Business of GROCERS and CONFECTIONERS; and they trust that by strict attention to all Orders entrusted to them, and by supplying Articles of the best quality, to merit a share of public patronage.

In connection with the Shop a REFRESHMENT ROOM will be OPENED, where REFRESHMENTS will be obtained on the Shortest Notice.

CONFECTIONERY in all its Branches made on the premises

MARRIAGE AND CHRISTENING CAKES
PASTRY, TEA CAKES, BISCUITS,
PRESERVED FRUITS, &c. EVERY VARIETY
CAKE ORNAMENTS OF ALL KINDS
DISHES COVERED AND TARTS MADE TO ORDER

ICES, SOUPS, &c, MADE TO ORDER AND SENT OUT

GROCERIES OF ALL KINDS
BUTTERS FROM THE FINEST DAIRIES AND AT LOWEST PRICES

DUNDEE MARMALADE
TAYLOR'S MARAVALLA COCOA
CAMPBELL'S SPICED VINEGAR

Berwick Journal
24th July 1868