OMRI AND AHAB Sunday School Lesson for Jan. 22, 1911 Specially Arranged for This Paper

LESSON TEXT-1 Kings 15:15-33. Memory Verses 25, 30. GOLDEN TEXT-"Rightsourness Exalteth a nation: but sin is a reproach to any people,"-Prov. 14:34. TIME-Omri reigned 13 years from B. C.

936 (or 393) to 925 (or 882). Abah, his son, from H. C. 925-004 (861). PLACE-They were kings of Israel, with their capital at Samaria.

In the thirty and first year of Asa king of Judah began Omri to reign over Israel. Omri was the general of Israel's army in the unsettled and troublous times that followed Baashn's reign. Before his call to be king we know nothing about him. He was the sixth king of Israel, and founded the fourth dynasty, which lasted sixty years, with four kings. When first brought to notice he was fighting for his country against the Philistines at Gibbethon. Another general named Timri was put forward as king, and there was war for several years between these two warriors. Finally Omri had full possession of the kingdom

His first work was to choose a bet ter site for his capital, for Tirzah had doubtless been injured in the slege, and its location was not the best for defense. He bought the hill Samaria for his capital. This choice proved his sugarity as a general and statesman. The superior strategic position of Samaria, a conical hill standing 400 feet above the base of the broad valley, is evidenced by the long slege which it endured, and the stout resistance which it offered to the armies of Sargon.

Omri wrought evil. We are not told the particulars of Omri's sin, but Micah says: "For the statutes of Omri are kept." "We cannot doubt that these 'statutes of Omri' were measures the people of Israel from the services of the house of the Lord at Jorusalem, and of perpetuating-perhaps of in creasing-their idolatrous practices." Men thought him rich and prosperous, but God looks on the heart and not on outward appearances.

The retribution for Omri's course did not come all at once for the nation, but the seeds of ruin were coming up like upas trees. Abab, the son of Omri, followed his father Omri in his military traditions and prowess; but still more in the idolatrous tendencies, the debased morality, the al-Hance with heathen nations, the neglect of true religion, the downward course toward ruin, which characterized Omri's reign. Instead of being a positive, creative force for good, he sailed with the downward tide, as a boat without engine or rower down the rapids of Niagara toward the falls "It takes live fish to swim up stream." "A boy's will is the wind's will."

Ahah "was a man not destitute of ability, not deveid of patriotism, not wanting in courage, at times not un kingly, but perfectly indifferent to the obligations under which he lay as guier of a nation which God had taken into covenant with himself." He was egotistical, covetous, selfish, cruel, the worst of Isrnel's evil kings. He took

**BOUIRRELS 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.

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 pleces, 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 dedi-

At last it occurred to the authorities to examine a little box, of about "I have come to see what makes the size of an ordinary sult case, your telephone bell ring most of the 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 cated to this particular family. This youthful members of a promising indicated that their bell was ringing. squirrel family-Christian Herald.

scrupulously clean.

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

fused to accept him. The winner of What Was the Matter With Month Percy - Miss Jane, did Mosos has the prize was Miss Dora Kohler of St. the same after-dinner complaint at Louis.

papa's got? "Do you want to take him home Muss Jano- Gracious me, Party with you?" said Father Nugent, who Whatever do yea mean, my dears had charge of the affair. Percy-Well, & says here the Los "Really," replied Miss Kohler, "he's gave Moses two lablets .- Lippinout

very nice, but I don't think I want Magazino. 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." Apolio Belvedere. As no one made a higher bid, Fath-

"I am satisfied," he wied. "Eng man who passes thinks it looks ma himself."

The Sculptor Philosopher,

The sculptor had just finished the

the young woman who had won him

er Nugent handed to Miss Kohler a \$5 bill in lieu of 267 pounds of Casey. as a prize in a church celebration re-Some Suspicious Persons

## Enquired if we were "hiring" a certain "weekly" paper to abuse us.

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 tock 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 obtainab'e-all thoroughly cleaned - the water of

the purest, and every part of the factories and machinery kept

very few factories, hospitals, private-or hotel and restaurant kit-

chens that could stand the close spying at unexpected times and by

an enemy paid to find dirt or impurities of some kind.

magnify and make a noise about.

cussion to the questions now at issue.

makes no difference to us.

that could be criticized.

That all proved disappointing to the "Weekly." There are

In any ordinary kitchen or factory he would find something to

But he failed utterly with the Postum Works and products.

He next turned to discover something about our advertising

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 dis-

Twenty to thirty thousand people go through the factories annual-

ly and we never enquire whether they are there to spy or not. It

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 adopted for more completely isolating our maneger 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.

We say that in cases where concernisal 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 pulatable 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

sound each day from root. In this willy days' time would make sixty pounds of tissue to replace what had been lost, and this would be done on Graze Nuts and rolk with half the number of calories of otter, upon which no one can sustain

Distortion No. 1 stated that we have days, but six months on that food alone, and we do not hesitate to say from our and we do not hesitate to say from our and we do not hesitate to say from our and we do not hesitate to say from our and we do not hesitate to say from our and we do not hesitate to say from our big knowledge of the sustaining power of the food that a man at the end of the Distortion No. 1 stated that we have been accustomed to advertise Grape-Nuts and Postum as "cure-alla for everything." It has never been the policy of this Company to advertise Grape-Nuts or Pos-tum to <u>cure</u> anything. We say that in cases where coffee disa-grees and is causing mekness its disting, and will remove the cause of the trouble, and will remove the cause of postum for the reason that it furnishes a hot palatable morning beverage, and contains natural elements from the grain which can be sands of dollars.

> We boil down these letters exactly as ing sacredly to the important facts ar 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 had one, reads as follows: "The only famous residen whose name was signed to a stimonial was produced in Court 1 offices and turned out to be a poor r trokendown homeonath who is now work-ing in a printing establishment. He re-wived ten dollars (\$10.00) for writing his testimonial."

They never criticize the purity of our 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-erous thing in the world for one threat;

Some Facts

Battle Creck, Michigan, December 30, 1914

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 have ceive upwards of fifty thousand (50,000) genuine testimonial letter

This company has never knowingly made nor permitted a 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 91; year.)

F. C. GRANDIN, Advertising Manager. (With Company about 13 year)

R. M. STERRETT, M. D., Physician in charge of Scientific Dept (With Company about 4 7 years)

CHESTON SYER, Advt. Writer. (With Company about 3 years)

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

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."

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

dodging witness.

His eye is not of the shifty him is served in the head of one of his did critics. On the witness stand Mr. For looks quietly but very steadly

CHARLES W. GREEN, Advt. Writer. (With Company almost gyen HARRY E. EURT, General Sup't. (With Company about 1) (tan)

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

the veensy entertaily eliminate its printed account testimony for the years of research and study b Post in fitting himself for his work would lead the reader of the de-article to believe that his edu-began since 1935.

Distortion No. 12 reports Mr. Pat #

to wife Jezebel, the daughter of EthbanI.

"The shadow of Queen Jezebel falls dark for many years over the history of Israel and Judah. She was one of those masterful, indomitable, implacable women who, when fate places them in exalted power, leave a terrihle murk on the annals of nations. What the Empress Irene was in the history of Constantinople, or the 'She wolf of France' in that of England, or Cathorine de Medici in that of France, that Jezebel was in the his tory of Palestine.

Jezebel stands out on the page of enered history as the first supporter of religious persecution. Such fanatieism is a frequent concomitant of guilt. She is the authentic authoress of priestly inquisitions. If no king so completely "sold himself to work wickedness" as Ahab, it was because "Jezebel his wife stirred him up."

He went and served Baal, and wor shipped him. The downward course of religion is marked if not measured. by the fact that while Solomon allowed his heathen wives to worship their gods, but did not join in the worship, Ahab rejected Jehovah by joining his wife in worshiping the idol.

It is of the utmost importance to avoid faise friendships and companlonship with the bad. Every power for good in true friendship is a power for evil in the false. Our environment, the persons with whom we come in contact, especially if we admire them, are among the most potent factors for good or evil in our lives. A great deal of evil comes from false friendship. The danger is doubly great because it comes under the guise of friendliness-a wolf in sheep's clothing: "Give me," says one, "a roaring devil rather than a sleeping one, for a sleeping devil makes me slumber, but roaring ones provoke me to run to my Master.

Many are ruined by bad com panionship! How large a part of drunkenness comes from the custom of social drinking! How many are kept away from Christ and heaven by fear of their friends!

## Looking Ahead.

We cannot change the record of the past by bemcaning it; we can not straighten the crooked furrows by looking back over the distance we have come, but keep your eye to the front and make the rest of the furrows straight .- Rev. P. M. Stray Presbyterian, Rochester, N. Y.

## Loving the Right Life.

Exercise neighborliness, feel kindly to your brother man, show an interest in his success, live and let live, find pleasure in love and interest in oth ers. It is our selfishness that accounts for much of our stress.-Rev. J. B. Remensnyder, Lutheran, New York city.

## A Sour Heart.

It takes more than a holy fellowship to sweeten a sour heart -- Rev. George Clarke Peck, Methodist Episcopalian, New York elty.

Likewise Grape-Nuts food does not enre anything, but it does assist nature tremendously in rebuilding, provided the undigestible food that has been used is iscontinued and Grape-Nuts taken in its

Charge No. 2 states that the passage the National Food & Drugs Act com-slied us to drop from the packages some 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 cule to print clearly on every nackar exactly what the contents are made or

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 ensuit around speak of, but after the new Law carge in we became as technical as the o'll-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 chemista believed this Some state chemists believed this a pross 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 elim-inate from our mackages such claims, however certain we may be that the claims as true.

claims are true. Another statement objected to read as follows:

"The system will shouth a greater amount of nourishment from one pound of Grape-Nuts than from ten pounds of meat, wheat, outs, or bread."

Some Department chemista deceive themselves as well as the public.

"Caloried" is the word which defines a "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 8.30; Grape-Nuta 3.93; milk 0.70. Remember the statement on the scattere of the nonrichment the the package spoke of the noorishment the package spoke of the <u>nonreducent</u> the <u>system would absorp</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 do mills believe speak of the public balieve so.

As an illustration: Attempt to find a men sixty days on butter slone, with its 8.00 calories. The man would die be-fore the experiment had run sixty days. Then, take Grape-Nuts with 3.95 and milk with 0.70, the two combined equal 4.60-about one-half the number of calo-ries contained in butter. The man fed for sixty days on this food would be well nourished, and could live not only sixty

We look upon honest human testimony

Therefore, we have reason to believe Therefore, we have reason to neneve that our contention is sight that con-centrated food like Grape-Nuts, which is partly digested and ready for easy as-similation by the body, present more marishment that the extern will ab-erth than many other forms of food, and

we will further say that in cases of digas-tive troubles where meat, white breat and cats cannot be digasted, that Grape-Nitis and milk contain more nourish-ment that the system will about than many pounds of these other foods.

Distortion No. 3 charges that our fe imonials were practically all paid for nd re-written in Battle Creek.

These testimonials were demanded by the corposing lawyers. Naturally this demand was refused, for they are held in jults and kept safe to prove the truth nd are not to be delivered up on demand of enemies.

Testimony at the trial brought out the fact that we never printed a single testi-monial that we did not have the genuine latter back of. Many of these letters come apontaneously. A record was kep of twelve hundred and four (1204) let tera received in one month from people who wrote that they had either entirely peopyered their health or been benefited following our suggestions on food

and beverages. On three or four occasions in the past ten or twelve years we printed broadcas Postum and Grape Nuts-two hundred \$1.90 prizes, one hundred \$2.00, twenty of \$5.00, and five of \$10.00 ench-station that each must be an hunest letter with name and address. We screed not to pub-lish names, but to furnish them to en-quirers by letter. These letter writers very generally answered those who wrote m, 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 reither printed their names or surrendered the letters.

Right here notice an "imitation spasm." The "Weekly" says: "Post rot those testi-monials by advertising for them. In New York he used for that purpose the New York Magazine of the purpose the New York be used for that purpose the New York Magazine of <u>whose editor</u> is now in the Federal Ponitediary for fraudulent use of the mails. For exam-ple, Post announced in that magazine in 1907, etc.," (then follows our prize competition).

petition). We used <u>nearly all of the paners and</u> <u>magazines in New York</u> and the rest of <u>Americs</u>, but the sensitional writer gives the impression to his readers that the only magazine we used was one "whose editor is now in the Federal Penitentistr." etc., something that we know nothing of the truth of now, and never did. Space was hought in the magazine spoken of on a lusiness 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. ceive his readers.

We will wager ten thousand dollars (\$10,000.00) with any investigator that we have, subject to inspection of any fair committee, unwards of three humired (300) communications from physicians, many of them expression the highest com-mendation of our products, but these will not now or ever he turned over to the publisher for his use.

Notice the statement in this charge:

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 one of a great many physicians who have not only written commendatory words about the value of our foods, but every now and then some physician writes an article on coffee or on ford, and sends it to us with a succession of compensation for his time and medical knowledge. Previous to the time whom we employed physicians in our own huminess, we co-casionally employed a dortor to write an article on coffee, always insisting that the article be an honest expression of his opinion and research. opinion and research.

The "Weekly" hunted up this physician and because he seemed to be near, and as it says. "brokendown." had him

he it save "brokendown," and him brought to Court to be exposed before a jury as the "culy 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."

Statement No. 5 reads: "The health officers of Mich., Muine, Penn., New Homp., and other states in their official bulletins have for years been denouncing as preposterous and frandulent the claims made by the Postum Cereal Company." We do not recall any orifician account 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 Off-ials are always correct, but that conclusion is not borne out by facts.

As an illustration: About thirteen years are 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 pover a prain of barley used in Postum. His reprsin of barley used in Postum. His re-port was filse and misleading. The governor dismissed him.

perous thing in the world for one threat-ened with amendicitie is to eat any ford whatever. Notwithstanding he knew that danger, C. W. Post advertised Grape-Nuts at fifteen cents a package for those so threat-mad ? threatened."

This is intended to muldle the reade 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 be predominating cause of appendicitie undigested food, and that it is necess eary to quit eating food, and when the balo requires food again, use a pre-di-gested food, or at least one easy of diges

Dr. Ochsner in his work on appendiciti refers directly to the use of the well-known pre-directed 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.

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 bowel troubles and to use Grape-Nuts food has been a great blessing to tens of thousands of people, and we hope #2% ill 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 Heeling" which further lead to a most careful and systematic study of the effeet of the mind on the digestive and other organs of the body.

He attended clinics in Europe 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 wellknown 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.

This experience challenged his investi-This experience challenged his invest-gation into causes of disease and their amelioration. These 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. 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 Company will cause that statement to be published in newspapers and magazines ner.

They are expable of telling the public whether or net we "brike" them, It may have escaped notice that we did not "brike" that particular weekly. er, trying by all his art to be only arreled ouestions and bull-doze and an No. 9 states that the amount of the verdict will "be devoted by the 'weekly' the & WILDONG "The "dodging" it seems consisted d

This is almost real humor.

eplying, "I don't know. We have two suits pending against the weekly," total, \$500,000.00. Opposing councel holds a bolt hand while he queries,--I want to know if there is a side thing in your whole book have that set We haven't "devoted" the sum to any particular purpose yet.

gests any particular kind of t Item 10 is a "discovery" that wheat ollowed some discussion be eran is a part of Postum.

But the criticism neglected to mention that for years every Postum package an-nounced in plain type that the outer cov-ering of wheat (bran), made part of the DCYS. When Mr. Post was allowed to roll he said. "I don't know until I real to book over to see." beverage.

They ignorantly fell into a trap here. not knowing enough of food value to know that "Taka Diantase" the article used by physicians the world over for "starch in-digestion" is made from "wheat bran." ably has not been read eare in the last fifteen years. It "yes" or "no" as to what a pages did or did not conta reading it over.-but such and well balanced answers at So we use that part of the wheat berry eccuse it contains the element needed o develop the valuable diastase in run-facture. Good Postum is impossible afacture: ithout this part.

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

impress the Jury with the is Post's belief in the power relation to the body branded Item 11 is an illustration of the squirm reliable and worse. ing and twisting of the sensational The following is quoted from one d livering distorted matter to his readhe questions:-

The lawyer reading from the book) While on the witness stand Mr. Po-

thoughts from Divine Univer-come as winged angels and with a healing power. If you

silence humble and trusting, yo out enriched and greatly stren

body by contact even for a with the Father of all life and

You will feel refreshed in every food taken will digest readily tomach works smoothly when

influence of a Higher Power."

onclusions.

The attorney sought by ev

This book, it turns out, was

a remarkable memory to a "yes" or "no" as to what a

by sensation seehers to be

Post seventeen years an

Mr.

tentie on the witness stand Mr. Port testified to his studies in Anatomy, Paysi-ology, Distetics 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-tingence eventue account of the studies. "The writer of these pages ay nothing of himself other simple instrument through which the leby precept and example. rience covering several years in annual "Skill in mental practice is gained is

ourneys to Europe. the same way as skill in any Now notice the distortion. (Copy from of science-by observation, rience and the ability to ev the printed criticism.)

"He (Post) pointed out a pile of books in possession of his attorneys as the very ones he had read." "Read carefully, thoughtfully no than twenty pages daily. Afterwar

(Notice,-"the very ones he had read," leading the reader to believe that they were the only ones.)

n easy position where you listurbed. Relax every m your eyes, and go into the si mind is plastic to the breathin and where God talks to the "Did you consult the books from these editions?" was asked.

"From those and various editions," anwered Post.

The attorney "picked up book after book from the pile and showed the title ages to the jury,-all except two had een published since 1905."

This is an example of distortion and alse coloring to produce an unfavorable opression.

The facts are Mr. Post purposely i duced the latest editions that could be obtained of prominent authorities to prove by them the truth of his statements re-parding appendicitis and the analysis of brain, also the latest conclusions in regard to the action of the digestive organs. These works are:

Human Physiology, by Raymond. by Simon. Physiclogical Chemistry, by 2 Digestive Glands, by Pawlow. Digestive Glands, by Pawlow. Hand Book of Appendicitis, by Ochs-

For a moment the Court Room #1 Mr. Post slowly leaned forward eff the rail, pointed his fluger at the Auth face to emphasize his reply and with eff that caused those of the Attorner to do he said, "Yes, I am proud to say I dat

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

It may be remembered that we were first attacked and have since defended ourselves by placing facts before that great jury---The Public.

A good "scrap" is more or less comforting now and then, if you know you are right.

In the case lately tried, an appeal has been taken to the higher courts. We have unbounded faith in the ultimate decision of our American Tribunals.

Our suits against the "weekly" have not yet been tried. They are for libel

and \$500,000.00 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 test monials 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

We believe that most of the state