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 criticised.

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 received 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.	
M. R. HOWE, Heasurer.	(With Company about 14 years.)
L. J. LAMSON, Inspector of Advts.	(This company about it joint
	(With Company about 91/4 years.)
F. C. GRANDIN, Advertising Manager.	
R. M. STERRETT, M. D., Physician in	(With company about 13 years.) charge of Scientific Dep't. (With Company about 4½ years.)
CHESTER SYER, Advt. Writer.	
CHARLES W. GREEN, Advt. Writer	(With Company about 3 years.)
HARRY E. BURT, General Sup't.	(With Company about 5 years.)
H. C. Hawk, Assistant to Chairman.	(With Company about 13 years.)
C. W. POST, Chairman.	(With Company about 7 years.)
(With Com	pany 16 years, from the beginning.

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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 dis- agrees and is causing sickness its dis-	those testimonials by advertising for them. In New York he used for that purpose the New York Magazine of- whose editor is now in the Federal Penitentiary for fraudulent use of the mails. For example, Post announced in that magazine in 1907, etc.," (then fol- lows our prize competition). We used nearly all of the papers and	by the weekjy) 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 the succeeding years. 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 w hope will continue to bless a good many more in the succeeding years.	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 physiciana the world over for	Distortion No. 12 reports Mr. Post as a "dodging witness." His eye is not of the shifty kind ob- served in the head of one of his chief critics. On the witness stand Mr. Post looks quietly but very steadily straight into the eyes of the haggling, twisting lawyer, trying by all his art to ask double-barreled questions and bull-doze and confuse a witness.
trouble, and we suggest the use of Post- um for the reason that it furnishes a hot palatable morning beverage, and con- tains natural elements from the grain which can be used by nature to assist in	magazines in New York, and the rest of America, but the sensational writer gives the impression to his readers that the only magazine we used was one "whose Statemen	t No. 5 reads: "The No. 7 is a live wire. It refers to the effect of the mind on the digestive three to the effect of the mind on the digestive the effect of the mind	berry because it contains the element r needed to develop the valuable diastase f in manufacture. Good Postum is im-	replying, "I don't know."
have broken down. Likewise Grape-Nuts food does not cure anything, but it does assist nature tremendously in rebuilding, provided the	ealtor is now in the Federal Penlien- tiary," 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 lent the claim reason that it went to a good class of Cereal Compan	of Mich., Maine, Penn., and other organs of the body.	These self-appointed crities do make some laughable blunders through ignor- ance, but-be patient.	"I want to know if there is a single thing in your whole book here that ang- gests any particular kind of food." Then followed some discussion between attorneys.

tremendously in rebuilding, provided the undigestible food that has been used is	We will suppose that from his work	reason that it went to a good class of	Cereal Company." We do not recall any criticism except from Mich., Penn.,	the food experts of the world, fitted to judge both from the material as well as		attorneys.
discontinued and Grape-Nuts taken in its	he lost a pound a day and made up a pound each day from food. If that prem-	readers. The incident seems to have furnished an opportunity for a designing	Maine and S. Dakota.	the mental side of the question.	· · · · · ·	When Mr. Post was allowed to mater
place.	ise proved to be true the man in sixty	writer to deceive his readers.			Item 11 is an illustration of the	When Mr. Post was allowed to reply, he said, "I don't know until I read the
	days' time would make sixty pounds of	writer to deceive ma readers.	The average reader might think that the opinions expressed by the State	For about eight years previous to 1891 he was an invalid. In that year,	squirming and twisting of the sensal	book over to see."
A	tissue to replace what had been lost, and	We look upon honest human testimony	Officials are always correct, but that	after being under the care of several	tional writer delivering distorted matter	
	this would be done on Grape-Nuts and milk with half the number of calories of	from men and women as to the means	conclusion is not borne out by facts.	well known physicians he was quickly	to his readers.	This book, it jurns out, was written
Charge No. 2 states that the	butter, upon which no one can sustain	by which they recovered health as of		healed, by what to him was a curious		by Mr. Post seventeen years ago and
passage of the National Food & Drugs	life.	tremendous value to those in search of	As an illustration: About thirteen	and not well-understood method. Suf-		probably has not been read carefully
Act compelled us to drop from the pack- ages some assertions regarding the nu-		It. Our business has been conducted	years ago the Dairy and Food Commis-	weighing about 185 pounds.	testified to his studies in Anatomy, Physiology, Dietetics and Psychology,	
tritive value of Grape-Nuts.	Therefore, we have reason to believe	from the very first day upon lines of	sion of Michigan for some personal rea- son printed a severe criticism on us for		-all relating to the preparation and di-	would require a remargable memory to
		strict integrity and we never yet have	making Postum of Barley (according to	This experience challenged his in-	gestion of food. Asked to name authori-	
We have never been "compelled" to	centrated food like Grape-Nuts, which is partly digested and ready for easy as-	published a false testimonial of human experience. Many of these letters cov-	his official chemist) at market price	vestigation into causes of disease and their amelioration. Those studies and		tain, without reading it over,-but such
make any change.	similation by the body, presents more		and selling too high. He was shown	experiences developed a very profound		conservative and well balanced answers
Since the beginning it has been a uni-	nourishment that the system will absorb	would spread over half a page of news-	there was never a grain of barley used	reverence for a Supreme Power which		are construed by sensation seekers to be
versal rule to print clearly on every	than many other forms of food, and we		The second star report while there while	directly operates upon the human being.	years in annual journey to Europe.	"dodging."
package exactly what the contents are	will further say that in cases of diges-	one such letter in every one of the thou- sands of papers and magazines we use,	misleading. The governor dismissed him. We believe that most of the state	and this reverence for the Infinite be-	New notice the distortion. (Copy	The attorney sought by every art to
made of.	and oats cannot be digested, that Grape-	the cost for printing that one, letter	officials are honest, and on the other	came to him a form of religion which	from the printed criticism.)	impress the Jury with the fact that Mr.
	Nuts and milk contain more nourish-	mould run into many thousands of dat.	hand we are firmly convinced that some	included honesty of purpose towards his fellowman. A statement which will be		Post's belief in the power of Mind in
Before the passage of the Pure Food Law the packages stated that Grape-	ment that the system will absorb than	lars.	of their conclusions cannot be substan-	indorsed by everyone who knows him	"He (Post) pointed out a pile of books	relation to the body branded him as un-
Nuts food was made of wheat and bar-	many pounds of these other foods.		tiated by facts in scientific research.	closely.	in possession of his attorneys as the	reliable and worse.
by.		We boil down these letters exactly as		He will make a public encourse	very ones he had read."	
		a newspaper writer bolls his news,	They never criticize the purity of our foods, for so much we are thankful.	He will make a public announcement in detail of these facts, and the Postum	(Notice,-"the very ones he had read,"	The following is quoted from one of
We did not esteem the small amount	Distortion No. 3 pharges that	sticking sacredly to the important facts and eliminating details about the family	If our conclusions in regard to its be-	Company will cause that statement to be		the questions:-
of salt and yeast as of value enough to speak of, but after the new Law came	our testimonials were practically all	and other unimportant matters This	ing a brain food differ from their's, and	published in newspapers and magazines	were the only ones.)	(The lawyer reading from the book.)
in we became as technical as the offi-	paid for and re-written in Battle Creek.	work of boiling down, or editing, is done	we are both honest, they have rather the	in due time. We suggest the reader look	"Did you consult the books from these	"The writer of these pages desires to
clais at Washington and added the words	625	honestly, and with a full knowledge of	advantage, because under the law they can order us to eliminate from the pack-	IOF IC.	editions?," was asked.	say nothing of himself other than as a
"yeast" and "salt," although we have		our responsibility, but notice the art of the "twister" in the way happenents to	age any statement if it disagrees with		ourrions, was asked	simple instrument through which the
no recollection of being asked to.	the opposing lawyers. Naturally this demand was refused, for they are held in		their opinion. Otherwise they would	D i l' N C	"From those and various editions,"	Divine Principle chooses to manifest
We believed that our statement that	vaults and kept safe to prove the truth	TO THE PROPERTY LEVEL OF CHARMEN PROVIDED AND THE PROPERTY OF	harass grocers.		answered Post.	itself by precept and example.
Grape-Nuts will supply elements to	and are not to be delivered up on de-	<i>.</i>		spends nearly a million a year in ad- vertising and relies on that to keep out	The attorney "picked up book after	1万姓第
nourish the brain and nerve centers is true and bring authorities to support the	mand of enemies;	Distantion No. 4	5. C	of the newspapers the dangerous nature	book from the pile and showed the title	"Skill in mental practice is gained in
fact.	All and the second seco	Distortion No. 4 This is a	C N C		pages to the jury,-all except two had	the same way as skill in any department
Water for a second second	Testimony at the trial brought out the	bad one. It reads as follows: "The only famous physician whose name was	Spasm No. 6 says "The	public."	been published since 1905."	of science-by observation, study, ex-
Some state chemists believed this a gross exaggeration and inasmuch as the	monial that we did not have the genuine	signed to a testimonial was produced in	most dangerous thing in the world for	The Postum Company does pay out	This is an example of distortion and	perience and the ability to evolve cor-
Food Dept. at Washington could easily	letter back of. Many of these letters	court by Colliers and turned out to be a	one threatened with appendicitis is to eat any food whatever. Notwithstand-	upwards of a million a year for trade		Tect conclusions.
harass grocers, pending a trial on the	came spontaneously. A record was kept	poor old brokendown homeopath, who is	ing he knew that danger, C. W. Post	announcements. Newspaper men be-	able improvedor	"Read carefully, thoughtfully no more
disputed question, we concluded that	or tweive hundred and four (1204) let-	now working in a printing establish- ment. He received ten dollars (\$10.00)	advertised Grape-Nuts at fifteen cents	lieve our statements truthful or they would not print them. Large numbers		than twenty pages daily. Afterward
much the better way would be to elimi- nate from our packages such claims,	who wrote that they had either entirely		a package for those so threatened."	of newspaper men use our products,	The facts are Mr. Post purposely in- troduced the latest editions that could	seek an easy position where you will not be disturbed. Relax every muscle. Close
however certain we may be that the	recovered their health or been benfited			mb	he obtained of prominent suthanities to	your eyes, and go into the slience where
claims are true.	by following our suggestions on food	we will wager ten thousand dollars	This is intended to muddle the reader into believing that we put out Grape-	They are capable of telling the public	prove by them the truth of his state-	mind is plastic to the breathings of
No	and beverages.	(\$10,000.00) with any investigator that	Nuts as a cure for appendicitis.	whether or not we "bribe" them.	ments regarding appendicitis and the	spirit and where God talks to the Son. The thoughts from Divine Universal
Another statement objected to read as follows:	On three or four occessions in the next	we have, subject to inspection of any fair committee, upwards of three hun-		It may have escaped notice that we	analysis of brain, also the latest con- clusions in regard to the action of the	Mind come as winged angels and endow
	ten or twelve years we printed broadcast	dred (300) communications from physi-	Mr. Post, himself, has had probably as	did not "bribe" that particular weekly,	digestive organs. These works are:	you with a healing power. If you go
"The system will absorb a greater	in papers offers of prizes to users of	clans, many of them expressing the	wide experience as any other man in		10	into the silence humble and trusting,
amount of nourishment from one pound	181 00 patent one hundred 89 00 treater	highest commendation of our products, but these will not now or ever be turned	America in the study and observation of		Human Physiology, by Raymond.	you will come out enriched and greatly strengthened in body by contact even
of Grape-Nuts than from ten pounds of	of \$5.00 and five of \$10.00 each,-stat-		and we proved in Court by the physi-	No 0	Physiological Chemistry, by Simon.	for a short time with the Father of all
meat, wheat, oats, or bread."	ing that each must be an honest letter		cians and surgeons on the witness stand	No. 9 states that the amount of the	Digestive Glands, by Pawlow,	life and all power. You will feel re-
Some Department chemists deceive	with name and address. We agreed not	1 (2017) 100 (2017) 10. 201 (2017) 10. 201	that the predominating cause of appen- dicitis is undigested food, and that it	verdict will "be devoted by the 'weekly'	and the second s	freshed in every way and food taken will digest readily as the stomach works
themselves as well as the public.		"The only famous physician whose name	is necessary to guit eating food, and	a supply the second s	Hand Book of Appendicitis, by Ochs-	smoothly when under the influence of a
0 程 (4)	to publish names, but to furnish them				LINET.	Higher Power."
	to publish names, but to furnish them to enquirers by letter. These letter	was signed to rostum testimonial, etc.	when the body requires food again, use	This is almost real humor.		nigner Power.
-"Calorie" is the word which defines a	to enquirers by letter. These letter	The truth is, this Dr. Underwood was	when the body requires food again, use			"I ask you if you did not write that
unit of heat determined by the amount	to enquirers by letter. These letter writers very generally answered those who wrote to them and verified the	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory	when the body requires food again, use	Active to state the state state of	Physiological Chemistry, by Hammar- sten.	"I ask you if you did not write that, and if you did not believe it when you
unit of heat determined by the amount necessary to raise one kilogram of water one degree centigrade. On this basis a	to enquirers by letter. These letter writers very generally answered those who wrote to them and verified the	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory words about the value of our foods, but	when the body requires food again, use a pre-digested food, or at least one easy of digestion.	We have two suits pending against the "weekly," total, \$500,000.00. We haven't "devoted" the sum to any	sten. Blochemic System of Medicine, by	"I ask you if you did not write that,
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	to enquirers by letter. These letter writers very generally answered those who wrote to them, and verified the truth of the statements.	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory words about the value of our foods, but every now and then some physician	when the body requires food again, use a pre-digested food, or at least one easy of digestion. Dr. Ochsner in his work on appendi-	We have two suits pending against the "weekly," total, \$500,000.00. We haven't "devoted" the sum to any	sten.	"I ask you if you did not write that, and if you did not believe it when you wrote it." For a moment the Court Room was in
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.	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	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory words 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 a suggestion of	when the body requires food again, use a pre-digested food, or at least one easy of digestion. Dr. Ochsner in his work on appendi- citis refers directly to the use of the well-known pre-digested foods that can	We have two suits pending against the "weekly," total, \$500,000.00. We haven't "devoted" the sum to any particular purpose yet.	sten. Blochemic System of Medicine, by	"I ask you if you did not write that, and if you did not believe it when you wrote it."
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 8.60; Grape-Nuts 3.96; milk 0.70. Remember the statement on	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	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory words 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 a suggestion of compensation for his time and medical	when the body requires food again, use a pre-digested food, or at least one easy of digestion. Dr. Ochsner in his work on appendi- citis refers directly to the use of the well-known pre-digested foods that can be obtained on the market. He also	We have two suits pending against the "weekly," total, \$500,000.00. We haven't "devoted" the sum to any particular purpose yet.	sten. Biochemic System of Medicine, by Carey. The "Weekly" carefully eliminates from its printed account, testimony re-	"I ask you if you did not write that, and if you did not believe it when you wrote it." For a moment the Court Room was in absolute silence. Mr. Post slowly leaned forward over
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 8.60; Grape-Nuts 3.96; milk 0.70. Remember the statement on the package spoke of the nourishment	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 surren-	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory words 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 a suggestion of compensation for his time and medical knowledge. Previous to the time when	when the body requires food again, use a pre-digested food, or at least one easy of digestion. Dr. Ochsner in his work on appendi- citis refers directly to the use of the well-known pre-digested foods that can be obtained on the 'market. He also brought gut the interesting fact that in	We have two suits pending against the "weekly," total, \$500,000.00. We haven't "devoted" the sum to any particular purpose yet.	sten. Biochemic System of Medicine, by Carey. The "Weekly" carefully eliminates from its printed account, testimony re- garding the years of research and study	"I ask you if you did not write that, and if you did not believe it when you wrote it." For a moment the Court Room was in absolute silence. Mr. Post slowly leaned forward over the rail, pointed his finger at the Atty's
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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 8.60; 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	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 surren- dered the letters.	The truth is, this Dr. Underwood was one of a great many physicians who have not only written commendatory words 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 a suggestion 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, al-	when the body requires food again, use a pre-digested food, or at least one easy of digestion. Dr. Ochsner in his work on appendi- citis 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.	We have two suits pending against the "weekly," total, \$500,000.00. We haven't "devoted" the sum to any particular purpose yet. Item 10 is a "discovery" that wheat bran is a part Postum.	sten. Blochemic System of Medicine, by Carey. The "Weekly" carefully eliminates from its printed account, testimony re- garding the 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 edu-	"I ask you if you did not write that, and if you did not believe it when you wrote it." For a moment the Court Room was in absolute silence. 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
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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 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,