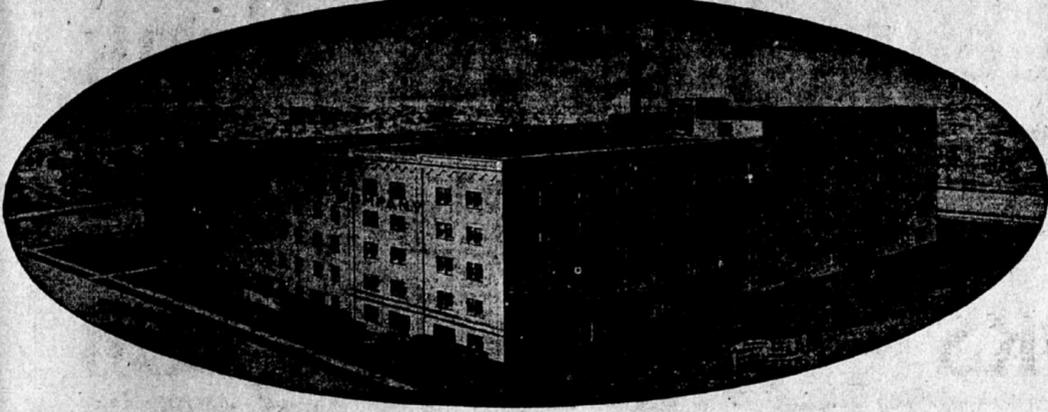


THE PURITY OATS CO.

Factory Which Has Had a Remarkably Rapid Development—Products Sold in Every County in the United States.



Plant of Purity Oats Co., Keokuk, Iowa.

The success of an institution, like the success of an individual, is a matter of common pride to any community, and naturally the citizens of Keokuk have watched and noted with unusual interest the steady growth of the Purity Oats company during the past six years. From an exceedingly modest beginning, showing an output of less

than his neighbor, the world will make a beaten path to his door. Make Purity Oats better—and the others. "Never under any circumstances, permit a package of oats to go out that you would not take to your own breakfast table." The employees are constantly reminded that the complete confidence of the customer can only be secured and retained by giving

electric power secured from the dam, which is not only a direct economy, but which is more cleanly and satisfactory in every way than steam power. Unit construction and equipment is carried out in all departments so that each can be operated individually, when desired, thus saving the unnecessary wear on equipment in other departments.

Branch offices of the Purity Oats Co. are maintained in Boston, New York, Philadelphia, Pittsburgh, Chicago, and New Orleans, and brokerage offices in every important market from coast to coast. A force of from twenty to twenty-five salesmen are calling on the wholesale grocers constantly and during two seasons in the year this force is increased as conditions warrant. As much pride is taken in the class of customers supplied as in the product, as they have been carefully chosen and embrace the most progressive and representative jobbers in every state.

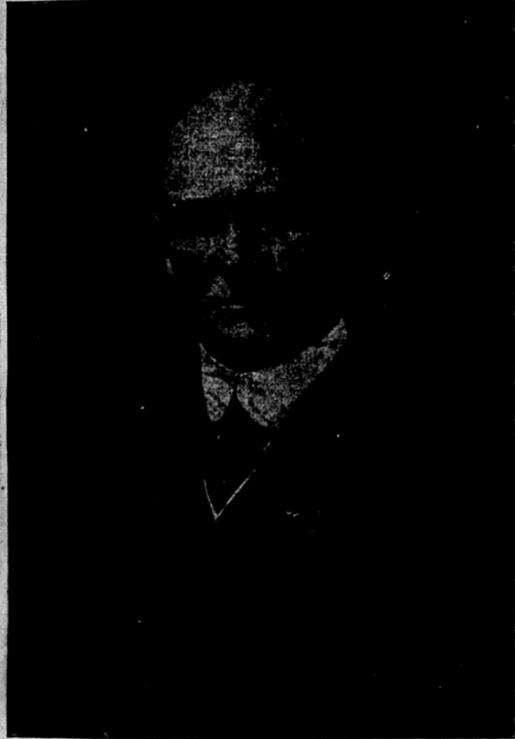
The Purity Oats Co. has been active and persistent in endeavoring to induce the farmers throughout Iowa to give greater attention to the seed used in planting than in former years and these efforts are bringing about satisfactory results. The quality of grain produced is not only higher, but the yield is greater, thus showing the farmer additional profits in two ways. The grain as it arrives is given the most careful inspection and any that does not measure up to Purity standard is rejected and sent on to market. That the surroundings and arrangements for their comfort and safety is appreciated by the employees of the Purity Oats company is evidenced by their loyalty in service and the constant watchfulness shown by all in turning out the finished product. They are painstaking, careful and efficient and without an exception take a just pride in their work.

Big Industry for Keokuk.
While the favor with which Purity Oats have been received everywhere is gratifying, yet the increased distribution month by month is of greater interest to Keokuk as it means that more people will necessarily be employed, the pay roll will become of still greater importance to the local merchants, and that with each case of Purity Oats shipped the name and fame of Keokuk as a manufacturing center will be more widely advertised. From the smallest manufacturer in the line less than six years ago, when they started, the past two years the Purity Oats company has been the second largest manufacturer of package rolled oats in the world, and the

PHANTASY
Last night you played for me an olden tune,
So fraught with love, and memory, and song,
That I again was young, and golden June
Into my heart crept millings. I was strong.

As strong, my dear, as in the long ago,
Beneath the cloaking, comfortable sky,
Beside the grass and hedges wild a-row,
Beloved of Love we wandered, you and I.
But then the notes died down within the room,
And drooped your head that once shone burnished gold,
And all was still, save in the gathering gloom.
There throbb'd the heart of Time—and I was old.
—Edmund Leamy, in New York Sun.

The Test of Education.
John William Donaldson: The test of a good education is the degree of mental culture which it imparts; for education, so far as its object is scientific, is the discipline of the mind. The reader must not overlook what is meant by the word mind when used in reference to education. That some dumb animals are possessed of a sort of understanding is admitted; but it has never been asserted that they enjoy the use of reason. Man, however, has the faculty called reason in addition to his understanding. . . . Accordingly, what we mean by saying that the object of education is the cultivation of our minds, or that the goodness of an education varies with the degree of mental culture, amounts simply to this, that we better perform our function as rational creatures in proportion as we carry farther the distinction between ourselves and the brute creation; that is, in proportion as we are better fitted for the discourse of reason.



Mr. C. M. Rich, President of Purity Oats Co.

than one hundred cases per day, and a pay roll of less than a dozen people, the business has grown to a daily output of two thousand cases, and in supplying a few nearby whole grocers, the product goes into every county in the United States, each month sees a growing distribution in foreign countries. The pay roll has increased proportionately to that at the present time, nearly five hundred men and women are employed in the Keokuk plant, at practically full time throughout the entire year.

Three years ago it was found impossible to keep pace with the increased growth of the business with the capacity of the Keokuk plant, and because of lack of track facilities a second mill was erected in Davenport with a capacity of over two thousand cases daily—a plant slightly larger than the home mill.

Steady and Rapid Growth.
The steady and rapid growth of the Purity Oats company is merely the development of the modern idea of quality and sanitation in the manufacture of food products, as no institution anywhere has given more thought and attention to these two things, which make for permanent success. Every change in buildings and equipment has had the idea first and foremost that such changes were being made for the sole purpose of making Purity Oats higher in quality and prepared under more rigid sanitary conditions than competing lines of other manufacturers. Visitors are always welcomed at the plant, and no one ever passes through without being impressed with the cleanliness in every department, and while to the uninitiated, the idea is prevalent that a mill is necessarily a dirty place, a trip through the plant of the Purity Oats company at any time of day, immediately dispels this idea, as if it is as clean from one end to the other, as human ingenuity can make it.

Two significant quotations are prominent on the walls of each department, so that they are constantly brought to the attention of every employee: "If a man can write a better book, or preach a better sermon or make a better mouse trap than



Mr. A. H. Rich, Vice President and Sales Manager Purity Oats Co.

S. F. Baker & Co.

Manufacturers of

Proprietary Medicines

Flavoring Extracts

Pure Ground Spices

Seventh and Johnson Sts., Keokuk, Iowa

The Ideal Beer For Home Use is

PURITAS BEER

It is absolutely pure and comes directly under the pure food law and all the requirements of this measure are complied with by us. Remember, too, it's made in Keokuk.

Puritas Beer Has Stood the Test, And Those Who Use It Say It's Best.

The delicious flavor of this famous product is appreciated by all connoisseurs and as a health tonic is recommended by physicians. You should have a case of PURITAS in the home. Order today—it comes in either pints or quarts dark lager or pale. Not shipped all over the country but direct from the brewery to your home.

Pechstein & Nagel BREWERS

Phone 139.

Keokuk, Iowa.