

Children and Coffee

The practice of giving coffee and tea to children is a pernicious one that doubtless has much to do, in an etiological way, with many obscure but tangible disturbances in the young, growing nervous system

The Doctor who recognizes and appreciates this fact sufficiently to take it into full consideration in the treatment of his juvenile patients is certain of a larger degree of success.

It is not difficult to wean children away from the caffein beverages if they are given

INSTANT POSTUM

with Cream (or hot milk) and sugar to taste.

Postum is made of clean, hard wheat, including the bran-coat with its natural content of the valuable "wheat phosphates"—an essential salt in cell elaboration.

Postum is not only wholesome and, in a degree, nutritious, but is really a delightful beverage. Children may safely drink all they want. In this way, when recommended by the family doctor, Postum becomes a helping friend to both doctor and patient.

Samples of Instant Postum, Grape-Nuts and Post Toasties for personal and clinical examination, will be sent on request to any Physician who has not yet received them.

Canadian Postum Cereal Co., Ltd., Windsor, Ont., Canada