

A Cereal Clean Up

The boom is busted—Flat!!

Tens of thousands of cases of flaked foods on hand all over the country.

Unsaleable.

Grocers and Stockholders hit hard.

It was a lively clip while it lasted.

But now the side shows are closed and the lights out.

Nothing left but regret and fly spotted cartons of, "Eat a Hunka" or "Grab a Chunka."

Well, charge it off to experience.

But Experience is worthless if we don't gather some facts for future use.

Out of all this money losing scramble, these facts stand forth like beacon lights—

For 7 years the original prepared food Grape-Nuts has been a steady seller.

All this time the Postum Co. have made annual announcement that they would move and instantly pay for any excess or spoiled stock of either Postum or Grape-Nuts.

They have never failed to do this when called upon.

That has been mighty few times in the 7 years.

The demand is as steady as for flour or molasses.

It has always been kept so and is now by skillful, persistent and successful advertising.

The Company spends in round numbers a million dollars a year in talking to the people through newspapers and magazines.

The products are kept to the very highest possible standard of excellence.

The Postum Co., being the originators of the ready cooked food business, have been the target all the "trailers" have shot at.

But in the face of all this "howling warfare" the Postum Co. **did a larger business and made more money** during the year just closed than in any other.

Wholesale and Retail grocers are **always safe** in stocking Postum or Grape-Nuts.

The steady demand moves them.

If that **ever slacks** the Company moves them.

Look over the stock.

It don't pay to let customers buy elsewhere because you should happen to be out of standard, steady sellers like Grape-Nuts and Postum.

Don't forget the policy.

Don't forget the safety.

Don't forget the steady demand.

Don't forget the profit.

Don't forget to order.

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