

Post Papers - Box 1 - Advertisements - Post Factory Literature - The Door Unbolted
Brochure 1906

Krusley
THE DOOR
UNBOLTED



THIS JOURNEY

Through the Pure Food Factories that make

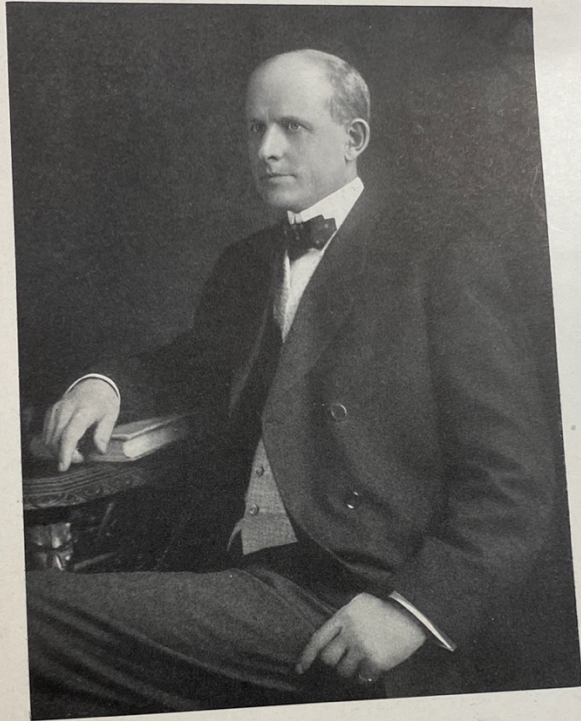
Postum and
Grape-Nuts



Takes You Up-Stairs, Down-
Stairs and All Over the Place.

There is considerable to see, and

“There’s a Reason”



C. M. Post.

Copyright, 1906, by Postum Cereal Co., Ltd.

GAGE PRINTING CO., LTD., BATTLE CREEK, MICH.



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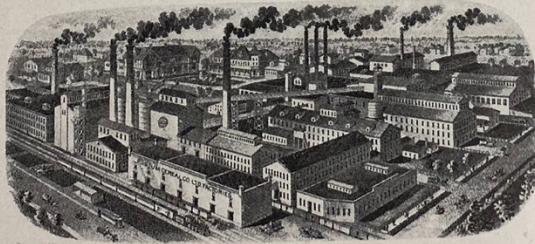


THE Postum business had its beginning January 1, 1895, in a little white barn belonging to C. W. Post, in Battle Creek, Mich. His grounds at that time consisted of about 10 acres. Since that time great buildings have sprung up all around the little barn, a dozen or more in all, covering the ten acres. The uniform coloring of white has earned for the plant the sobriquet of "The White City." On the side of the little barn is painted:—

"Started here Jan. 1st, 1895"

and as long as the plant remains, the little barn will stand as the birthplace of Postum. Well kept, terraced lawns, with plenty of shade trees, flower beds and other specimens of the landscape gardener's art, surround the office and factory buildings, the verdure making a pleasing contrast with the white of the buildings.

It seems that Mr. Post, during his studies in medicine and general therapeutics, gave



POSTUM CEREAL CO., LTD., AS IT LOOKS TODAY.



OFFICES AND GROUNDS.

especial attention to nervous disorders and dietetics. The unusual number of people affected by coffee drinking attracted attention, and in collaboration with an analytical chemist he conducted a series of experiments looking towards a healthful coffee to be made of nourishing grains, that would have a good snappy flavor and, satisfying the user's palate, would feed and rebuild the nerve centres broken down by coffee or other stimulants and narcotics. Literally, hundreds of experiments resulted in failure, and upwards of a year was consumed before the method of preparing and blending the different parts of wheat produced the desired result. Now please attend to the exact facts, which a journey through the works will make plain. In



WHERE POSTUM AND GRAPE-NUTS ADVERTISING IS PREPARED.

Perhaps the most unique and handsomely furnished General Office Building in the world. All details pertaining to the annual appropriation of One Million Dollars for advertising Postum and Grape-Nuts are handled in this building.



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MAIN OFFICE IN ADVERTISING BUILDING.
 Said to be one of the handsomest furnished office buildings
 in the world.

the first place, *not one grain or particle of coffee or any other substance whatsoever enters Postum, except choice wheat and about 10 per cent of pure New Orleans molasses.* No chemicals whatsoever are used.

But just to brown wheat and mix in some molasses *will not* make Postum.

First, part of the wheat is coarsely hulled, and the part sticking to the hulls contains certain things nature uses for rebuilding purposes, Potash, Lime, Iron, etc., etc., also the dormant element known as *Diastase*, most important in the transformation of the starch part of wheat. Now this coarse part of the wheat is moistened, subjected to slow heat, mixed with the



PRIVATE OFFICE OF MR. C. W. POST, Chairman
 and originator of Postum and Grape-Nuts.

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PRIVATE OFFICE OF MR. CARROLL L. POST,
Vice-Chairman and Secretary.

molasses and the Diastase developed. Then entire wheat berries are carefully browned and ground, and the two parts of the wheat are blended in certain proportions that supply just the food elements and flavor desired.

That is Postum, pure and simple.

But remember, Postum does not acquire the coffee snap nor are the food elements released, except under rather long boiling. Long enough on the stove to come to a boil, then full 15 minutes more. Use enough in the pot and you may be sure of a fascinating beverage, a flavor all its own, and a sure relief from the many ails of coffee.



PRIVATE OFFICE OF MR. M. K. HOWE, Treasurer.



OFFICE OF

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OFFICE OF MR. F. C. GRANDIN, Advertising Manager.

It is easy for a person to be rid of the coffee habit when well-brewed Postum is served, and the change in health is well worth observation.

About two years after the launching of Postum, Mr. Post put the now famous pre-digested food, Grape-Nuts, on the market, this being the first effort at manufacturing commercially a food in which the starch of the grain is transformed by moisture and heat into a completely assimilable form of sugar.

This article, like Postum, was produced to meet a well-defined need of humanity.



OFFICE OF MR. H. C. HAWK,
Secretary to Chairman.



OFFICE OF TRAFFIC MANAGER.

The many cases of mal-nutrition, shown by gradual decline and loss of flesh, no matter what food was used, attracted attention. Also the great number of people suffering from small and great nervous prostration, evidently not obtaining the rebuilding elements from their daily food. And again the somewhat remarkable growth of intestinal disorders, appendicitis, constipation, etc., etc., including liver complaints. It was Mr. Post's purpose to prepare a food that would contain the starch of the grains



MAIL ASSORTING ROOM.

Daily mail is delivered directly from the wagons to this room, where it is assorted and passed to different departments. To the right is shown the filing cases in which the newspapers and magazines carrying our advertising matter are filed for a period of thirty days, then destroyed to make room for next month's issue.



CHECK

An average of spent in advertisin of every publicat to this room, and audited for payr from this room: hand corner is a envelopes per ho

which furni that starch barley, like could be e deposited and by b overtax t you know It is put treated b pancreas it is slo



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CHECKING AND MAILING ROOM.

An average of about One Million Dollars per annum is spent in advertising Grape-Nuts and Postum. Every issue of every publication carrying the advertisement is brought to this room, and the space occupied checked off, and bills audited for payment. A part of the outgoing mail is sent from this room; the machine shown on the lower right-hand corner is an electric envelope sealer, and seals 5,000 envelopes per hour.

which furnished the body with energy, and that starch (the white part of wheat and barley, like white flour), pre-digested, so it could be easily taken up by the blood and deposited in the tissues to supply energy, and by being pre-digested it would not overtax the organs of digestion. Starch, you know, is not digested in the stomach. It is put out through the pylorus, thence treated by the secretions of the liver and pancreas in moisture and warmth of body, it is slowly turned into a form of sugar,



ONE OF THE ROOMS FOR STENOGRAPHERS.



VAULT ENTRANCE.

The iron door in the center leads to one of four large brick and steel vaults, containing letter files, advertising copy, electrotypes, records, books, valuable papers, etc., all pertaining to Grape-Nuts and Postum business. There are many costly oil paintings hung in various parts of the offices.

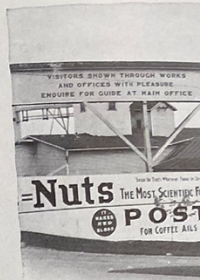
provided always that the element of Diastase, which is up under the hull of wheat and barley, is there to help along. (That is left out in white flour.)

Now let us see how Grape-Nuts food is pre-digested, absolutely without chemicals or any outside ingredients.

First, the Barley is soaked about 100 hours. Then it goes to a warm floor, and the moisture and warmth develop the Diastase, sprout the berries of barley and turn the starchy inside into sugar. You see how exactly like the processes going on in the human body, to produce the same result. Then this barley (after the sprouts are removed) is ground, and the flour



IN THE BOOKKEEPING DEPARTMENT.



ON THE ELEVATOR
APPEAL
Then we will start
Postum

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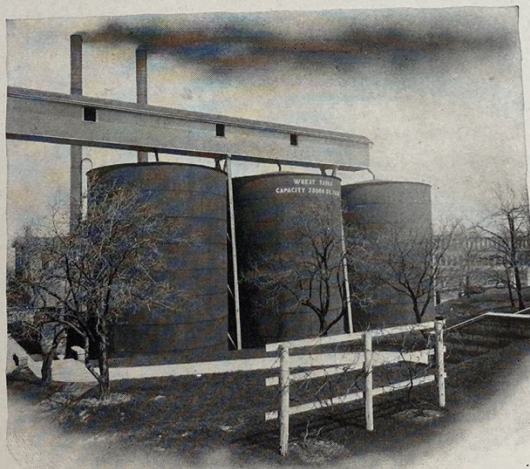
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ON THE ELEVATED WHEAT CONVEYOR A SIGN APPEARS FOR YOUR PERUSAL.
Then we will start through the works and illustrate how Postum and Grape-Nuts are made.

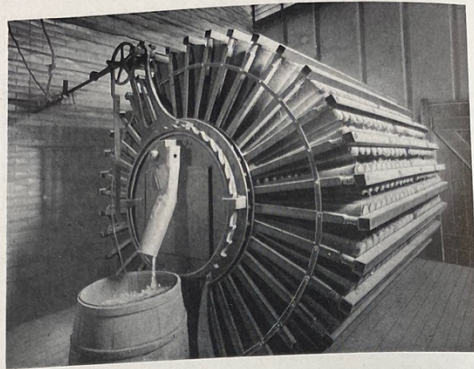
mixed in certain proportion with entire wheat flour made from the choicest grade of wheat.

This combined or blended flour is then made up into great loaves of dark brown colored bread, sliced by machinery, and the slices placed in secondary ovens where another long term of slow heat turns the remaining starch into sugar. Then these



STEEL WHEAT TANKS.

Each tank has a capacity of about 25,000 bushels of wheat. The wheat is carried to these tanks on an endless belt in the runway shown at top, is deposited in any specified tank, and when desired for use, is drawn out from the bottom by conveyors and carried to the flour milling room. There are other elevators in a distant part of the plant.

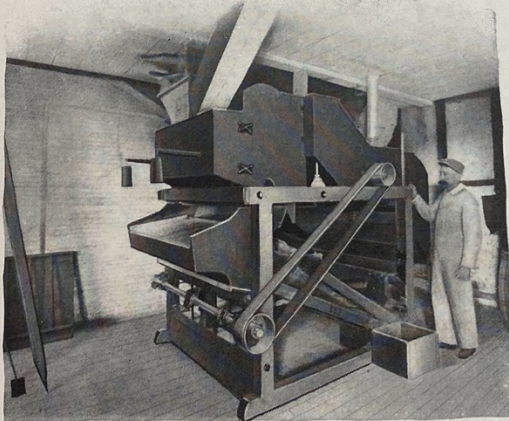


DUST COLLECTOR.

This machine is directly connected with the grain cleaning machinery, and collects all the dust and dirt from the wheat before it passes to the Milling Room.

almost stone hard slices are ground, and the product is *GRAPE-NUTS*.

By holding a handful of Grape-Nuts to the light, each little granule will show small crystals of a kind of sugar on them, digestible even by diabetics. *Not put there*, but the sugar was produced by the change of the starch to sugar, and this *exuded* in the processes of making. This sugar is far and away the most digestible food element known, and when washed off the particles



WHEAT CLEANER AND SEPARATOR.

All wheat passes through this machine, and is thoroughly cleaned.



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