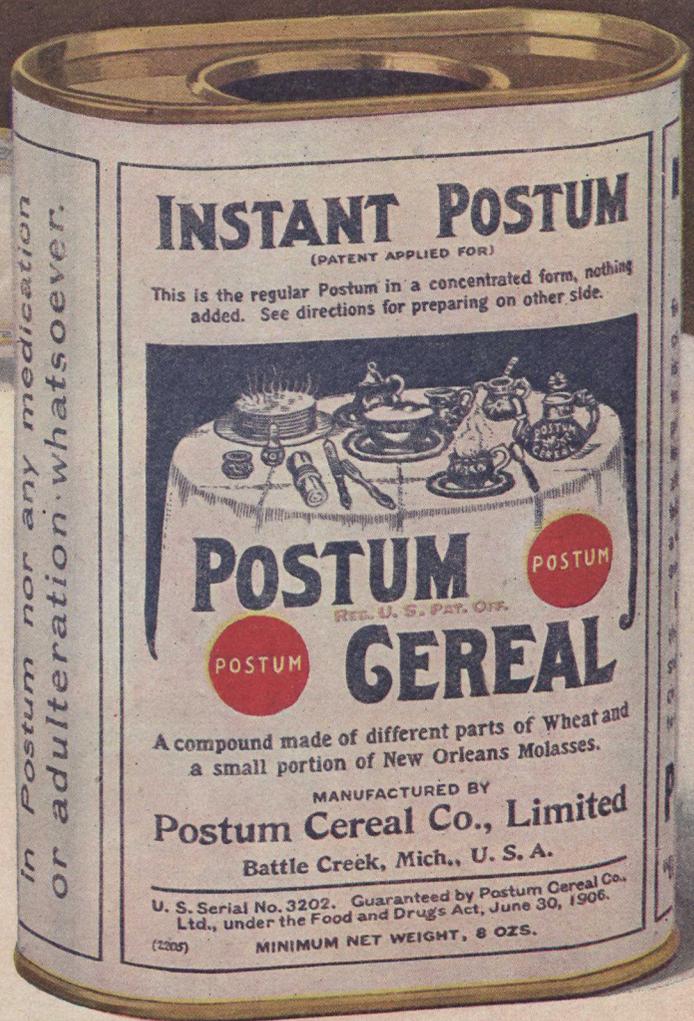




**The Morning  
Beverage  
Instantly**

**A cup of hot water  
A level teaspoonful of Powder  
and there you are**



**INSTANT POSTUM**

Under the new method we boil Postum at the factories and reduce it to a powder, which dissolves instantly in hot water and produces a perfect cup of Postum.

This makes it easy for anyone unpleasantly affected by coffee to stop it and be rid of the disorders.

**“There’s a Reason”**

Sample sent for 2-cent stamp to cover postage.

Grocers sell 100-cup tin 50c.

Postum Cereal Company, Limited,  
Battle Creek, Mich., U. S. A.

Canadian Postum Cereal Co., Ltd.,  
Windsor, Ontario, Canada