

When Good Judgment as Well as Good Practice

dictates that coffee is harmful and that some caffeine-free table drink should be used in its stead, the time-tried, favorite beverage which suits the coffee user best in taste and appearance, is

POSTUM

Remember this, Doctor, when occasion calls for a table drink with all of coffee's charm but none of coffee's hurt.

Postum comes in two forms. **Postum Cereal**—the original form—must be well-boiled to bring out the full, true Postum flavor, so like high-grade coffee. **Instant Postum**—the soluble form—requires no boiling, but is made instantly and conveniently by placing a level teaspoonful in a cup and pouring on boiling water.

Samples of **Instant Postum**, **Grape-Nuts** and **Post Toasties**, for personal or clinical examination, will be sent on request to any physician who has not received them.

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