



THREE THINGS

go to make up the basis of success (during more than twenty years of cumulative experience) of that wholesome, harmless and nourishing table beverage known under the convenient and distinguishing trade-name—

Instant Postum

- 1—When properly prepared (according to directions on the tin) and taken hot with good cream, it is a most agreeable drink.
- 2—Made of clean, hard wheat and a small percent of pure molasses; it contains no coffee and hence is free from the harmfulness of coffee, which contains the habit-forming alkaloid—caffein.
- 3—Postum fills the universal demand for a hot beverage and makes the change from coffee and its attendant ills an easy matter. It is thus a therapeutic adjuvant when the physician is called on to interdict coffee.

The *Clinical Record*, for Physician's bedside use, together with samples of **Instant Postum**, **Grape-Nuts** and **New Post Toasties** for personal and clinical examination, will be sent on request to any Physician who has not yet received them.

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