

When In Practice

it becomes necessary or wise to forbid the use of coffee, the logical table drink for the patient to use is

POSTUM

This beverage has a pleasing coffee-like flavor, but contains no coffee, no caffeine, nor any other deleterious ingredient.

Made of wheat and a small per cent of wholesome molasses, carefully processed under laboratory supervision, **Postum** provides just the pleasing, healthful drink required to bridge over any period of coffee denial.

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., Limited, Windsor, Ont.