THE BEE: OMAHA, TUESDAY, DECEMBER 20, 1910



Bigger, Better Busler-That is what advertising in The Hee will do for your bunittens.

Now About Clean Food

Another Splendid Opportunity to Bring Out Facts

When the "Weekly" which sued us for libel (because we publicly denounced them for an editorial attack on our claims) was searching for some "weak spot," they thought best to send a N. Y. Atty. to Battle Creek, summoned 25 of our workmen and took their sworn statements before a Commissioner.

Did we object? No. On the contrary, we helped all we could, for the opportunity was too good to be lost.

Geo. Haines testified he inspected the wheat and barley, also floors and every part of the factories to know things were kept clean. That every 30 minutes a sample of the products was taken and inspected to keep the food up to a standard and keep out any impurities, also that it is the duty of every man in the factories to see that anything not right is immediately reported. Has heen with the Co. 10 years.

Edward Young testified had been with Co. 15 years. Inspector, he and his men examined every sack and car of wheat and barley to see they were up to standard and rejected many cars.

H. E. Burt, Supt., testified has been with Co. over 13 years. Bought only the best grain obtainable. That the Co. kept a corps of men who do nothing but keep things clean, bright and polished.

Testified that no ingredients went into Grape-Nuts and Postum except those printed in the advertising. No possibility of any foreign things getting into the foods as most of the machinery is kept closed. Asked if the factory is open to the public, said "yes" and "it took from two to three guides constantly to show visitors through the works." Said none of the processes were carried on behind closed doors.

At this point attys, for the "Weekly" tried to show the water used was from some outside source. Testified the water came from the Co.'s own artesian wells and was pure.

He testified the workmen were first-class, high-grade and inspected by the Co.'s physician to be sure they were all in proper physical condition; also testified that state reports showed that Co. pays better wages than the average and he thought higher than any in the state.

F. B. Martin, Asst. Supt., testified Grape-Nuts made of Wheat, Barley, Yeast and Water. Anything else? "No, sir." Postum made of Wheat, Wheat Bran and New Orleans Molasses. Statements made on his experience of about 10 years with Co.

Testified bakers are required to wear fresh white suits changed every other day. Said he had never known of any of the products being sent out that were below the high standard of inspection. Asked if any one connected with the Postum Co. had instructed him how to testify. Said "No. sir."

Horace Brown testified has been with Co. 9 years. Worked in Grape-Nuts bake shop. Testified the whole of the flour is composed of Wheat and Barley. Attys. tried to comfuse him, but he insisted that any casual visitor could see that nothing else went into the flour. Said machinery and floors always kept clean.

So these men were examined by the "Weekly" lawyers hoping to find at least one who would say that come under-grade grain was put in or some unclean condition was found somewhere.

But it was no use.

Each and every man testified to the purity and cleanliness.

As a sample, take the testimony of Luther W. Mayo.

Testified had been with Company about 10 years. Now working in the bakery department making Grape-Nuts. Testified that the ovens and floors are kept clean and the raw products as they go in are kept clean. Also that the wearing apparel of the employes has to be changed three times a week.

Q. Do you use Postum or Grape-Nuts yourself at all?

A. Yes, I use them at home.

Q. If from your knowledge of the factory which you have gained in your ten years at the factory do you believe that they were dirty or impure in any way, would you use them?

A. I do not think I would. No.

Asked if any one on behalf of the Company had asked him to testify in any particular manner. Stated "No."

All these sworn depositions were carefully excluded from the testimony at the trial, for they wouldn't sound well for the "Weekly."

Think of the fact that every man swore to the purity and cleanliness so that the Atty. for the "Weekly" was forced to say in open court that the food was pure and good.

What a disappointment for the "Weekly!"

But the testimony showed:

All of the grain used in Grape-Nuts, Postum and Post Toasties is the highest standard possible to obtain.

All parts of the factory are kept scrupulously clean.

None of the workmen had been told how to testify.

Most of them have been from 10 to 15 years with the Co. and

use the products on their tables at home.

Why do their families use the products, Grape-Nuts, Postum and Post Toasties, that they, themselves, make?

"There's a Reason"

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