

want?"

ator.

lady.

(The United States Court of Custom Appeals is to rule on the to rule on the question not a hen is a bird.)

What art thou, hen? When thou wouldst Or set, all firmly on thy nest, Thou art, when naught can make thee

And when thou cacklest when we'd take A nap with no disturbing pother, Thou art, we vow-and stay awake-A bother,

In summer when the garden patch Tempts thes to stroll with cluckings

vague, Thou art, whene'er we see thee scratch, A plague.

The ministers, however, when They eat thy offspring served with dressing, Pronounce thes once and yet again A blessing. In winter when we have to pay Whate'er cold storage men may hint, Thou art, because of thy fair lay, A mint

And when old age hath ended thee The plot ence more begins to thicken-In market then thou art, we see, Spring chicken!

Where He Stood: "Now, Mr. Methuselah," said the chairman of the membership committee of the Gilgal 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 se vere

"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 ancostry."

foung 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

SQUIRRELS RANG TELEPHONE The next day a man appeared from the telephone office. Max Examines Box Where Wires "I have come to see what makes your telephone bell ring most of the Were Converged and Finds it time," he remarked. Nearly Full of Nuts. But none of the family could enlighten him, and he saw nothing about A lady in Englewood, N. J., was

called to the telephone one day by the it which was out of order. The next day he came again, took operator, who inquired, "What do you the telephone entirely to pieces, ex-amined the full length of the wire. "Nothing at all," she responded. Still, he could find nothing amiss, and "Your bell rang," insisted the operstill at the central office the little flame kept burning in the niche dedi-"None of us rang it," replied the cated to this particular family. This

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 indicated that their bell was ringing. squirrel family-Christian Herald.

BACHELORS 2 CENTS A POUND Louis. M. Casey, Wealthy St. Louisan, Weigh-

ing 267 Pounds, is Bid in for \$5 as Prize,

St. Louis.-St. Louis bachelors are worth less than 2 cents a pound, ac-

cording 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-

fused to accept him. The winner of | What Was the Matter With Moves? the prize was Miss Dora Kohler of St. "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

"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. himself."

Percy-Miss Jane, did Moses bave the same after-dinner complaint my papa's got?

Miss Jane-Gracious me, Percyl 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

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 t 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.

Distortion No. 1 stated that we have seen 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 Pos-um to cure anything. 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 disa-grees 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

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 stwenty-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.

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 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. (With Company about 414 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 15 years)

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

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

irom ment and women as to the means by which they recovered health as of tre-mendous value to those in search of it. Our business has been conducted from the very first day upon lines of strict integ-vitu on the search of strict integ-Physiological Chemistry, by Hami

Prevarication No. 8. "Post spends nearly a million a year in advertising and relies on that to keep out of the news-papers the dangerous nature of the fraud he is perpetrating on the public." They never criticize the purity of our

Biochemic System of Medicine, by Carey. Carey. The "Weekly" carefully eliminates from its printed account testimony regarding the years of research and study by Mir Post in fitting himself for his work, and would lead the 'reader' of the distorted article 'to believe that his education began since 1905.

Distortion No. 12 reports Mr. Post an 'dodging witness

per 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. A douging 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. Pess looks quietly but very steadily straight in-to the eyes of the haggling, twisting law-yer, trying by all his art to ask double-barreled questions and bull-doze and con-fuse a witness No. 9 states that the amount of verdict will "be devoted by the 'weekly to exposing fraud." use a witness. The "dodging" it seems consisted of replying, "I don't know." This is almost real humor. We have two suits pending against the "weekly," total, \$500,000.00. Opposing counsel holds a book in 1 hand while he queries,-

foods, for so much we are thankful. If our conclusions in regard to its be-

ing 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 package any statement if it disagrees with their opinion. Otherwise they would harass grocers.

Spasm No. 6 says: "The most dan spasm No. 6 cays: "The most dan-gerous 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 at fifteen contract production of the state at fifteen cents a package for those so This is intended to muddle the reader into believing that we put out Grape-Nuts as a cure for appendicitis.

The Postum Company does pay out up-wards of a million a year for trade an-nouncements. Newspaper men believe our statements truthful or they would not print them. Large numbers of newspa-

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 prem-ise proved to be true the man in sixty 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 susting

ter, upon which no one can sustain

very first day upon lines of strict integ-rity 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 maggines we use the cost for printing magazines we use, the cost for printing that one letter would run into many thou-sands of dollars.

now at large in these parts.'

Diagnosis Sustained.

"This man," said the chief surgeon, indicating the swarthy foreigner before the clinic, "is suffering from some organic trouble."

Here two or three of the students smiled knowingly.

"What is it, young gentlemen?" asked the chief surgeon, with dignity. "That patient came here to treated for cramps in the arm. He turns a hurdy gurdy," explained an

Interne. "He is not the patient you were lecturing on." "It's all the same. He has a hand

organic trouble, has he not?"

Bisterly Interest.

Whens'ver you see a damsel fair Hark to a man with listless air. Or, walking with him on the street She often leads him by two feet Or If his tie is turned askew She leta him leave the thing on view-That's her brother.

And when you see her with a man To whom she gives a sister's scan, Uban whose every word she hangs As though to miss one would

With whom she walks at sentle pace, At whom she looks with upturned face. That's not her brother. That's some other Girl's brother.

Solved.

Each May we've moved from flat to flat, But now we'll have no more of that.

Each May we've suffered and ende But now that annual ill is cured. ch May we've suffered and endured.

We've hit upon a splendid plan-We've settled in the moving van!

Looking to the Future.

'Alethea," sighed the impassioned swain, "be mine! I would give all on earth if you would but say the preclous words!"

"Alcihiades," faltered the gentle girl, "do you not think that would be rash? If we should ever part, how could you keep up your payments on my alimony?'

Two Points of View.

The man and his wife are witnessing a performance of a romantic drama in which the hero is indulging in the usual heroics.

"Only to think," meditates the man, "that there was a time when I was so foolish as to imagine myself in such a role.

"Only to think," meditates the wife, ere was a time when I was so lish as to imagine him in such a

In His Line

"Now," says the commanding officer. T want every man in the company to keep his pistol trained on the en-

lir," says a private, stepping from

the ranks, "It may be I can be of service in the duty you outline," "How is that?"

"I can train the pistols for the

toys. I'm a horse trainer, and we

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 ontinued and Grape-Nuts taken in its

Charge No. 2 states that the passage of the National Food & Drugs Act com-pelled 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 univer-sal rule to print clearly on every package exactly what the contents are made of.

Before the passage of the Pure Food Law the packages stated 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, but after the new Law came in we became as technical as the offi-cials 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 nour-ish the brain and nerve centers is true and bring authorities to support the fact. Some state chemists believed this a

Food Dept. at Washington could easily harass grocers, pending a trial on the disputed question, we concluded that much the better way would be to elim-inate from our packages such claims, however certain we may be that the claims are true 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 8.60; Grape-Nuts 3.96; milk 0.70. Remember the statement on the percentage moke of the nourishment the

milk 0.70. Remember the statement on the package spoke of the <u>nourishment the</u> <u>system would absorb</u>, 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 8.60 calories. The man would die be-fore the experiment had run sixty days. Then, take Grape-Nuts with 3.90 and milk with 0.70,-the two combined equal 6.60-about one-half the number of calo-ries contained in butter. The man fed for sixty days on this food would be well pourished, and could live not only sixty

life. Therefore, we have reason to believe centrated food like Grape Nuts, which is partly digested and ready for easy as-

similation by the body, presents more nourishment that the system will ab-sorb than many other forms of food, and we will further say that in cases of diges tive troubles where meat, white bread and oats cannot be digested, that Grape-Nuts and milk contain more nourish-ment that the system will absorb than many pounds of these other foods.

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 vaults and kept safe to prove the truth, and are not to be delivered up on demand of enemies.

of enemies. Testimony at the trial brought out 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 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 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 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 \$10.00 each,-stating

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 to them, and verified the truth of the statements statements.

Under this agreement not to publish names literally scores of letters <u>came</u> from <u>doctors</u>. We kept our word and neither printed their names or surren-dered the letters.

and because he seemed to be poor, shu 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 about coffee was true he replied, "yes." dered the letters. 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 <u>whose editor</u> is now in the Federal Penitentiary for fraudulent use of the mails. For exam-ple, Post announced in that magazine in 1907, etc.," (then follows our prize com-netition). 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 made by the Postum Cereal Company." We do not recall any criticism except from Mich., Penn., Maine and S. Dakota. petition).

petition). We used <u>nearly all of the papers and</u> <u>magazines in New York</u> and the rest of America, but the sensational writer gives the impression to his readers that the only magazine we used was one "whose editor is now in the Federal Penitentiarr," 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.

We boil, down these letters exactly as a newspaper writer boils his news,-stick-ing sacredly to the important facts and

ing sacredly to the important 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 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 testimonial." 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

opinion and research.

and surgeons on the witness stand that the predominating cause of sppendicitis is undigested food, and that it is necesestimonial.'

sary to quit eating food, and when the body requires food again, use a pre-di-gested food, or at least one easy of diges-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 tion. (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 publisher for his use.

Dr. Ochsner 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. 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

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

one of a great many physicians who have not only written commendatory words about the value of our foods, but every 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 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 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 organs of the body. The "Weekly" hunted up this physician, and because he seemed to be poor, and as it says, "brokendown," had him 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 became a well man, weighing about 185 pounds. pounds.

The average reader might think that the epinions expressed by the State Offi-cials are always correct, but that con-clusion is not borne out by facts. This experience challenged his investi-gation into causes of disease and their amelioration. Those studies and experi-ences developed a very profound rever-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-one who knows him closely.

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

We haven't "devoted" the sum to any T want to know if there is a sur-thing in your whole book here that geets any particular kind of food." The followed some discussion between at particular purpose yet. Item 10 is a "discovery" that wheat bran is a part of Postum. neys.

But the criticism neglected to mention that for years every Postum package an-nounced in plain type that the outer cov-When Mr. Post was allowed to reply, he said, "I don't know until I read the book over to see." ering of wheat (bran), made part of the overage. This book, it turns out, was written by Mr. Post seventeen years ago and pro-ably has not been read carefully by him in the last fifteen years. It would require a remarkable memory to instantly my "yes" or "no" as to what a book of lay pages did or did not contain, without reading it over, --but such conservative and well balanced answers are construct by sensation seekers to be "dodging."

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 in-digestion" is made from "wheat bran." So we use that part of the wheat berry because it contains the alexant perception because it contains the element needed to develop the valuable diastase in man-ufacture. Good Postum is impossible 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 is relation to the body branded him as un-reliable and worse. These self-appointed critics do make some laughable blunders through ignor-ance, but-be patient.

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

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-rience covering several years in annual journeys to Europe. Now notice the distortion (Conv from

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

"He (Post) pointed out a pile of book 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.

"Read carefully, thoughtfully no more than twenty pages daily. Afterward easis an easy position where you will not be disturbed. Relax every muscle. Close your eyes, and go into the silence where 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 with a healing power. If you go into the silence humble and trusting, you will come out enriched and greatly strengthened in 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 mpression.

rarding appendicitis and the analysis of brain, also the latest conclusions in re gard to the action of the digestive organs

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

Chese works are:

with a humble and trusting, you will come out enriched and greatly strengthemed in body by contact even for a mort time with the Father of all life and all power. You will feel refreshed in every way and food taken will direct readily us the stemach works smoothly when under the influence of a Higher Fower." 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 re-

"I ask you if you did not write that, and if you did not believe it when you wrote it."

The following is quoted from one es

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

(The lawyer reading from the book.)

the questions:-

conclusions.

For a moment the Court Room was in absolute silence.

Mr. Post clowly leaned the rail, pointed his finger of face to emphasize his reply of that caused these of the Atta-he said, "Yes, Lam proud t

It may be remembered e 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 clearly and never be forgotten that Postum, Grape Nuts, and Post To perfectly pure, have done good honest service to humanity for years, the monials are real and truthful and the business conducted on the highest p of commercial integrity.

> "There's a Reason" Postum Coreal Co., Ltd., Battle Creation

America, but the sensational writer gives the 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 mothing 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 scems to have furnished an op- portunity for a designing writer to de- ceive his readers.	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 re- port was false and misleading. The gov- ernor dismissed him.
We look upon honest human testimony	We believe that most of the state
d that we were first attacked	and have since defended