| squiratels rang telephone $\qquad$ <br> Max Examines Bex Where Wires <br> Were Converped and Finds it Neariy Full of Nuts. $\qquad$ <br> A listy is Nagtewoot, X. J, was callied to the telepbotie one day by the eperator, who isguired, -What do you *ast? <br> "Nothing at all," she responded. <br> "Your bell rang," inslsted the operster. <br> "Tione of us raag it," reptied the tady. | The next day a man appeared from the telephone office. <br> -I have come to see what makes your telephone bell ring most of the time," he remarked. <br> But none of the family could enlighten him, and be saw nothing about it which was out of order. <br> The next day he came again, took the telephrne entirely to pleces, examined the full length of the wire. Still, he could find nothing amiss, and still at the central oftice the little flame kept burning in the niche dedicated to this particular family. This indicated that their bell was ringing. | At last it occurred to the authorities 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. <br> In this box several telephone wires converged. It was a sort of neighborhood switchboard. <br> 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 at least two quarts. <br> Rioting among the nuts were the youthful members of a promising squirrel family-Christian Herald. |
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| BACHELORS 2 CENTS A POUND <br> M. Casey, Wealthy St. Louisan, Weigh- <br> ing 267 Pounds, is Bid In for \$5 as Prize. $\qquad$ <br> St. Louis.-St. Louis bachelors are worth less than 2 cents a pound, according to the market established at the St. Vincent de Paul's church, when 267 -pound Martin Casey, the wealthy head of a broom manufacturing concern, was bid in for $\$ 5$ after the young woman who had won him as a prize in a church celebration re- |
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 Some Suspicious

Persons
Enquired if we were "hiring" a certain "weekly" paper to abuse us.
$\square$ Of course every time a spot light is turned on from any source
it offers a splendid chance to tall about the merits of the products, it offers a spiendid chance to talk about the merits of
but 'pon honor now, we are not hiring that "Weekly."
$\qquad$
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 "Weelly." They
Sorsed our foods by letter, but wanted to chane the endorsed our foods by letter, but
advertising, to which we objected.

The "Weekly" discontinued inserting our advertisements while they were negotiating for some changes they wanted in the word-
ing 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 Then came libel suits from both sides, and some harsh words.
Generally tiresome to the publia
That "Weeily" has attacked many prominent men and repu-
Our Company ssems 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 eve
scrupulously clean.

That all proved disappointing to the "Weekly." There aft very few factories, hospitals, private-or hotel and restaurant kit-
chens 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
But he failed utterly with the Postum Works and products. Twenty to thirty thousand people go through the factories annualmakes no difference to us. He next turned to
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.
To the best of our knowledge and belief the Company has re-
ceive upwards of fifty thousand $(50,000)$ genuine
This company has never knowingly made nor permitted an untruthful statement regarding its products or its methods.
M. K. HOWE, Treasurer. (With Company about 14 years)
L. J. LAMSON, Inspector of Advts. (With Company about $9 / 6$ years.)
F. C. GRANDIN, Advertising Manager. (With Company about 13 jears
R. M. STERRETT, M. D., Physician in charge of Scientific Dep't

CHESTON SYER, Advt. Writer. (With Company about 3 years.)
CHARLES W. GREEN, Advt. Writer. (With Compary about 5 years, HARRY E. BURT, General Sup't.
C. W. POST, Chairman. (With Company 16 years from about 7 years.)
(then
$\square$

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