

Over winter 1910-1911, Post began research and development on a new product, a hot cereal made from a blend of grains: wheat, corn, and rice. While the boys in the lab worked out how to make it, Post tried to nail down how to sell it. The name was a particular concern. After the Elijah's Manna controversy, he wanted to get it right. Seeking perhaps to replicate the genius of Grape Nuts, Post wanted a name that worked on several clever levels. He kicked around a bunch of different ideas that would emphasize the three grains in his porridge including "Tripod" and "Trinity". Wilbur Hawk talked him out the first one pointing out the massive customer awareness campaign such a new name would require. Post talked himself out of Trinity knowing that the "sky pilots and their passengers" would throw a fit, just as they had over Elijah's Manna. Hawk begged his boss just to call it "Post Porrage" and be done with it. The name was simple. From the minute a buyer saw it on the shelves, they would know "the kind of food they are buying." Having the Post name would also get the grocers and wholesalers excited; they knew it would be quality, easily stocked, and well-advertised. And, the two words would look great in ad copy, "concise, easy to write around." Post, however, grew obsessed with playing on the sound of the word "Porrage." After much back and forth, he settled on "Porre-jero." A meaningless word with an even more meaningless breve over the second "e." The product never launched.<sup>1</sup>

---

<sup>1</sup> Wilbur Hawk to C.W. Post 26 November 1910; C.W. Post to Wilbur Hawk, 29 January 1911; C.W. Post to Wilbur Hawk, unknown date 1910; various hand-written documents on Post Porrage. C.W. Post Papers – Box One – Advertisements – Post Porrage.