SQUIRRELS RANG TELEPHONE

Max Examines Box Where Wires Were Converged and Finds It Nearly Full of Nuts.

A indy in Englewood, N. J., was called to the telephone one day by the operator, who inquired, "What do you Want?"

"Nothing at all," she responded. "Your bell rang," insisted the operstor.

"None of us rang it," replied the cated to this particular family. This lady.

The next day a man appeared from the telephone office. "I have come to see what makes your telephone bell ring most of the time," he remarked.

But none of the family could enlighten him, and he saw nothing about it which was out of order. The next day he came again, took

the telephone entirely to pieces, examined the full length of the wire. Still, he could find nothing amiss, and still at the central office the little at least two quarts.

flame kept burning in the niche dedi-

ties to examine a little box, of about the size of an ordinary suit case, which was nailed up against a large tree close by the house. In this box several telephone wires

converged. It was a sort of neighborhood switchboard. What was the surprise of the telephone men to find this box nearly filled with nuts. They took out three peach baskets full, each one holding Rioting among the nuts were the

youthful members of a promising indicated that their bell was ringing. squirrel family-Christian Herald.

Louis. M. Casey, Wealthy St. Louisan, Weighing 267 Pounds, Is Bid In for

\$5 as Prize. St. Louis.-St. Louis bachelors are worth less than 2 cents a pound, ac-

him.' cording to the market established at "Very well, then, I'll have to sell the St. Vincent de Paul's church, him to the highest bidder, and I'll when 267-pound Martin Casey, the start the auction with a bid of \$5." wealthy head of a broom manufactur-As no one made a higher bid. Fathing concern, was bid in for \$5 after the young woman who had won him er Nugent handed to Miss Kohler a

had charge of the affair.

At last it occurred to the authori- BACHELORS 2 CENTS A POUND fused to accept him. The winner of What Was the Matter With Moses? the prize was Miss Dora Kohler of St. Percy-Miss Jane, did Moses have

papa's got? "Do you want to take him home Miss Jane-Gracious me, Percy! with you?" said Father Nugent, who Whatever do you mean, my dear?

Percy-Well, it says here the Lord "Really," replied Miss Kohler, "he's gave Moses two tablets.-Lippincott's very nice, but I don't think I want Magazine.

> The Sculptor Philosopher. The sculptor had just finished the Apollo Belvedere.

"I am satisfied," he cried. "Every man who passes thinks it looks like as a prize in a church celebration re- \$5 bill in lieu of 267 pounds of Casey. himself."

the same after-dinner complaint my First Trees Were Imported From France and Planted In the Santa

BIRTHPLACE OF THE PRUNE

Clara Valley, California.

San Jose, Cal.-It is possible that there are people compelled to live in city boarding houses who will not think that the man who introduced prunes into America deserves to rank as a public benefactor. Whatever the "boarders" may think about it, it is certain that boarding house keepers will regard him as one of the great men of the past century. In that opinion California orchardists will heartily concur, as he was the pioneer in an industry that now represents an investment of more than \$50,000,000 in improved orchard land, equipment and packing plants, and pays large dividends on every dollar. The first prune trees ever planted in California were imported from France and planted in the grounds of the Pellier nur-

Some Suspicious Persons

Enquired if we were "hiring" a certain "weekly" paper to abuse us.

Of course every time a spot light is turned on from any source it offers a splendid chance to talk about the merits of the products, but 'pon honor now, we are not hiring that "Weekly."

The general reader seldom cares much for the details of "scraps."

A few may have read lately some articles attacking us and may be interested in the following :

Some time ago a disagreement arose with a "Weekly." They endorsed our foods by letter, but wanted to change the form of advertising, to which we objected.

The "Weekly" discontinued inserting our advertisements while they were negotiating for some changes they wanted in the wording and shape of the advertisements, and during this correspondence our manager gave instructions to our Advertising Department to quit advertising altogether in that "Weekly."

Quite a time after the advertising had been left out, an editorial attack came. We replied in newspapers and the scrap was on.

Then came libel suits from both sides, and some harsh words,

Generally tiresome to the public.

That "Weekly" has attacked many prominent men and reputable manufacturers.

Our Company seems prominent enough for a sensational writer to go after, hunt for some little spot to criticise, then distort, twist and present it to the public under scare heads.

So an attorney from New York spent more or less time for months in Battle Creek hoping to find impurities in our foods, or dirt in the factories. After tireless spying about he summoned twenty-five of our workmen and took their testimony. Every single one testified that the foods are made of exactly the grain and ingredients printed on the packages; the wheat, barley and corn being the choicest obtainable-all thoroughly cleaned-the water of the purest, and every part of the factories and machinery kept scrupulously clean.

That all proved disappointing to the "Weekly." There are very few factories, hospitals, private-or hotel and restaurant kitchens that could stand the close spying at unexpected times and by an enemy paid to find dirt or impurities of some kind.

In any ordinary kitchen or factory he would find something to magnify and make a noise about.

But he failed utterly with the Postum Works and products. Twenty to thirty thousand people go through the factories annually and we never enquire whether they are there to spy or not. It makes no difference to us.

He next turned to discover something about our advertising that could be criticized.

An analysis of the methods and distorted statements of the "Weekly" may interest some readers, so we take up the items one by one and open them out for inspection. We will "chain up" the harsh words and make no reference in this article to the birth, growth and methods of the "Weekly" but try to coufine the discussion to the questions now at issue.

Some Facts

Battle Creek, Michigan, December 30, 1910.

We the undersigned certify that never to our knowledge has a testimonial letter been printed by the Postum Cereal Co., Ltd., which did not have behind it a genuine letter signed, and believed to be an honest statement.

untruthful statement regarding its products or its methods.

L. J. LAMSON, Inspector of Advts. (With Company about 914 years.)

F. C. GRANDIN, Advertising Manager. (With Company about 13 years,

R. M. STERRETT, M. D., Physician in charge of Scientific Dep't, acres of prune orchards, grouping in

CHESTON SYER, Advt. Writer. (With Company about 3 years.)

HARRY E. BURT, General Sup't. (With Company about 13 years.)

H. C. HAWK, Assistant to Chairman. (With Company about 7 years.)

C. W. POST, Chairman. (With Company 16 years, from the beginning.)

ODD NAMES OF THE OZARKS

Designation of Towns in a Missouri County Either Very Purposeful or Very Purposeless.

Kansas City, Mo .- Whether imagthe years of research and-study by Mr. Post in fitting himself for his work, and would lead the reader of the distorted article to believe that his education be debated. But there would be no dispute about the fact that the result

(The lawyer reading from the book.)

by precept and example.

influence of a Higher Power.

he said, "Yes, I am proud to say I did."

you will decide to have us photograph you.

EDGAR DRADED

bsolute silence.

"The writer of these pages desires to say nothing of himself other than as a simple instrument through which the Di-vine Principle chooses to manifest itself

"Skill in mental practice is gained in

the same way as skill in any department

of science-by observation, study, expe-rience and the ability to evolve correct

"Read carefully, thoughtfully no more

than twenty pages daily. Afterward seek an easy position where you will not be

papers the dangerous nature of the fraud he is perpetrating on the public."

The Postum Company does pay out up-wards of a million a year for trade an-

Distortion No. 1 stated that we have the advertise Grape Nuts and Postum as curvealls for everything." It has never been the policy of this turn to <u>every strike</u> and in the means by and we do not hesitate to say from our lit has never been the policy of this turn to <u>every strike</u> and of normal weight. It has never been the policy of this turn to <u>every strike</u> and of normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and for normal weight. It has never been the policy of this turn to <u>every strike</u> and the policy of this turn to <u>every strike</u> and the policy of this turn to <u>every strike</u> and the policy of the policy of the policy of this turn to <u>every strike</u> and the policy of the policy of the policy of this turn to <u>every strike</u> and the policy of the policy of

nouncements. Newspaper men believe our statements truthful or they would not

To the best of our knowledge and belief the Company has re-

ceive upwards of fifty thousand (50,000) genuine testimonial letters.

This company has never knowingly made nor permitted an

M. K. HOWE, Treasurer. (With Company about 14 years)

CHARLES W. GREEN, Advt. Writer. (With Company about 5 years.) Germany, Austria, Servia and other



First Prune Farm.

sery, in San Jose, in the year 1863. Mr. Pellier has long been dead, but his old home is still standing, and ought to be regarded as a sacred landmark by all purveyors and consumers of prunes. The old frame house is now the center of 100,000 (With Company about 4% years.) the Santa Clara valley. Not far from 10,000,000 prune trees grow in the valley. In comparison with these figures, the prune orchards of France, Spain, prune-growing countries are hardly worthy of mention. California now dominates the world's prune trade, not only supplying the markets of the United States, but exporting millions of pounds annually.

that it furnishes a hot palatable morning becoming, and contains natural elements from the grain which can be used by nature to assist in rebuilding perve centers that coffice may have broken

Likewiss Grape-Nuts food does not rare anything, but it does assist nature that our contention is right that con-tremendously in rebuilding, provided the centrated food like Grape-Nuts, which undigestible food that has been used is discontinued and Grape-Nuts taken in its

Charge No. 2 states that the passage of the National Food & Drugs Act com-pelled us to drup from the packages some assertions regarding the nutritive value of Grape-Nuts.

We Tare never been "compelled" to make any charge.

Since the beginning it has been a univer sal rule to print clearly on every packag exactly what the contents are m

Before the passage of the Pure Food any the packages stated that Grape-Nuts food was made of wheat and barle

We did not esteem the small amount of salt and yeast as of value enough to speak of, but after the new Law came in we became as technical as the offi-cials at Washington and added the words "reast" and "salt." although we have no recollection of being asked to.

We believed that our statement that Grape-Nuts will supply elements to nour-ish the brain and nerve centers is true and bring authorities to support the fact

Some state chemists believed this a ross exaggeration and inasmuch as the Food Dept. at Washington could easily barass grocers, pending a trial on the disputed question, we concluded that much the better was would be to elim-inate from our packages such claims, however certain we may be that the claims are true

Another statement objected to read as follows

"The system will abaorh a greater mount of nourishment from one pound "statements. of Grape-Nuts than from ten pounds of most, wheat, oats, or bread."

Some Department chemists deceive themselves as well as the public.

"Caloried" is the word which defines a unit of heat determined by the amount necessary to raise one hilogram of water one depree centigrade. On this basis a table of calories is prepared showing the percentage of different kinds of food. Remember the statement on ilk 0.70. the package spoke of the <u>pourisliment</u> the ensuen would absorb, but did not speak of the calories of heat contained in it, for the heat is not nourishment, and the nourishment cannot be judged by the number of heat units, notwithstanding fact that certain chemists would have the nublic believe so

As an illustration: Attempt to feed a man sixty days on butter alone, with its \$60 calories. The man would die be-fore the experiment had run sixty days. Then, take Grape-Nuts with 2.95 and milk with 0.70,-the two combined equal 4.65-about one-half the number of calo-ries contained in butter. The man fed for sixty days on this food would be well

The first in cases where collect disa-tions we want that in cases where collect disa-tions we want the case of the trouble, and the lost a pound a day and made up a pound each day from food. If that prem-ise provide to be true the man in sixty the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of papers and the total sector of the thousands of the thousands of papers and the total sector of the thousands of the the the the the the total sector of the thousands of the thousands of the the total sector of the the total sector of the thousands of the the total sector of the total sector of the the total sector of the total sector o days' time would make sixty pounds of tissue to replace what had been lost, and this would be done on Grape-Nuts and milk with half the number of calories of butter, upon which no one can sustain life.

and beverages.

Therefore, we have reason to believe f boiling down, or editing, is partly digested and ready for easy as-milation by the body, presents more honestly, and with a full knowledge of our responsibility, but notice the art of the "twister" in the way he presents to his readers this matter of testimonials. similation by the bouy, provide ab-nourishment that the system will ab-sight than many other forms of food, and we will further say that in cases of diges-we will further say that in cases of diges-

tive troubles where meat, white brea-and oats cannot be digested, that Grape Distortion No. 4. This is a bad one. t reads as follows: "The only famous hysician whose name was signed to a Nuts and milk contain more nouris ment that the system will absorb than many pounds of these other foods.

testimonial was produced in Court by Colliers and turned out to be a poor old brokendown homeopath, who is now work-ing in a printing establishment. He re-ceived ten dollars (\$10.00) for writing his estimonial" Distortion No. 3 charges that our tes timonials were practically all paid for and re-written in Battle Creek. These testimonials were demanded by the opposing lawyers. Naturally this demand was refused, for they are held in vanits and heat of estimonial. We will wager ten thousand dollars (\$10,000.00) with any investigator that we have, subject to inspection of any fair committee, upwards of three hundred vaults and kept safe to prove the truth and are not to be delivered up on demand of enemics.

(300) communications from physicians, many of them expressing the highest com-mendation of our products, but these will not now or ever be turned over to the Testimony at the trial brought out the fact that we never printed a single testi-monial that we did not have the genuine letter back of. Many of these letters publisher for his use. letter back of. Many of these letters came spontaneously. A record was kept of twelve hundred and four (1204) let-ters received in one month from people who wrote that they had either entirely Notice the statement in this charge:

"The only famous physician whose name was signed to Postum testimonial, etc." The truth is, this Dr. Underwood was recovered their health or been benefited one of a great many physicians who have not only written commendatory words about the value of our foods, but every following our suggestions on food

On three or four occasions in the past ten or twelve years we printed broadcast in papers offers of prizes to users of Postum and Grape-Nuts,-two hundred \$1.00 prizes, one hundred \$2.00, twenty of \$5.00 and five of \$10.09 each,-stating now and then some physician writes an article on coffee or on food, and sends it to us with a suggestion of compensation for his time and medical knowledge. Previous to the time when we employed physicians in our own business, we oc-casionally employed a doctor to write an article on coffee, always insisting that the article be an honest expression of his that each must be an honest letter with name and address. We agreed not to pub-lish names, but to furnish them to en-quirers by letter. These letter writers very generally answered those who wrote opinion and research.

sands of dollars.

The "Weekly" hunted up this physician, and because he seemed to be poor, and as it says, "brokendown," had him m, and verified the truth of the

as it says. "brokendown," had him brought to Court to be exposed before a jury as the "only physician that had ever endorsed Grape-Nuts." but much to the chagrin of the "Weekly," when our attor-neys asked him if the article he wrote Under this agreement not to publish names literally scores of letters came from doctors. We kept our word and neither printed their names or surrendered the letters. about coffee was true he replied, "yes."

Right here notice an "imitation spasm." The "Weekly" says: "Post got those testi-monials by advertising for them. In New York he used for that purpose the New York Magazine of — whose editor Statement No. 5 reads: "The health officers of Mich., Maine, Penn., New Hamp., and other states in their official bulletins have for years been denouncing as preposterous and fraudulent the claims made by the Postum Cereal Company." We do not recall any criticism except from Mich., Penn., Maine and S. Dakota. York Magazine of — whose editor | is now in the Federal Penitentiary for fraudulent use of the mails. For exam-ple. Post announced in that magazine in 1997, etc.," (then follows our prize competition).

The average reader might think that the opinions expressed by the State Offi-cials are always correct, but that con-We used nearly all of the papers and magazines in New York and the rest of America, but the sensational writer gives clusion is not borne out by facts. the impression to his readers that the

As an illustration: About thirteen years ago the Dairy and Food Commission of Michigan for some personal reason printed a severe criticism on us for making Pos-tum of Barley (according to his official chemist) at market price and selling too high. He was shown there was never a grain of barley used in Postum His rathe impression to his readers that the only magazine we used was one "whose editor is now in the Federal Penitentiary." etc., something that we know nothing of the truth of now, and never did. Space was bought in the magazine spoken of on a business basis for the reason that it went to a good class of readers. The incident seems to have furnished an op-portunity for a designing writer to de-ceive his readers. grain of barley used in Postum. His re-port was false and misleading. The gov-ernor dismissed him.

and could live not only sixty We look upon honest human testimony We believe that most of the state

can order us to-eliminate from the package any statement if it disagrees with magazines we use, the cost for printing that one letter would run into many thouopinion. Otherwise they would harass grocers.

We boil down these letters exactly as Spasm No. 6 says: "The most dana newspaper writer boils his news,-stick grous thing in the world for one threat-ened with appendicitis is to eat any food whatever. Notwithstanding he knew that danger, C. W. Post advertised Grape-Nuts ing sacredly to the important facts and eliminating details about the family and ther unimportant matters. This work done at fifteen cents a package for those so threatened."

This is intended to muddle the reader nto believing that we put out Grape-Nuts as a cure for appendicitis.

Mr. Post, himself, has had probably as wide experience as any other man in America in the study and observation of food as related to the digestive organs, and we proved in Court by the physicians and surgeons on the witness stand that the predominating cause of appendicitis is undigested food, and that it is neces-

is undigested food, and that it is neces-sary to quit eating food, and when the body requires food again, use a pre-digested food, or at least one easy of digestion.

Dr. Ochsner in his work on appendicitis br. Occusier in his work on appendicitis refers directly to the use of the well-known pre-digested foods that can be obtained on the market. He also brought out the interesting fact that in "after treatment" it is advantageous to take on a pre-digested food.

The price of the package (referred to by the weekly) is not known by us to have any relation to the question.

Our advice to stop using indigestible food in bowel troubles and to use Grape-Nuts food has been a great blessing to tens of thousands of people, and we hope will continue to bless a good many more ers. in the succeeding years.

No. 7 is a live wire. It refers to C. W. Post and his studies and experience in "Suggestive Therapeutics." or "Mental Healing" which further lead to a most careful and systematic study of the ef-fect of the mind on the digestive and oth-er orrans of the body. er organs of the body.

He attended clinics in Europe and fitted himself for a future career in which he has become known as one of the food experts of the world, fitted to judge both from the material as well as the mental side of the question.

For about eight years previous to 1891 he was an invalid. In that year, after being under the care of several well-known physicians, he was quickly healed, by what to him was a curious and not well-understood method. Sufficient to say he beare a well was mainly about 107 he became a well man, weighing about 185

This experience challenged his investi-

ence for a Supreme Power which directly operates upon the human being, and this reverence for the Infinite became to him a form of religion which included honesty of purpose towards his fellow-man. A statement which will be indorsed by every-

He will make a public announcement P in detail of these facts, and the Postum Company will cause that statement to be published in newspapers and magazines ner.

print them. Large numbers of newspaper men use our products. They are capable of telling the public

hether or not we "bribe" them. It may have escaped notice that w did not "bribe" that particular weekly.

No. 9 states that the amount of the verdict will "be devoted by the 'weekly' to exposing fraud." fuse a witness. This is almost real humor.

We have two suits pending against the "weekly," total, \$500,000.00. hand while he queries,-We haven't "devoted" the sum to any particular purpose yet.

Item 10 is a "discovery" that wheat bran is a part of Postum.

nevs. But the criticism neglected to mention that for years every Postum package an-nounced in plain type that the outer cov-ering of wheat (bran), made part of the When Mr. Pest was allowed to reply, he said, "I don't know until I read the book over to see." beverage. This book, it turns out, was written by They ignorantly fell into a trap here, Mr Mr. Post seventeen years ago and prob-ably has not been read carefully by him

not knowing enough of food value to know that 'Taka-Diastase' the article used by physicians the world over for "starch inin the last fifteen years. It would require a remarkable memory to instantly digestion" is made from "wheat bran." "yes" or "no" as to what a book of 147 pages did or did not contain, without reading it over,—but such conservative and well balanced answers are construed So we use that part of the wheat berry because it contains the element needed to develop the valuable diastase in manufacture. Good Postum is impossible by sensation seekers to be "dodging. without this part.

The attorney sought by every art to impress the Jury with the fact that Mr. Post's belief in the power of Mind in relation to the body branded him as un-These self-appointed critics do make some laughable blunders through ignorance, but-be patient.

Item 11 is an illustration of the squirmreliable and worse. ing and twisting of the sensational writer delivering distorted matter to his read-The following is quoted from one of he questions:-

While on the witness stand Mr. Post testified to his studies in Anatomy, Physi ology, Dietetics and Psychology,—all re-lating to the preparation and digestion of food. Asked to name authorities studied he mentioned six or eight from memory, and commented on some clinical expe-rionce covaring several views in annual rience covering several years in annual journeys to Europe.

Now notice the distortion. (Copy from the printed criticism.)

"He (Post) pointed out a pile of books in possession of his attorneys as the very ones he had read." (Notice,-"the very ones he had read," leading the reader to believe that they

were the only ones.) "Did you consult the books from these editions?" was asked.

"From those and various editions," answered Post.

The attorney "picked up book after book from the pile and showed the title pages to the jury.—all except two had been published since 1905."

This is an example of distortion and false coloring to produce an unfavorable The facts are Mr. Post purposely introthe latest editions that could be obtained of prominent authorities to prove by them the truth of his statements re-

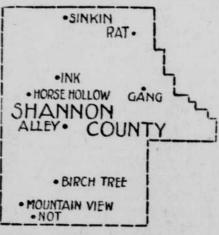
garding appendicitis and the analysis of brain, also the latest conclusions in re-gard to the action of the digestive organs. These works are:

Distortion No. 12 reports Mr. Post as is something unusual. Hack writers 'dodging witness.

who delight in putting proper name His eye is not of the shifty kind ob- together in foolish sentences would erved in the head of one of his chief find a long journey in the Ozark reritics. On the witness stand Mr. Post ooks quietly but very steadily straight in-glon as full of delightful possibilities yer, trying by all his art to ask double-what enthusiasm would they string

arreled questions and bull-doze and contogether something like this: The "dodging" it seems consisted of "If he is clever, the Fowler in the Timber may Dent a Zebra; if Not that his Blue Eye may fill with Joy to find Opposing counsel holds a book in his Lamb and Pease on the same Trail 'I want to know if there is a single Though Fate be Barren, if he's Witty thing in your whole book here that sug-cests any particular kind of food." Then wet a Bat a Swan and Dirdenate Ark holds yet a Rat, a Swan and Birdsong from followed some discussion between attorthe Congo. And Manysprings, and a Rill Diggins, Gold and Pleasant Hope, perhaps are Only about Halfway to Evening Shade. And so-Goodnight.

In a single county of Missouri this large collection of the literal label is shown: Rat, Ink, Gang, Alley, Timby him ber, Horse, Hollow, Sinkin, Birch Tree, Timber and Low Wassie. More imaginative, perhaps, are Not and Congo. Mountain View represents



Map of Shannon County, Mo.

the humorous department, for it is in disturbed. Relax every muscle. Close your eyes, and go into the silence where a hollow where there is neither view nor mountain.

mind is plastic to the breathings of spirit and where God talks to the Son. The thoughts from Divine Universal Mind come as winged angels and endow you For shortness of name, the region is no less remarkable, with such types as Hy, All, Lon, Job, Arp, Osa, come as winged angels and endow you with a healing power. If you go into the silence humble and trusting, you will come out enriched and greatly strengthened in body by contact even for a short time with the Father of all life and all power. You will feel refreshed in every way and food taken will digest readily as the stomach works smoothly when under the influence of a Hicker Power." Coy, Day, Bly, Van, Igo, Abo and Roe, Sometimes the traveler may have a suspicion that the towns have been named after the fashion that the Indians label their children. There are such examples as Coin, Groom, Notch and Flag. Sometimes the labels are poetic and alluring-Shadygrove, "I ask you if you did not write that, and if you did not believe it when you wrote it." Birdsong and Romance-and again they are as far in the other direction as Kiddos Spur, Hughes Stone Quar-For a moment the Court Room was in ry, Hanks and Smittle. For those who know Latin, Bona is a good name for a town, though Dagonia and Pro-Mr. Post slowly leaned forward over the rail, pointed his finger at the Atty's face to emphasize his reply and with eyes that caused those of the Attorney to drop tem may see Radical

Cost of Stopping a Train.

Chicago .- According to Signal Engineer J. A. Peabody, of the Chicago & Northwestern railway, who investigated the matter on his own line, the cost of stopping a train of 530 tons and returning to a speed of 50 miles. an hour is 42 cents.

The cost of stopping a 2,000-ton train from 35 miles an hour is \$1. The officials of another road estimate each stop of a six-car passenger train from 45 miles an hour at 35 cents and for a 1,500-ton train from 15 miles an hour at 56 cents. The time lost for making a stop on

a level, straight track has been estimated at 145 seconds.

It may be remembered that we were first attacked and have since defended ourselves by placing facts before that great jury--- The Public.

A good "scrap" is more or less comforting now and then, if you know you are right.

In the case lately tried, an appeal has been taken to the higher courts. We have unbounded faith in the ultimate decision of our American Tribunals.

Our suits against the "weekly" have not yet been tried. They are for libel

and \$500,000.00 is asked as damages, and may the right man win.

After all the smoke of legal battle blows away, the facts will stand out clearly and never be forgotten that Postum, Grape Nuts, and Post Toasties are perfectly pure, have done good honest service to humanity for years, the testimonials are real and truthful and the business conducted on the highest plane of commercial integrity.

"There's a Reason"

Postum Cereal Co., Ltd., Battle Creek, Mich.

Loup City Mills

Come to the Omaha Land Show

Human Physiology, by Raymond. Physiological Chemistry, by Simon. Digestive Glands, by Pawlow. Hand Book of Appendicitis, by Ochs-

gation into causes of disease and their amelioration. Those studies and experi-ences developed a very profound rever-

one who knows him closely.

mpression.