

A Wonderful Canvass of the Northwest

has been made to ascertain what proportion of the people used breakfast foods, and the proportion using beverages other than coffee or tea.

This canvass was conducted in a most systematic manner by the "Northwestern Agriculturist" of Minneapolis. The inquiries covered many other subjects, such as "What make of Chocolate do you use?" "What Soap?" "Washington Powder?" "Watches?" etc., but we here direct your attention to the prepared breakfast foods and Postum Cereal Coffee upon which the report showed as follows:

PREPARED BREAKFAST FOODS.

GRAPE-NUTS	227
Quaker Oats	180
Force	147
Cream of Wheat	145
Banner Oats	81
Vitos	71
Yankee Rolled Oats	63
Malta Vita	55
Rolled Oats	41
Pettijohn	39
Mother's Oats	30
Wheatine	21
Wheatlet	19
Shredded Wheat Biscuit	18
Saxon Oat Company	18
Ralston	15
Korn-Krisp	15
American Cereal Co.	8
Wheat Hearts	6
Horseshoe Rolled Oats	6
Great Western	5

BEVERAGES.

POSTUM	232
Grain-O	24
Gooderich Mills	8
Carmel Cereal	7

You will observe that almost double the number of families use Grape-Nuts than use any other prepared food. Out of 1587 families who use some kind of beverage, including coffee, Postum, tea, cocoa, etc., nearly one-sixth or 15% use Postum. We submit that is a tremendous volume, and gives some sort of an explanation as to where the many thousands of tons of Postum go to. It has emphasized the further fact that Postum is as firmly established a national beverage (somewhat less in volume, but just as surely built) as coffee or tea.

Postum Cereal Co., Limited,
Battle Creek, Mich.