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If you sold out to-morrow,—how  
much would you get for your good-will?

“Just as much as you put into those factors  
that assured your customers’ satisfaction.”

“Good-will” is not a theoretical value,—it’s  
real and practical—

And the best way to assure the most  
“good-will” is to sell the right goods.

## Post Toasties

are the most delicious bits of  
toasted Indian Corn—

They’re very good—your customers like them.

Post Toasties build “good-will” and  
make good profits at the same time.

They’re made by a concern that has always  
aimed to treat the trade right—

And the sale of Post Toasties is guaranteed.

CANADIAN POSTUM CEREAL CO., LTD.

Made in Canada

WINDSOR, ONTARIO

