

SQUIRRELS RANG TELEPHONE

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

A lady 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 operator. "None of us rang it," replied the 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 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. 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 at least two quarts. Rioting among the nuts were the youthful members of a promising squirrel family—Christian Herald.

BACHELORS 2 CENTS A POUND

M. Casey, Wealthy St. Louisan, Weighing 257 Pounds, is Bid in for \$5 as Prize. 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 257-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 refused to accept him. The winner of the prize was Miss Dora Kohler of St. Louis. "Do you want to take him home with you?" said Father Nugent, who had charge of the affair. "Really," replied Miss Kohler, "he's very nice, but I don't think I want him." "Very well, then, I'll have to sell him to the highest bidder, and I'll start the auction with a bid of \$5." As no one made a higher bid, Father Nugent handed to Miss Kohler a \$5 bill in lieu of 267 pounds of Casey.

What Was the Matter With Moses? Percy—Miss Jane, did Moses have the same after-dinner complaint my papa's got? Miss Jane—Gracious me, Percy! Whatever do you mean, my dear? Percy—Well, it says here the Lord gave Moses two tablets—Lippincott's 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 himself."

Where He Stood. "Now, Mr. Methuselah," said the chairman of the membership committee of the Oligal club, "of course we would be glad to put you up for membership, and all that, but you know the restrictions of our club are severe." "Are they?" asked Methuselah. "Yes, indeed. We make a searching inquiry into the antecedents of each applicant." "Antecedents? What's that?" "Why, we must know that he has proper claims to old and honorable ancestry." "Young man," remarked the patriarch, "you'll find, if you take the trouble to look it up, that I am about the most conspicuous ancestral exhibit now at large in these parts."



(The United States Court of Customs Appeals is to rule on the question of whether or not a hen is a bird.) What art thou, hen? When thou wouldst sit. Or set, all firmly on thy nest. Thou art, when naught can make thee A pest. And when thou cacklest when we'd take A nap with no disturbing potter. Thou art, we vote—and stay awake—A bother. In summer when the garden patch Tempts thee to stroll with clucking vague, Thou art, where'er we see thee scratch, A plague. The ministers, however, when They eat thy offspring served with dressing, Pronounce thee once and yet again A blessing. In winter when we have to pay What'er cold storage men may hint, Thou art, because of thy fair lay, A mint. And when old age hath ended thee The plot once more begins to thicken— In market then thou art, we see, Spring chickens!

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 "scrap." 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 criticize, 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 confine 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 receive upwards of fifty thousand (\$50,000) genuine testimonial letters.

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 Advt. (With Company about 9 1/2 years)

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

R. M. STERRETT, M. D., Physician in charge of Scientific Dep't. (With Company about 4 1/2 years)

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

CHARLES W. GREEN, Advt. Writer. (With Company about 5 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.)

Distortion No. 1 stated that we have been accustomed to advertise Grape-Nuts and Postum as "cure-alls for everything." It has never been the policy of this Company to advertise Grape-Nuts or Postum to cure anything.

We say that in cases where coffee disagrees and is causing sickness its dismissal will remove the cause of the trouble, and we suggest the use of Postum for the reason that it furnishes a hot palatable morning beverage, and contains natural elements from the grain which can be used by nature to assist in rebuilding nerve centers that coffee may have broken down.

Likewise Grape-Nuts food does not cure anything, but it does assist nature tremendously in rebuilding, provided the undigestible food that has been used is discontinued and Grape-Nuts taken in its place.

Charge No. 2 states that the passage of the National Food & Drug Act compelled us to drop from the packages some assertions regarding the nutritive value of Grape-Nuts.

We have never been "compelled" to make any change.

Since the beginning it has been a universal rule to print clearly on every package exactly what the contents are made of.

Before the passage of the Pure Food Law the packages that Grape-Nuts food was made of wheat and barley.

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

We believed that our statement that Grape-Nuts will supply elements to nourish the brain and nerves centers is true and bring authorities to support the fact.

Some state chemists believed this a gross exaggeration and inasmuch as the Food Dept. at Washington could easily have a trial on the disputed question, we concluded that much the better way would be to eliminate 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 absorb a greater amount of nourishment from one pound of Grape-Nuts than from ten pounds of meat, 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 kilogram of water one degree centigrade. On this basis, a table of calories is prepared showing the percentage of different kinds of food. Butter shows 8.00; Grape-Nuts, 3.96; milk 0.70. Remember the statement on the package spoke of the nourishment the system 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 the fact that certain chemists would have the public believe so.

As an illustration: Attempt to feed a man sixty days on butter alone, with its 8.00 calories. The man would die before the experiment had run sixty days. Then, take Grape-Nuts with 3.96 and milk with 0.70—the two combined equal 4.66—about one-half the number of calories contained in butter. The man fed for sixty days on this food would be well nourished, and could live not only sixty

days, but six months on that food alone, and we do not hesitate to say from our long experience of the sustaining power of the food that a man at the end of sixty days would be of practically the same weight as when he started,—if he be a man of normal weight.

We will suppose that from his work he lost a pound a day and made up a pound each day from food. If that premise proved to be true the man in sixty days' time would make sixty pounds of time 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 himself.

Therefore, we have reason to believe that our contention is right, that concentrated food like Grape-Nuts, which is partly digested and ready for easy assimilation by the body, presents more nourishment than the system will absorb than many other forms of food, and we will further say that in cases of digestive troubles where meat, white bread and oats cannot be digested, that Grape-Nuts and milk contain a more nourishment that the system will absorb than many pounds of these other foods.

Distortion No. 3 charges that our testimonials were practically all paid for and re-written in Battle Creek.

These testimonials were demanded by the opposing lawyers. A reward was demanded and refused, for they are held in vaults and kept safe to prove the truth, and are sent to be delivered up on demand of enemies.

Testimony at the trial brought out the fact that we never printed a single testimonial that we did not have the genuine letter back of. Many of these letters came from the homes of men and women of twelve hundred and four (1204) letters received in one month from people who wrote that they had either entirely recovered their health or been benefited by following our suggestions on food and beverages.

On three or four occasions in the past ten or twelve years we printed broadcast letters offering prizes to users of Postum and Grape-Nuts,—two hundred \$1.00 prizes, one hundred \$2.00, twenty of \$5.00 and five of \$10.00 each,—stating that each must be an honest letter with name and address. We agreed not to publish names, but to furnish them to enquirers by letter. These letter writers very generally answered those who wrote to them, and verified the truth of the statements.

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 their letters.

Right here notice an "imitation spasm." The "Weekly" says: "Post got those testimonials by advertising for them. In New York he used for that purpose the New York Magazine and had a prominent editor in fraud use of the mails. For example, Post announced in that magazine in 1907 (then follows our prize competition).

We used nearly all of the papers and magazines in New York and the rest of America, but the sensational writer gives the impression to his readers that the one magazine we used was the "Arbuckle" 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 opportunity for a designing writer to deceive his readers.

We look upon honest human testimony from men and women as to the means by which they recovered health as of tremendous value to those in search of it. Our business has been conducted from the very first day upon lines of strict integrity and we never yet have published a false testimonial of human experience. Many of these letters covered numerous sheets; some, if printed, would spread over half a page of newspaper. If we would attempt to print one such letter in every one of the thousands of papers and magazines we use, the cost for printing that one letter would run into many thousands of dollars.

We bow down these letters exactly as a newspaper writer boils his news,—sticking sacredly to the facts and eliminating details about the family and other unimportant matters. This work of boiling down, or editing, is done 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.

Distortion No. 4. This is a bad one. It reads as follows: "The only famous physician whose name was signed to a testimonial was purchased for \$100.00 by Colliers and turned out to be a poor old breakdown homeopath, who is now working in a printing establishment. He received ten dollars (\$10.00) for writing his testimonial."

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 (300) communications from physicians, many of them expressing the highest commendation of our products, but these will not now or ever be turned over to the publisher for his use.

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 one of a great many physicians who have not only written testimonials for us, but about the value of our foods, but every now and then some physician writes an article on coffee or on food, and sends it to us with an offer of compensation for his time and medical knowledge. Previous to the time when we employed physicians in our own business, we occasionally employed a doctor to write an article on coffee, always insisting that the article be an honest expression of his opinion and research.

The "Weekly" hunted up this physician, and because he seemed to be poor, and as it says, "breakdown homeopath," brought him 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 attorney asked him if the article he wrote about coffee was true he replied, "yes."

Statement No. 5 reads: "The health benefits of Mich., Maine, Penn., New Hampshire, and other states in their official bulletins have for years been announced 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.

The average reader might think that the opinions expressed by the State Officials are always correct, but that conclusion is not borne out by facts.

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 Postum 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 report was false and misleading. The governor dismissed him.

We believe that most of the state

officials are honest, and on the other hand we are firmly convinced that some of their conclusions cannot be substantiated by facts in scientific research.

They never criticize the purity of our foods, for so much we are thankful.

If our conclusions in regard to it being a brain food differ from theirs, and we are both honest, they have rather the advantage, because under the law they can order us to eliminate from the packages any statement if it disagrees with their opinion. Otherwise they would harass grocers.

Spasm No. 6 says: "The most dangerous thing in the world for one threatened with appendicitis is to eat any food whatever. Notwithstanding he knew that C. W. Post advertised Grape-Nuts at fifteen cents a package for those so threatened."

This is intended to muddle the reader into 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 the human digestive system, and we proved in Court by the physicians and surgeons on the witness stand that the predominant cause of appendicitis is indigestion, and that it is necessary to quit eating food, and when the body requires food again, use a predigested food, or at least one easy of digestion.

Dr. Ochsner in his work on appendicitis refers directly to the use of the well-known predigested 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 predigested 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 in the succeeding years.

No. 7 is a live wire. It refers to C. W. Post and his studies and experience in "Suggestive Therapeutics" and "Healing" which further lead to a most careful and systematic study of the effect of the mind on the digestive and other 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 first hand 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 became a well man, weighing about 185 pounds.

This experience challenged his investigation into causes of disease and their amelioration. These studies and experiences developed a very profound reverence 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.

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

in due time. We suggest the reader look for it.

Prevarication No. 8. "Post spends nearly a million a year in advertising and relies on that to keep out of the newspapers the dangerous nature of the fraud he is perpetrating on the public."

The Postum Company does pay out upwards of a million a year for trade announcements. Newspaper men believe our statements true, or they would not print them. Large numbers of newspaper men use our products.

They are capable of telling the public whether or not we "bribe" them.

It may have escaped notice that we did not "bribe" that particular weekly.

No. 9 states that the amount of the verdict will "be devoted by the 'weekly' to eroding fraud."

This is almost real humor.

We have two suits pending against the "weekly," total, \$200,000.00.

We haven't "devoted" the sum to any particular purpose yet.

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

But the criticism neglected to mention that for years every Postum package announced in plain type that the outer covering of wheat (bran), made part of the beverage.

They ignorantly fell into a trap here, not knowing enough of food value to know that "Taka-Diastase" the article used by physicians the world over for "starch indigestion" is made from "wheat bran."

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 without this part.

These fanciful and critical do make some laughable blunders through ignorance, but—be patient.

Item 11 is an illustration of the squirming and twisting of the sensational writer delivering distorted matter to his readers.

While on the witness stand Mr. Post testified to his studies in Anatomy, Physiology, Dietetics and Psychology,—all relating to the preparation and digestion of food. Asked to name authorities studied he mentioned six or eight from memory, and commented on some clinical experience 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 impression.

The facts are Mr. Post purposely introduced the latest editions that could be obtained of prominent authorities to prove by them the truth of his statements regarding appendicitis and the analysis of brain, also the latest conclusions in regard to the action of the digestive organs. These works are:

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

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.

Richard Habbit