

# CANADIAN GROCER

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## A Profit Suggestion

Everywhere a growing army of former  
tea and coffee drinkers now use

# POSTUM

Some use it for economic reasons;  
others, because it is absolutely free from  
caffeine, the harmful drug in tea and  
coffee.

People like Postum, and they buy  
what they like. This means good steady  
profit for the grocer who supplies the  
demand.

Postum now comes in two forms.

**REGULAR POSTUM** is the kind most  
grocers have sold for years.

**INSTANT POSTUM** (the new form) is soluble in hot water. It is made in the  
cup instantly—and mighty convenient.

Both kinds of Postum are attractive and safe for grocers, because continuous  
advertising moves them quickly, and the sale of every package is guaranteed.

Postum deserves your selling attention

*“There’s a Reason”*

Canadian Postum Cereal Co., Limited, Windsor, Ont.

