The Former Coffee Drinker

wakes in the morning with a clear head and realizes that "coffee bondage" is a thing of the past.

POSTUM

brings comfort and health—

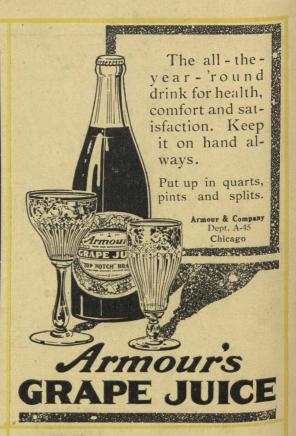
"There's a Reason"

Postum comes in two forms.

Regular Postum — must be well-boiled. 15c and 25c packages.

Instant Postum—doesn't require boiling, but is prepared instantly by stirring a level teaspoonful in a cup of hot water. 30c and 50c tins.

The cost per cup of both kinds is about the same.



It Is So Easy

to keep the house clean and shining if you use an O-Cedar Polish Mop. Over a million users have found this out, and would not think of being without an

O-Cedar Mop

under any circumstances. No more need you climb on chairs or ladders, or get down on your knees to reach the hard-to-get-at places. The mop reaches everywhere, collects all the dust and holds it.

 Ask your dealer to show it to you, and also the O-Cedar Dusting Mop.

Channel Chemical Co., Ltd.
369 Sorauren Avenue - Toronto, Can.



A "DRUGGY" taste is not necessary to make a dentifrice efficient.

The delicious flavor of Ribbon Dental Cream makes the regular care of the teeth a treat. Its thorough, antiseptic cleansing checks decay-germs and leaves the mouth wholesome and non-acid.

Send 4c. in stamps for a generous trial tube and our Booklet "The Jungle Pow-Wow"

COLGATE & CO.
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COLGATE'S RIBBON DENTAL CREAM