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A Trade Winner!

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

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”

Canadian Postum Cereal Co., Ltd.

Windsor, Ontario



50-cup tin sells at 30c.

100-cup tin 50c.