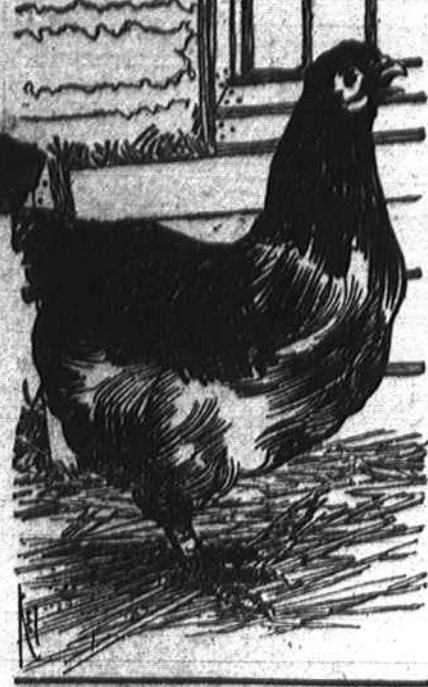


THE ONLOOKER

By WILBUR D. NESBIT

What is a Hen?



(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 quit,
A pest.

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

In summer when the garden patch
Tempts thee to stroll with clucking
Thou art, when'er we see thee scratch,
A plague.

The ministers, however, when
They eat thy offerings served with
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 thou art, we see,
Spring chicken.

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

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 be 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 organ trouble, has he not?"

Sisterly Interest.
Whenever you see a damsel fair
Hike to a man with inches and
Or walking with him on the street
She often leads him by two feet
Or if he is the turned away
She lets 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,
Upon whose every word she hangs
As though to miss one word would cause
Pangs,
With whom she walks at gentle pace,
At whom she looks with upturned face—
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 endured,
But now that annual ill is cured.

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

Looking to the Future.
"Altogether," sighed the impassioned swain, "be mine! I would give all on earth if you would but say the precious words!"

"Altogether," 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, "that there was a time when I was so foolish as to imagine him in such a role."

In His Line.
"Now," says the commanding officer, "I want every man in the company to keep his pistol trained on the enemy."

"Sir," says a private, stepping from the ranks, "I may be I can be of service in the duty you outline."

"How is that?"

"I can train the pistols for the boys who are horse trainers, and we are armed with colts."

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 267 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 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 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!"

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 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 Dept. (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 this 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 & Drugs 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 an 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 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 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 nerve centers is true and bring authorities to support the fact.

Some state chemists believed this a gross exaggeration and inasmuch as the packages carried the name of Postum, a hearing was held, pending 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 3.95; milk 0.70. The two combined equal 4.65 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 knowledge 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 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 life.

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 trouble where meat, white bread and oats cause where meat, white bread and milk contain more nourishment than the system will absorb than many pounds of these other foods.

Distortion No. 4. This is a bad one. It reads as follows: "The only famous article on cholera or on food, and sends it to 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, 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 cholera 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, 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, "broken-down," 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 attorney asked him if the article he wrote about coffee was true he replied, "yes."

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 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 out for a Supt. Rogers, which directly operates upon the human being, and this reverence for the Indinia became to him a form of religion which included honesty of purpose towards his fellow-man. A statement which will be endorsed by everyone 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

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 basis of commercial integrity.

There's a Reason Postum Cereal Co.

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

Prevailation No. 8. "Post spends nearly a million a year in advertising and relies on that to keep out of the news; 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 truthful 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 red ink will be devoted by the "weekly" to exposing fraud.

This is almost real humor.
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 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 the use of the well-known "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 which contains the element needed to develop the valuable diastase in manufacture. Good Postum is impossible without this part.

These self-appointed critics do make some laughable blunders through ignorance, but—be patient.

Item 11 is an illustration of the guileful 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," leaving 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 digestive organs.

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

Physiological Chemistry, by Hammarsten. Biochemic System of Medicine, by Carey.

The "Weekly" carefully eliminates from its printed account testimony regarding 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 education began since 1905.

Distortion No. 12 reports Mr. Post as a "dodging witness."
His eye is not of the shifty kind observed in the head of one of his child critics. On the witness stand Mr. Post looks quietly but very steadily straight into the eyes of the haggard, twisting lawyer, trying by all his art to ask doubtful barred questions and bull-dozes and confuse a witness.

The "dodging" it seems consisted of replying, "I don't know."
Opposing counsel holds a book in his hand while he queries.
"I want to know if there is a single thing in your whole book here that suggests any particular kind of food." Then followed some discussion between attorneys.

When Mr. Post was allowed to reply, he said, "I don't know until I read the book over to see."

This book, it turns out, was written by Mr. Post seventeen years ago and probably has not been read carefully by him in the last fifteen years. It would require a remarkable memory to instantly quote "ye" or "no" as to what a book of 20 pages did or did not contain, without reading it over,—but such conservative and well-balanced answers are contrasted by sensation seekers to be "dodging."

The attorney sought by every art to impress the Jury with the fact that Mr. Post's belief in the power of mind in relation to the body branded him as unreliable and worse.

The following is quoted from one of the questions:
(The lawyer reading from the book.)
"The writer of these pages desires to say nothing of himself other than as a simple instrument through which the Divine Principle chooses to manifest itself by precept and example."

"Skill in mental practices is gained in the same way as skill in any department of science—by observation, study, experience and the ability to evolve correct conclusions."

"Read carefully, thoughtfully no more than twenty pages daily. Afterward seek for the 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 soul. 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. The body by contact even for a short time with the Father of all life and all power. You will feel refreshed in every way, and food taken will digest readily, and the stomach works smoothly when under the influence of a Higher Power."

"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 Attorney and said, "I am proud to say I did."