

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.

Distortion No. 1 stated that 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 8.66 calories. The man would die before the experiment had run sixty days.

Then, take Grape-Nuts with 3.96 and milk with 0.70,—the two combined equal 4.66,—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 practically the same weight as when he started,—if he be 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 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 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 troubles where meat, white bread and oats cannot be digested, that Grape-Nuts and milk contain 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 re-written in Battle Creek.

These testimonials were demanded by 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.

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 receive themselves as well as the public.

"Calorie" 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 8.66; Grape-Nuts 3.96; milk 0.70. Remember the statement on the package

that the system will supply elements to nourish the brain and nerve centres 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.

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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 hun-

dred \$2.00, twenty \$5.00 and five \$10.00

dollars (\$10.00) for writing his testi-

monial, 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 state-

ments.

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.

Right here notice an "imitation spasm." 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," etc., something

of use of the mails. For example, Post announced in that magazine in 1907, etc." (then follows our prize competi-

tion).

We used nearly all 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," etc., something

that we know nothing of the truth of now, and never did. Space was bought in the magazine spoken of in a busi-

ness basis for the reason that it went to a good class of readers. The in-

diverse seems to have furnished an op-

portunity for a designing writer to de-

ceive his readers.

We look upon honest human testi-

mony from men and women as to the

means by which they recovered health

as of tremendous value to those in

search of it. Our business has been

conducted from the very first day up

on lines of strict integrity and we nev-

er yet have published a false testi-

monial 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 let-

ter in every one of the thousands of

papers and magazines we use, the

cost of printing that one letter would

run into many thousands of dollars.

We boil down these letters exactly

as a newspaper writer boils his news,

—sticking sacred to the important

family and other unimportant matters.

This work of boiling down, or editing,

is done honestly, and with a full know-

ledge of our responsibility, but noted

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 pro-

duced in Court by Colliers and turned

out to be poor old broken-down home-

opath, who is now working in a print-

ing establishment. He received ten

hundred \$1.00 prizes, one hun-

dred \$2.00, twenty \$5.00 and five \$10.00

dollars (\$10.00) for writing his testi-

monial."

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more or less time for months in Battle Creek hoping to find impurities in our foods, or

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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. (With Company about 14 years.)

L. J. LAMSON, Inspector of Advt's. (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 Dep't (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.)

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 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 build-doze 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.