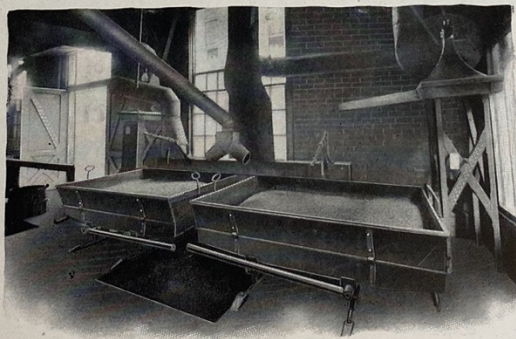


POSTUM ROASTING ROOM.

All wheat used in Postum is roasted, ground and blended in this room.

by pouring warm milk over them, the combined milk and sugar can be digested by the weakest infant's stomach.

This food furnishes the user, then, with the needed starch part of food, *naturally pre-digested*; therefore, any one with weak intestinal digestion, liver and bowel troubles can correct them without drugs, by leaving off the bread, cakes, mushy cereals, potatoes, and all forms of starchy food, and using Grape-Nuts. The remedy is sure, because based on well-known physiological laws. Many a case of appendicitis might



POSTUM WHEAT COOLING PANS.

The roasted wheat used in Postum is conveyed from the roasters illustrated at the top of this page to these cooling pans. Exhaust fans draw the heat and smoke up through stack; the cooled wheat is then dumped into a hopper and conveyed to the grinders.

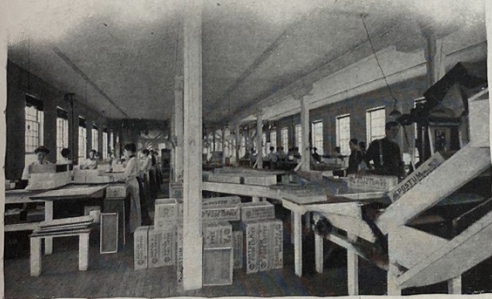




AUTOMATIC CARTON MACHINES.

These machines automatically make the Postum paper cartons, or boxes, each machine forming 1,200 cartons per hour. The finished carton leaves the machine and passes down a conveyor to the floor below, where it drops on a traveling belt that carries it to an automatic filling machine, which weighs and fills each package; this same belt then conveys the package to another automatic sealing machine, which seals the top of the paper carton.

have been prevented by stopping the supply of starch which, being only partly digested, daily decays in the intestines, producing gas, irritation and diseased conditions. Many persons linger half ill, because they do not know that the food causes it, when the conditions show that the *intestinal digestion is weak*. Such patients need food that can be digested without drugs, and that food is Grape-Nuts.



POSTUM PACKING ROOM.

In the farther end of this room are the automatic sealing and filling machines, similar to those shown in the Grape-Nuts packing room, page 21. The man at the right is working the automatic nailing machine, which at two strokes drives all the nails in the lid of the wooden shipping box.

The interior of each room is painted white and kept immaculately clean.

While having the above Post did not forget to include in his food the parts of the wheat which contain the Phosphate of Potash and other elemental salts necessary to the body for certain purposes.

For instance, it is well known that the soft gray organic substance of the brain and the nerve matter of the body, is made of Phosphorus and Phosphate of Potash.



FLOUR MILL.

The wheat and barley flour. The entire wheat of the nutriment is under the influence of potash and other elements for its proper feeding, particularly the brain, are found. A number of diastase require part of the wheat into the flour of digestion. White flour contains elements in order to make

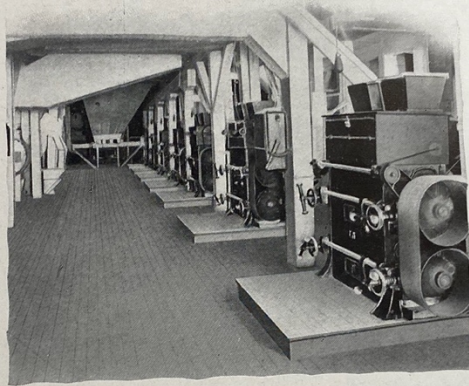
“nervous” work and dissipates the energy must be daily renewed with the amount of prostration, with the horrors, such as of Grape-Nuts does its work in a dependable way.

From the statement pronounced a success



While having the above in mind, Mr. Post did not forget to incorporate in his food the parts of the wheat and barley that contain the Phosphate of Potash, and certain other elemental salts demanded by the body for certain purposes.

For instance, it is well known that the soft gray organic substance which fills the brain and the nerve centres throughout the body, is made of Albumen, Water and Phosphate of Potash. Brain work or



FLOUR MILLING ROOM.

The wheat and barley used in Grape-Nuts is ground into flour. The entire wheat berry is used, because a large part of the nutriment is under the shell, where the phosphate of potash and other elements absolutely demanded by the body for its proper feeding, particularly for the nerve centres and the brain, are found. Also close under the shell lie the elements of diastase required by the body to change the starchy part of the wheat into sugar or maltose during the process of digestion. White flour millers leave out these important elements in order to make their flour white.

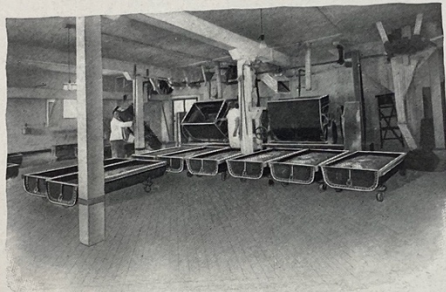
“nervous” work or worry breaks down and dissipates this gray substance, and it must be daily supplied in equal volume with the amount destroyed, else nervous prostration, with its numerous ramifications and horrors, surely follows. The mission of Grape-Nuts food is clear and plain. It does its work in a sturdy, straightforward, dependable way.

From the start, Grape-Nuts was as pronounced a success commercially as Postum



had been, and the two together have made "The White City" today the largest pure food factory plant in the world.

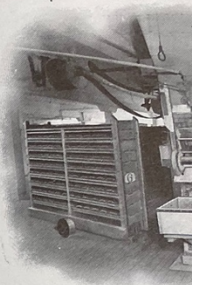
Although the cereals which compose Postum and Grape-Nuts are handled by heavy, modern, labor-saving machinery, nearly 600 people, all told, are employed. The factories run day and night. The capacity of the plant as it now stands is between six and seven million packages every month. That means food and drink for a great many people.



MIXING ROOM.

Showing the dough mixers. The steel tubs contain the dough all ready to go into the machine for molding the loaves.

To prepare this enormous quantity of food, the most advanced types of machinery are required. A car-load of grain placed on the Company's siding is in a few minutes elevated into steel storage tanks and elevators having a capacity of 135,000 bushels. As it is needed, the grain is carried by an endless belt conveyor through a runway nearly 450 feet long and about 50 feet in the air, to the milling rooms, at the rate of 2,000 bushels an hour. From this point the wheat and barley pass through successive stages, and 48 hours later, as Grape-Nuts and Postum, they leave the factory, boxed and crated and ready for the table.



LOAF M

The dough from the hopper is emptied into the lower floor is drop pans and conveyed to page. This machine has per day.

All the fact with steel, both of asbestos un the whole plan To supply t the Company wells, each of barrels an ho of the purest



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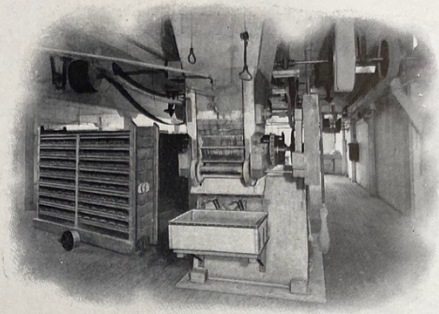


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LOAF MOLDING MACHINE.

The dough from the dough tubs, illustrated on page 16, is emptied into the hopper here shown, and passing down to the lower floor is dropped into molds, and is deposited in pans and conveyed to the ovens shown on the following page. This machine has a capacity of molding 28,000 loaves per day.

All the factory buildings are sheathed with steel, both inside and out, with a coat of asbestos underneath the metal, making the whole plant practically fire-proof.

To supply the water used in the factory, the Company has driven two artesian wells, each of which has a capacity of 500 barrels an hour, giving an unlimited supply of the purest water.



GRAPE-NUTS BAKERY.

There are 14 of these large brick ovens, with a baking capacity of twenty-eight thousand (28,000) loaves of Grape-Nuts per day. The first baking is done in these ovens; the loaves then pass from this room to the slicing machine, where they are cut into slices and then placed on wire trays. These trays are then placed on portable iron racks and wheeled into the secondary kilns, where they remain many hours in slow heat, during which time the final conversion of cereal starch into sugar or maltose takes place. This presents the food actually pre-digested.





### THE "REASON" FOR POSTUM FOOD COFFEE.

The real trouble with tea and coffee drinking is not generally understood. Physicians advise, for a well-defined reason, the discontinuance of both tea and coffee when a person is sick. Educated physicians know of the following test:—

When tea is added during the process of digestion, 34 per cent of albumen will be left undigested, and 66 per cent will be digested; while if coffee is added during the process of digestion the result will be but 61 per cent digested and 39 per cent undigested. When tea and coffee are taken into the human stomach, serious interference is set up with the natural and healthful operations. If one has an exceedingly powerful digestive apparatus, he can stand this abuse for a time, but it is sure to tell sooner or later.

These facts should never be forgotten.



SLICING ROOM.

This machine cuts the Grape-Nuts loaves into slices and deposits them in wire trays, ready to go to the dry kilns.

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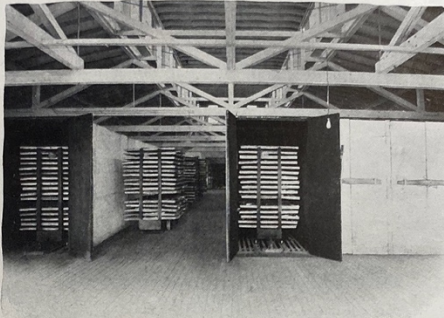
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In have stom dicat fact:



Coffee and tea are not foods, but strong, powerful drugs. Sooner or later the steady drugging will tear down the strong man or woman, and the stomach, bowels, heart, kidneys, nerves, brain, or some other organ connected with the nervous system, will be attacked.



DRY KILN ROOM.

Where we parallel in a mechanical way the operations of intestinal digestion. There are 24 iron kiln rooms of great length, with a capacity of 142 portable steel racks, having a carrying capacity of 7,716 trays, containing the Grape-Nuts slices. These racks remain in the hot kilns many hours, during which time the food is naturally pre-digested by heat and time. The diastase is thus produced, and the transformation of starch into sugar (or maltose) accomplished, without employing any elements other than those found in the wheat and barley, making a perfect food for those with weak digestion, and who cannot digest the carbohydrates as presented in soft, mushy foods.

Thousands of invalids remain so, not knowing the cause of their disease. It is safe to say that one person in every three, among coffee users, has some form of incipient or advanced disease.

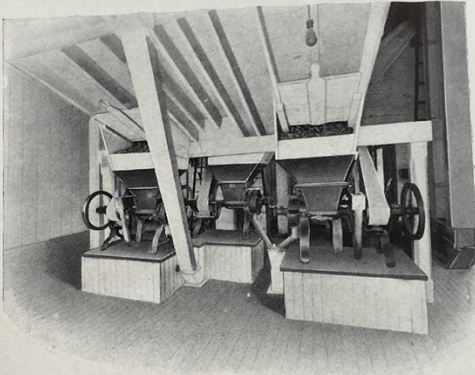
Any analytical chemist can analyze coffee and tea, and show that they contain a poisonous drug—caffeine—which belongs to the same class as cocaine, morphine, nicotine and strychnine—*alkaloids*.

In highly organized people, these poisons have a direct effect upon the heart, liver, stomach and nerves, and set up various indications of approaching sickness. These facts have been known by physicians for



many years, but it is difficult to induce people to leave off habits, even when those habits are known to be injurious and shorten the existence of the human body.

There are people, however, who hold their health in high enough esteem to be willing to give a little attention to food and drink. Such people realize that good health can be turned into success, into money-making, prosperity, and the ability to do things in this world. There is no habit the creature acquires which produces as much



GRAPE-NUTS GRINDING ROOM.

Triplicate grinders where the hard Grape-Nuts slices are ground into small granules.

real enjoyment as the old-fashioned habit of being thoroughly well.

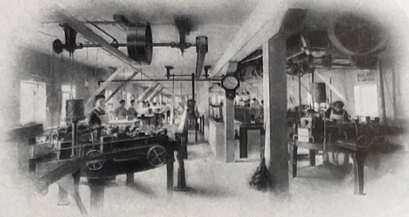
Such a feeling all day long cannot be compared in value to the temporary, short-lived pleasure of drugging the body with any of the known drugs, tea, coffee, tobacco, whisky or morphine. When a man can inhale a deep breath of pure air and feel that every part of the machinery of the body is working perfectly, there comes a sense of comfort, easy content and thankfulness to the Creator for the mere privilege of living.

People say they cannot quit coffee. It is to just such that Postum Food Coffee

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GRAPE-NUTS PACKING ROOM.

The paper packages are set up and the bottom sealed by the automatic machines on the floor above, as shown on page 14. They are carried down a chute to an endless belt that conveys the packages to an automatic filler that fills the package with Grape-Nuts; the same belt carries the filled packages to the round sealing machines shown in the foreground of the above illustration. These machines tuck the flaps and seal the tops air tight. The machine then revolves around to an opening, where the packages are dropped on another endless belt, which carries them to a long row of girls, who lift them off and place the packages in wooden cases. These cases are then placed on an endless carrier and conveyed to automatic nailing machines, where in two operations the lid is firmly nailed on and the case ready for shipment to any part of the world.

appeals strongly, for the old coffee can be left off at once, and the Postum Food Coffee, made as it should be made, furnishes a delicious beverage, pure in food value, with a deep, rich brown color which is quickly changed to a golden brown by the addition of a little cream, and with a crisp coffee flavor satisfying both palate and nerves.



ONE END OF GRAPE-NUTS PACKING ROOM.

The row of girls to the right are placing the Grape-Nuts Recipe Book and "The Road to Wellville" booklet in the small envelope that is sealed on top of the package. The girls in the centre of room take the packages from the moving belt and put them in the wooden shipping boxes. The centre carrier shows the packed boxes traveling to the automatic nailing machine, where the top of the cases is nailed on.





GRAPE-NUTS WAFER PACKING ROOM.

The Grape-Nuts Wafer is one of our latest productions. The basis of this Wafer is the whole wheat and barley formula from which the great food, Grape-Nuts, is made. It contains such elements as albumen, phosphate of potash and gluten, is crisp and delicious, and an ideal nibble for five o'clock teas and social functions.

It is true that some coffee drinkers that have been accustomed to excessively strong coffee, miss the rank, strong taste of Rio and the heavier grades of coffee; for Postum has almost an identical flavor with the milder and more expensive grades of Java. While the manufacturers earnestly recommend every user to discontinue coffee altogether, it is nevertheless well known that thousands of families mix a little coffee in with the Postum, when the effort is made to induce certain members of the family to



CARTON SEALING MACHINE.

This machine tucks the flaps and seals the top of the Grape-Nuts package, and has a capacity of 3,600 packages per hour. There are four of these machines, making a total daily output of 144,000 packages.

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abandon coffee. The improvement in health in ten days will be sufficiently marked, in most cases, to induce an adoption of Postum alone.

If the reader has any sort of illness, try leaving off tea and coffee, and note the result.

All cereals, oatmeal, rolled wheat, etc., are likely to become webby, and under certain conditions, wormy, in warm weather,



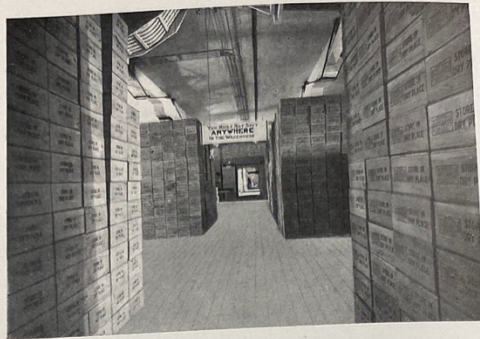
MAKING WOODEN SHIPPING BOXES.

In this room all the wooden cases are nailed together (the sides and bottom). The conveyor in the centre shows the Postum cases traveling to the packing room on floor above. The conveyor to the left carries the Grape-Nuts cases in the opposite direction, to the Grape-Nuts packing room in the adjoining building. About Six Million feet of lumber are used per annum in Grape-Nuts and Postum shipping cases.

if allowed to stand too long. Postum Cereal Food Coffee is never affected in the slightest, even in the hottest weather, if kept in favorable conditions of atmosphere, or apart from other packages of cereals that have become infected. Packages have been left open upwards of two years and remain perfectly sweet and in fine condition. Any package found spoiled, on opening gives evidence that it has been near other packages of some sort that are infected, and should be at once returned to the grocer for a fresh one.

Do not serve Postum into cups until the guests are ready to drink it. Coffee of



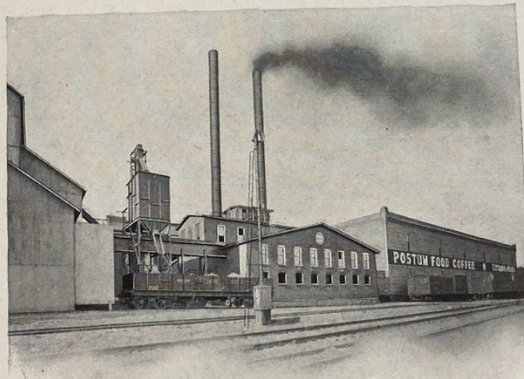


STORAGE WAREHOUSE

For Grape-Nuts and Postum. Length, 230 feet; width, 90 feet; two stories high; 41,400 square feet.

any kind that has stood in the cup until cold, is unpalatable. A delicious breakfast dish is made by placing one or two teaspoons of Grape-Nuts breakfast food in the cup of Postum. A new flavor is added, and the combination furnishes the most powerful food elements known.

Remember, you can recover from any ordinary disease by discontinuing coffee and poor food, and using Postum Food Coffee and Grape-Nuts, for these forms of nourishment are scientifically made, and produce the results they were made to produce in the human body. Both Postum and Grape-Nuts contain minute and delicate



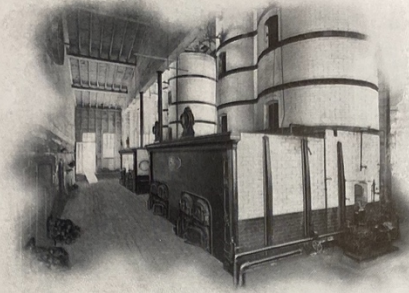
COAL STORAGE, POWER HOUSE AND WAREHOUSE.

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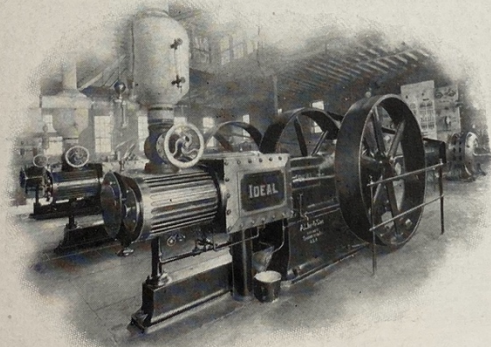


BOILER ROOM.

Upright boilers, 30 feet high. Capacity, 1,000 Horse-power.

particles of the phosphate of potash found in certain parts of the natural grains of the field.

This is the element which combines with albumen to form the gray matter in the brain, solar plexus, and in the delicate nerve centres throughout the body. It is for this reason that both Postum and Grape-Nuts quickly rebuild a broken-down nervous system. The beverage and food are of inestimable value to those depending upon mental exertion for livelihood. Personal



ENGINE ROOM.

Three tandem compound engines, of 300 horse-power each, are used, together with three electric generators. These supply the electric power to the Postum and Grape-Nuts works and power for the Battle Creek Paper Co. Also supplies electric light for all our offices and factories, and the Post Tavern and Post six story office building.