

# RALEIGH AND THE STATE

## "CENTRAL HIGHWAY"

Wake County's Scheme to Traverse Heart of the State.

The movement for a great trans-state highway from Beaufort harbor to the Tennessee line is given impetus by action of the Wake County Good Roads Association through requests to good roads advocates in all counties, through which the highway is to pass, asking them to bestir themselves among the people for the proposition.

The proposed central highway is to run through Newbern, Kinston, Goldsboro, Smithfield, Raleigh, Durham, Hillsboro, Graham, Greensboro, High Point, Thomasville, Lexington, Salisbury, Statesville, Hickory, Newton, Morganton, Marion, Asheville and Marshall. The State highway commission is to locate the road and each county authorized by the Legislature to appropriate \$50 a mile of road in its borders. A general convention of the counties interested is called to meet in Raleigh Tuesday, February 14, and each county city and town is requested to send delegates as are also civic bodies along the proposed route. A bill is to be gotten through the Legislature.

## MASONIC GRAND LODGE WORK.

Ten New Lodges Added—A Membership of 21,000.

The one hundredth and twenty-fourth annual session of the Grand Lodge of Masons, of North Carolina, was held in Raleigh.

The thirty-eighth annual report of the trustees of the Oxford Orphan Asylum was heard with interest, this showing the conditions to be excellent.

All the old officers were re-elected. Hon. R. N. Hackett, of Wilkesboro, is grand master, and Hon. William B. McCoy, of Wilmington, deputy grand master. Among other important matters the Grand Lodge raised a collection of \$6,000 for the Masonic Home for Aged and Infirm to be established at Greensboro.

The reports of Gran Secretary John C. Drewry and of Grand Treasurer Leo D. Hearty showed that there had been good progress in the order in the past year. Ten new lodges have been added to the order, making a total of 835 lodges in the State.

The total membership of the North Carolina lodges is 21,000, a gain over last year of nearly 1,000 members, there having been 20,014 Masons in the State last year. The total receipts during the year amounted to \$17,711.93, a gain over the preceding year of \$1,250.

## LAW IS VINDICATED.

Oxford Murderer Given Special Trial—Will Die Feb. 15, 1911.

North Carolina held a record-breaking trial, when Nathan Montague, the negro who murdered Miss Mattie Sanders, and father and little niece and burned their bodies in their home in an effort to avoid detection, was taken from the penitentiary at Raleigh under guard of the Raleigh military company and hurried to Oxford for a special trial for trial in a special court with Judge George W. Ward ordered by Governor Kitchin. The Oxford military company joined the Raleigh soldiers as guard to deter infuriated citizens from attempts to lynch, and the trial began at once. By a few minutes after four o'clock all the evidence was in and the jury had returned their verdict of guilty of murder in the first degree. Thereafter the sentence of death by electrocution in the penitentiary at Raleigh was pronounced by Judge Ward. The negro was recommitted to the penitentiary, this time to a death chamber to await the electrocution February 15.

## Big Profit on Bunch of Hens.

A citizen of Monroe invested last January \$12 in hens and spent in feeding them \$28.98 during the year. He has sold chickens and eggs to the amount of \$197.75 and his net profit is \$65.82—in spite of the ravages of the cats of Monroe which caught 30 of his best chickens in the first ten days of last June. James McNeely, for that is the canny name of the hero of this story, accomplished the feat described on a plot of ground in his back yard 72 by 80 feet square.

## Swindlers' Trial in This State.

In the default of bail in the sum of \$5,000 each, I. C. Sibley and H. C. Masters, who were arrested at Jacksonville, Miss., on charges of using the mails with intent to defraud in connection with the promotion of a concern known as the Albemarle Development Company, were remanded to jail there to await orders of Federal Judge Niles for transfer of the cases to the jurisdiction of the United States court for the western district of North Carolina.

## Farmers May Pool Tobacco.

Nearly every tobacco growing county in the State was represented at an executive meeting at Winston-Salem of the Farmers' Educational and Co-operative Union. Following the conference, which was held behind closed doors, it was stated on the part of the conference was to inaugurate a movement for the tobacco farmers to pool their crops upon the Kentucky plan. It was stated that several meetings probably would be held before the co-operative plan would be made effective.

## Summary.

Mr. F. W. Habel, of Raleigh, is appointed by Governor Kitchin as member of the board of directors of the colored State hospital at Goldsboro to fill the vacancy caused by the resignation of Dr. E. G. Moore, of Elm City.

At Raleigh the executive committee of the North Carolina Bar Association selected June 28, 29 and 30, as the dates of next annual meeting, the place being left open for announcement later, when the program is completed.

# SQUIRRELS RANG TELEPHONE

Max Kaminson 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 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 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 Save the Name, after losing complaint my papa's got? (The Scourge of the Scourge)

Miss Jane—Gracious me, Percy! Whatever do you mean, my dear Percy—Well, it says here the Lord gave Moses two tablets—Thirteen's Magistrate.

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.

## 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 untrue 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 24 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 3 years)
- HARRY E. BURT, General Sup't. (With Company about 13 years)
- H. C. HAWK, Assistant to Chairman. (With Company about 2 years)
- C. W. POST, Chairman. (With Company 16 years from the beginning.)

Of course every time a spot light is turned on from any source 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.

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

Preparation 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 truthful if they would not print them. Large numbers of newspaper men use our products.

They are capable of leading 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 exposing fraud."

This is almost real humor.

We have two suits pending against the "weekly," total, \$300,000.

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 authoritative study of wheat bran in the laboratory showed that the outer covering of wheat (bran); made part of the beverage.

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

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

Item 11 is an illustration of the squinting 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 the authorities mentioned six or eight from memory, and commented on some clinical experience covering several years in annual lectures 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 books.)

"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 titles 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 to them the truth of his statements regarding appendicitis and the analysis of Diastase glands, by Fawcett.

These works are:

- Human Physiology, by Raymond.
- Physiological Chemistry, by Simon.
- Diastase Glands, by Fawcett.
- Hand Book of Appendicitis, by Ochsner.

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 brain workers in building new centers that coffee may have broken down.

Likewise Grape-Nuts food does not cure anything, but it does assist nature tremendously in rebuilding, providing an indigestible food that has been used and discontinued and Grape-Nuts taken in its place.

Charge No. 2 states that the passage of the National Food and Drug Act compelled the use of Postum for the reasons mentioned in the paragraph above.

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 stated that Grape-Nuts food was made of wheat and barley.

We did not esteem the small amount of milk and yeast as of value enough to speak of, but after the new Law came into force we became as technical as the officials at Washington and added the words "milk and yeast" to our packages. 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 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 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."

"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 8.90; milk 6.70. 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 8.60 calories. The man would die before the experiment had run sixty days. Then take Grape-Nuts with 3.96 and milk 6.70—the two combined equal 4.66—about one-half the number of calories contained in butter. The man fed for sixty days as well as he 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 would have gained fifty pounds of tissue to replace what had been lost, and this would be done by 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 pounds of these other foods.

Distortion No. 3 charges that our testimonials were practically all paid for and that we had written them in the penitentiary.

These testimonials were demanded by the opposing lawyers. Naturally this was written in the penitentiary, but in the vaults and kept safe to prove the truth, and are not to be delivered up on demand of enemies.

Testimony at the trial brought out the fact that we have printed a single testimonial that we did not have the genuine letter back of. Many of these letters came spontaneously from physicians who received their health or were benefited by following our suggestions on food and beverages.

On three or four occasions in the past ten or twelve years we printed brochures in papers offers of prizes to users of Postum and Grape-Nuts—two hundred \$1.00 prizes, one hundred \$2.00, twenty \$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 the letters.

Right here notice an "imitation spam." The "Weekly" says: "Post got 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 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 only magazine we used was one "whose editor is now in the Federal Penitentiary." Something that we know nothing of the truth of now, and never did. Since we 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 their health as the best evidence to show in search of it. Our business has been conducted from the very first day upon lines of strict integrity and we have never published a false testimonial of human experience.

Many of these letters covered numerous cases; some of the important facts and would attempt to print one such letter in every one of the thousands of papers and magazines in the city. It is impossible that one letter would run into many thousands of dollars.

We bow down these letters exactly as a newspaper writer boils his news,—stick in secretly 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 Dollery and turned out to be a poor old impostor, having no medical knowledge, and in a printing establishment. He received ten dollars (\$10.00) for writing his testimonial."

We will wager ten thousand dollars (that we have) with any investigator that we have, subject to inspection of any fair committee, upwards of three hundred testimonials from physicians.

We have never expressed 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 that many physicians who have not written testimonial 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, 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 written a testimonial," 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 a severe criticism on us for making Postum of barley (according to his official chemistry 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, it is a well known fact 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 its 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 discontinue from the package any statement which 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. Nothing being more certain than danger, C. W. Post advertised Grape-Nuts as a cure for appendicitis, and 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 food, as related to the digestive organs, and we proved in Court by the physicians and surgeons on the witness stand that the predominating cause of appendicitis is undigested food, and that it is necessary to eat food, and what the body requires food again, use a pre-digested food, or at least one easy of digestion.

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 "after treatment" it is advantageous to take on a pre-digested 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 both 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" or "Mental Healing" which further leads 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, 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 180 pounds.

This experience challenged his investigation into causes of disease and their amelioration. These studies and experiences developed a very profound experience for a Supreme Power which directly operates upon the human being, and this reverence for the Infinite became to him a firm of religion which included honesty of purpose towards his fellow-man. His statement which will be indorsed by everyone who knows him closely.

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

Physiological Chemistry, by Hammond, Biocemical System of Medicine, by Casary.

The "Weekly" carefully eliminates from its printed account testimony regarding the years of research and study by 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 repeats Mr. Post as a "delusional witness."

His eye is not of the thirty kind as served in the head of one of his old critics. On the witness stand his Post testified to having had a certain eye for the great of the scientific, working every year, trying by all the best to ask sensible, pertinent questions and, but for the fact, face a witness.

The "delusional" 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 the two.

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 presumably had been read, carefully, by him in the last fifteen years. It would require a remarkable memory to instantly give "yes" or "no" as to what a book of 150 pages did or did not contain, without reading it over, but such conspicuous and well balanced answers are constructed by sensation seekers to be "delusional."

The attorney sought by every art to impress the jury with the fact that Mr. Post is a "delusional" witness in relation to the body having him as a reliable and worthy.

The following is quoted from one of the lawyers—

(The lawyer reading from the book.)

"The writer of these pages claims 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 practice is gained in the same way as skill in any department of science is gained by observation, study, experience and the ability to evolve correct conclusions."

"Read carefully, thoughtfully, not more than twenty pages daily. Afterward work on easy portions where you will not be disturbed. Relax every muscle. Close your eyes, and go into the silence which mind is pleased to the breathless calm, and where it takes to the Soul. The thoughts from Divine Universal Mind come as wings, angels, and joyous rays with a healing power. If you let this the silence, humbly and trustingly, you will come out enriched and greatly strengthened in body, by constant, every day, meditation with the Father of all life, and all power. You will feel refreshed in every way and food taken will be blessed, fresh, as the stomach works smoothly, with the influence of a Higher Power." (sic)

"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 two Attorney fact to emphasize his reply and with eyes that flashed fire, said, "Yes, I am proud to say I wrote it."

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.