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# A Trade Winner!

One of the most attractive sellers ever introduced to the grocery trade

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## INSTANT POSTUM

is regular Postum in concentrated form -nothing added.

#### Made in the cup No boiling required

Has a delicious flavour that people like.

Is backed by heavy advertising of its merits, that move it quickly.

Like all products of the Canadian Postum Cereal Co., Limited, Instant Postum yields good profit to both wholesalers and retailers.

#### Sale Guaranteed

### "There's a Reason"

50-cup tin sells at 30c. 100-cup tin 50c.

Postum Cereal Co., Limited

Battle Creek, Mich., U. S. A.

8. Serial No. 3202. Guaranteed by Postum Ceresi ( Ltd., under the Food and Drugs Act, June 30, 1908. MINIMUM NET WEIGHT 5 025

INSTANT POSTUM

This is the regular Postum in a concentrated form nothing added. See directions for preparing on other side. No. 43

Canadian Postum Cereal Co., Ltd.

Windsor, Ontario