

less caused many otherwise astute and clever physicians to pass the matter by. On the other hand, this is being carefully considered by an increasing number of leading members of the profession as it should be.

That coffee and tea *do* cause many ailments frequently attributed to other causes and so treated, is doubtless true. That such a procedure is at wide variance with scientific diagnosis and efficient therapeutics, is also true. It is obviously impossible to secure definite therapeutic results from one remedy while the patient is under the influence of another—as is the case of the habitual consumer of *caffeine*, disguised in the form of a “harmless” beverage.

Realizing the desirability of removing the opposing element from the therapeutic field of operation, the conscientious doctor will be glad to turn to a wholesome, agreeable beverage made from clean, select wheat in such a manner as to make the discontinuance of coffee or tea an easy possibility for his patients.

Postum is made in this way: Clean, perfect wheat-berries are parched by skilful operatives and ground to the fineness of ordinary coffee. The outer, or bran-coat, with its stores of organic mineral salts, combined with 10 per cent. of New Orleans molasses, is parched in separate ovens, ground, and the two parts of the wheat blended by a special formula which long experimenting has shown to be just right for securing the aroma that (when boiled properly) makes Postum a delicious beverage.

Containing absolutely nothing not contained in fine wheat, it is obviously not only *safe* but *wholesome*.

The Postum people are sending out a liberal box of samples (including vials containing the various ingredients of Postum in the several stages of its manufacture) to physicians on request. Their handsome booklet, “*The Door Unbolted*,” for the waiting-room table, also analysis of Postum, will be sent on application to the Postum Cereal Co., Ltd., Battle Creek, Michigan, U.S.A.