

Instant Postum

appeals to those who like coffee.

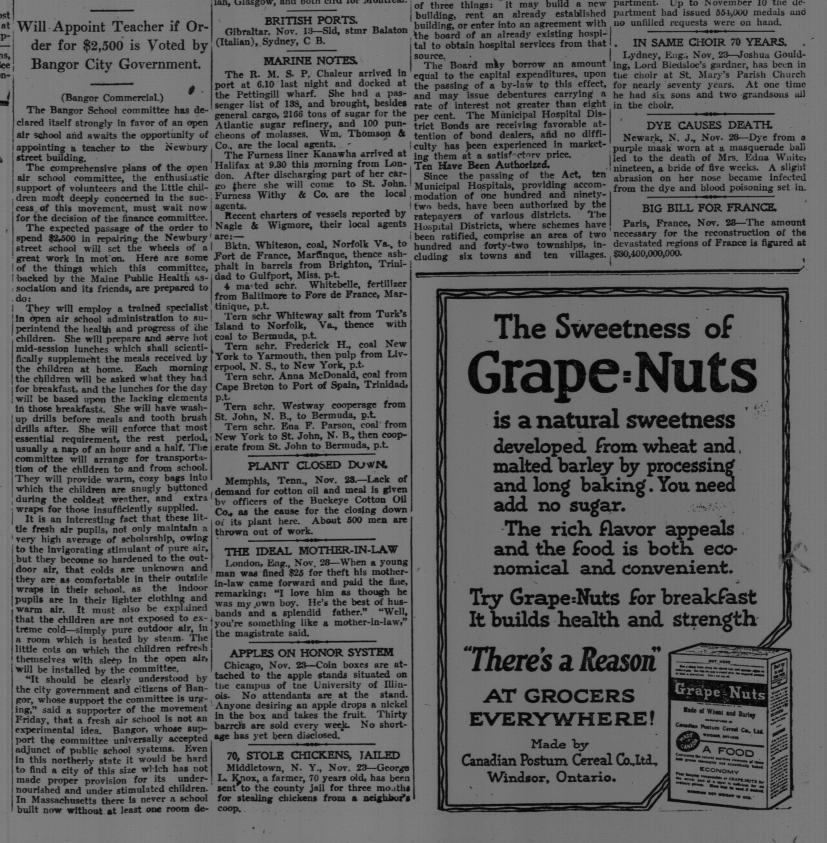
Its attractive flavor usually satisfies the "coffee taste"--- yet Posium contains none of coffee's harmful elements.

Then again Instant Postum is more economical than coffee. It is made more quickly, with less trouble and there is no waste.

**Postum Helps** Where Coffee Hurts "There's a Reason" for Postum Sold by grocers everywhere Canadian Postum Cereal Co., Ltd., Windsor, Ont.

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