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CANADIAN GROCER

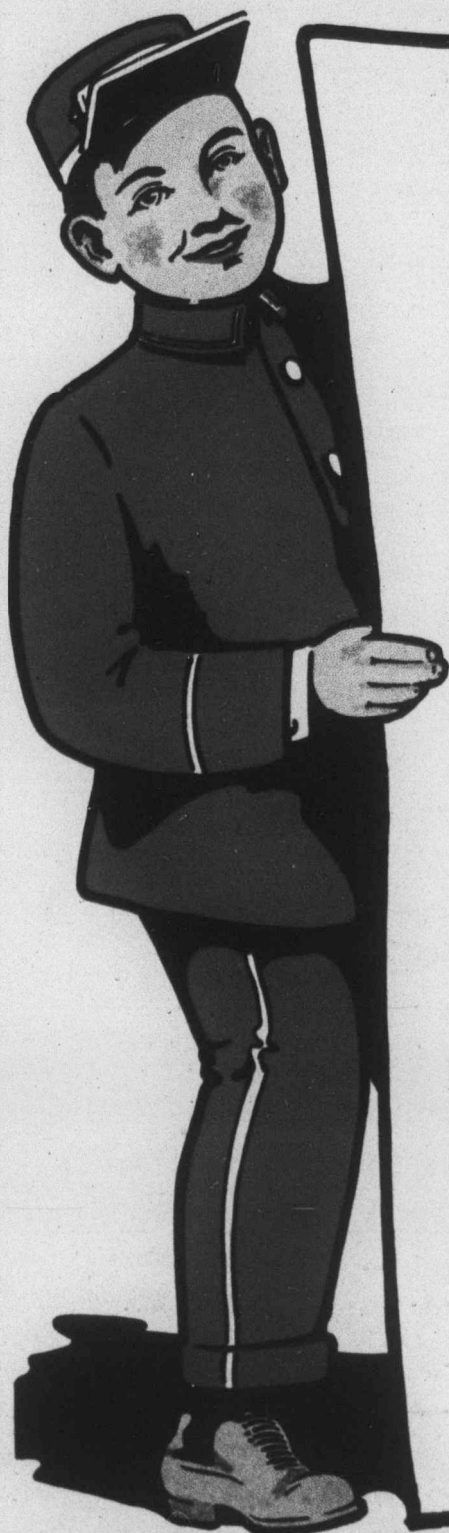
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A Message To Grocers

It is significant the way **POSTUM** is forging ahead. It fills a human need—people like it, and buy it.

Eighteen years ago Postum began its appeal and it has been growing stronger every year, until now **Postum** is a household word the Dominion over, and a staple in the stock of most first class grocers.

Behind **Postum** is heavy, continuous advertising; a selling policy that is stable, sane and sound; and good, clean profit—

The sale of every package is guaranteed!

Postum now comes in two forms—

Regular Postum—must be well boiled.

Instant Postum—(the new form) is a soluble powder. A spoonful dissolves quickly in a cup of hot water and, with sugar and cream, makes a delicious beverage instantly.

“There’s a Reason” for **POSTUM**

Do you get the message?

Canadian Postum Cereal Co., Ltd., Windsor, Ont.