



INVESTING IN TRUE FULFILLMENT

C.W. Barron, founder of *The Wall Street Journal*, told a reporter in the 1920s he didn't understand Dr. Kellogg. "He should have been one of the richest men in the world, but that he lets money slip through his fingers so easily." In reply, Kellogg stated, "What is money for, except to make the world better, to help people have a better life?"



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