

The road to Wellville – The Kellogg story

By Dennis B Worthen, PhD, Lloyd Library and Museum Cincinnati, Ohio, USA

Suggestions on the mode of preserving health and attaining old age:

Perfect nutrition is essential. The process of digestion must be completely and perfectly accomplished.

Great attention must be paid to the habitual condition of the organs of excretion – particularly the bowels and the skin.

Healthful habits and remedies from a century ago

In the late 1800s, there was great interest in the general subjects of health and wellness, which were then known as 'hygiene.' Health fads of the time included phrenology and palmistry. Practitioners of those pseudo-sciences claimed that they could understand a patient's disease and personality by studying the shape of his or her head or the length of the heart line. It was the period during which cures and restorative powers were attributed to electrotherapy, mechanotherapy, hydrotherapy, and a host of other therapies. Food was seen as both the cause and the cure for the ills of the day.

This period also marked the beginning of an industry devoted to popular 'how-to' health manuals and health fads that continued well into the next century and into the present. From the public's perspective, such printed materials and ideas were welcome.

The causes of many diseases were poorly understood, and the health system offered little to combat or explain debility and chronic disease. Infectious illnesses such as tuberculosis, pneumonia, and venereal diseases continued to be major causes of death. Even many of those in the increasing middle class could not afford a doctor and his treatments.

Leaders of the wellness movement

The names of three individuals involved with the dietary movement (**Samuel Graham, John Harvey Kellogg, MD, and CW Post**) were memorialised and became part of the vernacular.

Samuel Graham (1794-1851) was a minister, reformer, and avid vegetarian who took on causes ranging from the dangers of feather beds and corsets to white bread and pork.

He was most renowned, however, for his theories on the association of diet and masturbation and advanced the theory that diet influenced sexuality.

He championed the use of coarsely ground wheat flour (quickly named 'Graham flour'), which became the basic ingredient in 'Graham crackers'.

John Harvey Kellogg, MD, (1852-1943) was a physician and vegetarian who transformed a struggling Seventh Day Adventists' home in Battle Creek, Michigan, into the major sanitarium (as distinct from a sanatorium) of the day.

Battle Creek Sanitarium

Dr JH Kellogg was also an inventor: He is said to have developed the electric blanket. In addition, he devised cold cereals as breakfast food for his patients at the Battle Creek Sanitarium.

His brother, **William Keith Kellogg**, commercialised one flaked cold cereal as *Kellogg's Corn Flakes*.

In 1930 at the height of the Depression in the US, Kellogg



Battle Creek Sanitarium



WK Kellogg

implemented a six-hour day in his colossal cereal factory as a stratagem to alleviate unemployment in Battle Creek.

Charles William Post (1854-1914), an inventor and businessman, was a patient at the Kellogg sanitarium. He viewed cereals and coffee substitutes as health products and promoted them via consumer advertising. He developed the dried cereal *Grape Nuts* which he claimed was a 'brain food' that could also cure tuberculosis. He was also the developer of *Postum*, a cereal-based coffee substitute.

Each of those men believed that health could be achieved and maintained only through the proper use of food and the equally important issue of elimination.

Dr Kellogg was particularly given to the use of enemas to cleanse the bowels. He cautioned against the habitual use of laxatives and believed that laxative abuse increased constipation instead of curing it.

As a remedy for dry, hard stool, he recommended the use of 'Neptune's girdle'; or 'wet abdomen'. That process included the bed-time routine of placing, on the patient's abdomen, a towel that had been soaked in cold water, wrung out, and covered with dry flannel. The patient was then wrapped in the flannel covered towel, which provided warmth overnight. The towel was removed the next morning, and the patient

was instructed to 'dip the hand in cold water and percuss the bowels very thoroughly for five minutes. Go to stool within a half hour after breakfast. Have a regular time.'

In TC Boyle's novel *The Road to Wellville*, one of the characters is introduced to the Battle Creek Sanitarium, where bowel health and hygiene are emphasised:

'We're going to start you out for the first three days on psyllium seeds and hijiki (a type of Japanese seaweed). The psyllium is hygroscopic, it absorbs water and will expand in your stomach, scouring you out as it passes through you just as surely as if a tiny army of janitors were down there equipped with tiny scrub brushes. The same with the hijiki – perfectly indigestible. Like eating a broom – but that broom – will sweep you clean.'

Other physicians used a broad range of medicines to cause evacuation of the bowels. Those remedies were divided into five groups according to the action and thoroughness desired. Laxatives provided the gentlest action. Mild cathartics were used for thorough bowel cleansing without irritation. Cholagogue cathartics acted on the liver by increasing bile secretion. Hydragogue cathartics produced large volumes of watery discharge, and irritant cathartics produced a vigorous evacuation of the bowels.

Illness and the intellect

Not all the theories regarding health and wellness focused exclusively on the digestive tract. Arnold Lorand explored geriatrics, including the possible postponement of aging by practicing hygienic measures. In his book, *Old Age Deferred*, he offered advice to 'brainworkers' (something of particular interest to pharmacists, teachers, and writers). He commented on the physical appearance of those who earned their living by intellectual pursuits. They, he theorised, were subject to chronic constipation and nervous and intestinal disorders because blood was diverted from the digestive tract to the brain during intellectual activities.

His solution was that:

*'Intellectual activity should, if possible, be suspended a full hour before and after meals. Congestion of the brain likewise interferes with proper sleep, which, as a rule, can only become truly deep when the brain is blood-less. Intellectual efforts should therefore be avoided for a period of one to two hours before going to bed, and especially one should not read in bed.'*⁸

World Wide Corporate Social Responsibility Policy

In June 1930, in his twilight years, Will Keith Kellogg founded the **WK Kellogg Foundation** and in 1934, Kellogg donated more than \$66 million in Kellogg Company stock and other investments to the WK Kellogg Trust. As with other endowments, the yearly income from this trust funds the Foundation.

The Foundation continues to hold substantial equity in and enjoy a strong relationship with the Kellogg Company, both of which are based in Battle Creek, Michigan. It is governed by an independent board of trustees.

The foundation is now the seventh largest philanthropic foundation in the US. In 2005, the foundation reported that the total assets of the foundation and its trust were US\$7.3 billion; about US\$5.5 billion of this was in Kellogg Company stock. The foundation funded US\$243 million in grants and programs in its 2005 fiscal year. 82% of this was spent in the US; 9% in southern Africa; and 9% in Latin America and the Caribbean.

Its activities also extend to Australia with grants and scholarships to individuals and organisations such as the National Heart Foundation.

Back in the 1890s, because of the success in America of the breakfast cereal and related health food products associated with the Kellogg brand, the elders of the Seventh Day Adventist Church in Australia, began discussions with their US colleagues about the process of forming a health food company in this country.

To help the company get started, a baker by the name of Edward Halsey,

was sent over from America. He arrived in Sydney on November 8, 1897 and the first products started appearing in 1898.

The name chosen for the Australian enterprise was the **Sanitarium Health Food Company**, which was a clever way of providing an alternative brand to compete with Kellogg products,⁷ which were also manufactured and marketed in Australia

The **Sanitarium Health Food Company** has factories in many locations across Australia and New Zealand, some of these include, Berkeley Vale, Cooranbong, Perth, Melbourne, Brisbane, and Auckland. It produces a large range of breakfast cereals as well as a range of vegetarian products, the flagship being *Weet-Bix*.

The **Kellogg** brand in America and the **Sanitarium** brand in Australia, are wholly owned by the Seventh Day Adventist Church, which affords them tax benefits as the companies direct their profits back into the church.



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Address correspondence to: Dennis B. Worthen, PhD, The Lloyd Library and Museum, 917 Plum Street, Cincinnati, OH 45202, USA, E-mail: dbworthen@fuse.net

Pharmacy history education

By Geoff Miller

History by the metre

Students participating in B. Pharm courses at three Perth Universities are introduced to the elements of the history of pharmacy in a few brief hours of lectures and participation in a research project, which they have to present to their peers in the classroom.

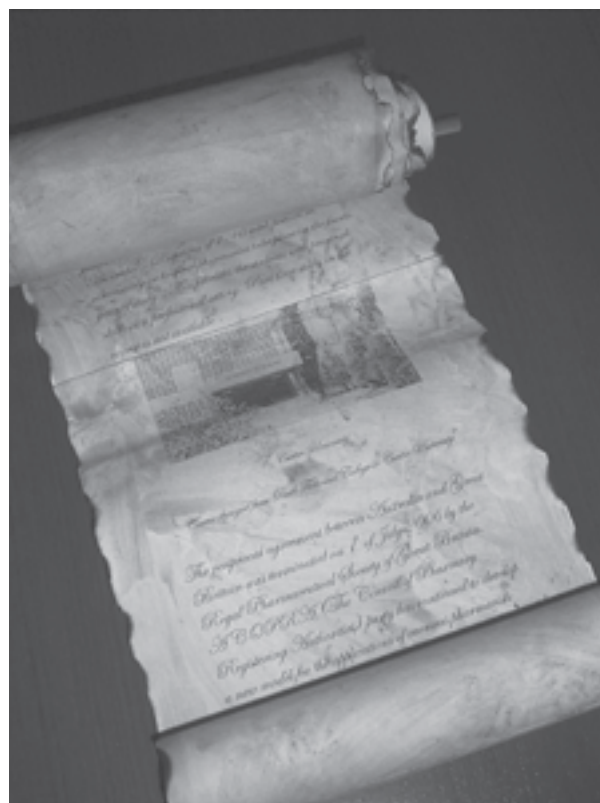
It is extremely difficult to even scratch the surface of the history of this profession and the presentation process does at least give each student an exposure to about nine different facets of history to optimistically whet their appetites to learn more about the lessons of history and how their own careers will be affected by the events of the past, from the ancients to modern times.

The students have a choice of topic from about 12 subjects such as the history of Australia's Pharmaceutical Benefits Scheme, the history of Aboriginal medicine, alternative medicine practices through to the history of women in pharmacy.

In addition to the students having to stand in front of the whole class and give their oral presentation, which helps to sharpen their communication skills, they must also hand in a hard copy of their research, for marking.

One cannot help but admire the skills that some of them show in giving their presentations by the use of innovative audio visual techniques, and also in their creativeness with their written work.

This year was a vintage year for the written submissions and the premium exhibit was a scroll about three metres long giving the history of pharmacy education in ancient Western Australia.



The scroll itself was inspired no doubt by the ancient Egyptian writing known as the Ebers Papyrus and the modern day version complete, with scorched edges is a fair comparison.

Again this shows that as far as the history of pharmacy is concerned, there is nothing really new under the sun!