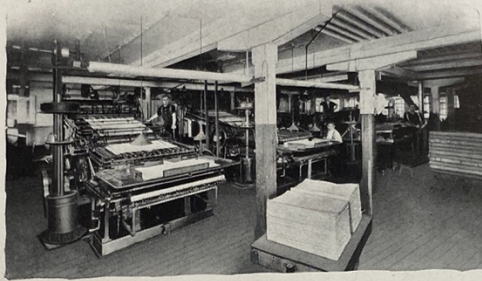


experiment with the food coffee and Grape-Nuts breakfast food is respectfully requested by the manufacturers, in order that the user may determine for himself the facts in the case. Once proven by a personal demonstration, further argument is unnecessary.

THE "REASON" FOR GRAPE-NUTS.

Grape-Nuts is a condensed food, about four teaspoonfuls being sufficient for the cereal part of a meal. It requires no cooking; is ready for instant service; keeps



PRINTING PRESS ROOM.

One of the most complete printing establishments in Michigan. Here are printed the cartons and circulars for Postum Cereal and Grape-Nuts. One printing press in this room has a capacity to print 40,000 paper cartons per hour. Another prints two colors at one operation, one of only two presses of its kind in Michigan.

indefinitely; has a delicate, sweet, crisp flavor; requires chewing, and offers just enough resistance to the teeth to be free from the objection urged by the dental surgeons against the free use of soft mushes.

There's a reason for Grape-Nuts. In late years a notable increase in intestinal disorders, culminating all too frequently in appendicitis or other serious forms, has pressed home the knowledge that people are eating more starchy food than they can digest.

With poorly cooked cereals in a pasty, raw state for breakfast, followed by quan-



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The machin machines for fol to Wellville" b ing 2,500 sheets lets of 32 pages stitching mach stitch the leav one will stitch

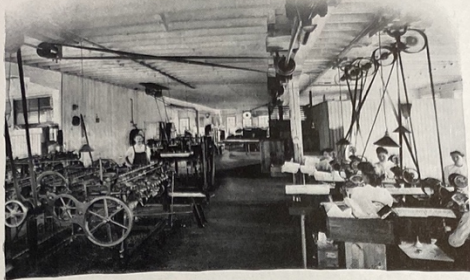
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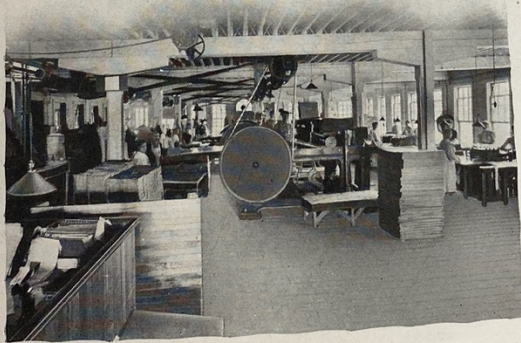
FOLDING AND STITCHING ROOM.

The machines to the left of illustration are folding machines for folding the sheets for the Recipe and "Road to Wellville" booklets. Each folder has a capacity of folding 2,500 sheets of paper per hour, containing 15,000 booklets of 32 pages each. These booklets then pass to the wire stitching machines shown on the right. These machines stitch the leaves together. There are five stitchers, each one will stitch 6,000 per hour.

In the rear of this room is a complete typesetting plant, where all printing forms are set up. Adjoining is a complete stereotyping room, where all stereotypes are made.

tities of white wheat-bread, from which the diastatic element (which digests the starch) has been eliminated in milling, it is small wonder that we should find such an increase in the particular trouble mentioned.

The starchy portion of the food is not digested by the juices of the stomach proper,



CUTTING AND CREASING ROOM.

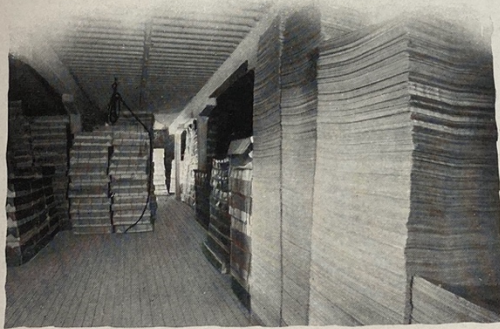
The presses in this room cut to shape from the large cardboard sheets the Grape-Nuts and Postum paper packages, ready to go to the automatic machine that sets them up, ready to be filled.

but is passed into the duodenum, from there on down to the ileo-cecal valve. The transformation of starch into sugar is performed on the journey.

An excess of starchy food has brought a revolt, and the overburdened organs have filed their protests, until the need of a pre-digested food in which the starches are transformed into sugar, has been widely recognized.

The perfected food, Grape-Nuts, is the result of a long line of experiment and investigation by a well-known food expert.

Entire wheat and barley are blended in proper proportions, and pass through some ten or twelve mechanical processes, paralleling as nearly as possible the functions of nature; employing moisture, heat and time to slowly and perfectly develop the diastase from the grains and transform the starch into sugar in the most perfect manner. In this condition it is ready to be absorbed into the blood and tissue without taxing the intestinal digestive machinery. The small particles of phosphate of potash found in certain parts of these cereals are retained, as it is known that this elemental



STORAGE ROOM FOR CARDBOARD.

We carry on hand constantly about 1,500,000 sheets of cardboard (enough for a moderate-sized freight train), for making the paper packages containing Grape-Nuts and Postum. Each sheet is sufficiently large to make six packages. We also carry a stock of book paper for printing three to four million of the Recipe Books and "Road to Wellville" booklets.



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A WAGE EARNER'S HOME.
In the Post Addition.

salt has an affinity for albumen, and that these two elements are required to build the gray matter in the brain, solar plexus, and nerve envelopes.

The Canadian Government in 1902 made a test of various foods, in which Grape-Nuts was shown to have over sixteen times the amount of digestible food as the least one tested, and about two-thirds more than the next best food made, and nearly double the energy-producing power of any other food known.

Extract from report of government officials at Ottawa, Can., shows the following analysis of Grape-Nuts:—

Moisture,	9.43%
Fat,	0.58%
Ash,	1.64%
Proteids (nitrogen x 6.25)	12.00%
Crude fibre,	2.03%
Dextrin,	24.87%
Starch by difference,	49.45%
Total,	100.00%

Calories per gramme, 3968.9%
Material soluble in
cold water, 49.5%

Grape-Nuts excels other food in the following respects: It has less moisture, less fat and less starch; it has more dextrin and is more soluble than any other food.



IN POST ADDITION.

Dextrin is the form of sugar that the starchy part of the grain is turned into before it can be digested. Dextrin is the part that makes human energy. Grape-Nuts has about double the energy-producing power of any other food on earth.

In the last line of the analysis is shown the percentage of the food that is ready for immediate digestion.

Those who feed mainly on half-cooked or soft cereals, such as porridge, rice or other starchy foods, form the habit of swallowing them quickly without proper mastication. When the food is presented to the stomach in such condition, the interior of many granules remains untouched with the digesting juices, and becomes fermented in the intestines as a consequence.

This fermentation in the intestines often produces Bright's disease, diabetes, rheuma-



POST TAVERN, BATTLE CREEK, MICH.

Built and owned by the Postum Cereal Co., Ltd.

"Come when thou wilt, and when thou wilt depart,
Since for thy pleasure all is ordered here."

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complaint

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CORRIDOR POST TAVERN.

tism, fevers, bladder troubles and bowel complaints.

For many people it would be the wise procedure to discontinue the use of soft, mushy foods entirely; but if they are eaten, a liberal quantity of Grape-Nuts should be sprinkled over them. This will necessitate mastication, exciting the saliva and making the food more easily digested; but to enjoy perfect health, it is better to confine the cereal part of the meal to Grape-Nuts alone, as it is fully cooked and ready for immediate digestion.

Several years ago Grape-Nuts was started to supply the American public with a scientific food, fully and correctly cooked



DINING ROOM, POST TAVERN.



POST TAVERN GARDENS.

Gardener's residence on Post Tavern Gardens, part of the Post farm used for raising fruit and vegetables for the Post Tavern tables.

at the factory, and made to supply the certain elements needed in making the gray substance in the brain and nerve centres, and to supply human energy, while at the same time furnishing a food so easy of digestion that an infant's stomach will handle it without difficulty.

The public made Grape-Nuts a tremendous success, and this started the long procession of followers, with facetious names. But the making of a scientific food, with the powerful rebuilding elements, is a difficult task, and Grape-Nuts food has never thus far been successfully imitated.

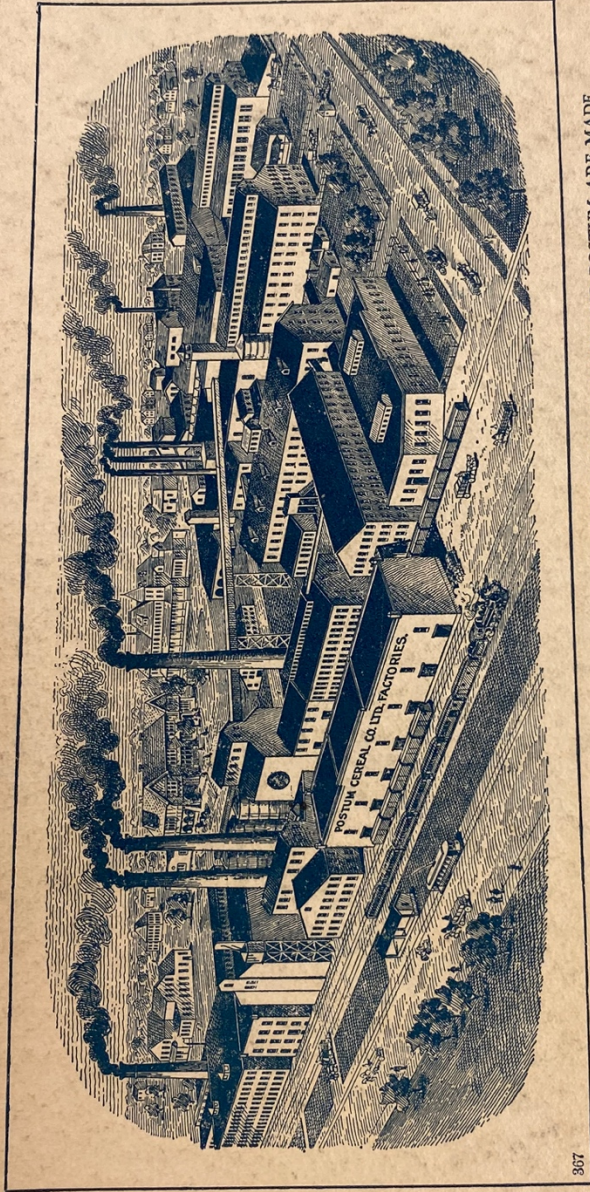
The analysis of government and other prominent chemists turns light on the subject.

The public can be safely guided thereby.

When all of the facts are considered, it makes the following statement reasonable: *There is absolutely no food made with any near approach to the genuine food value of*

GRAPE-NUTS.

“THERE'S A REASON.”



367

THE "WHITE CITY," THE PURE FOOD FACTORIES WHERE GRAPE-NUTS AND POSTUM ARE MADE
AT POSTUMVILLE, A PART OF BATTLE CREEK, MICH., U. S. A.

"There's a Reason."