



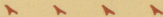
*How I make
Postum*

By Carrie Blanchard



Dear Friend:

I am so glad you let me send you the first week's supply of Postum for your thirty-day test—and sincerely hope that you'll carry the test on through for the full thirty days. You can't expect to rid yourself of the effects of a habit of years in two or three days, or even a week, but if you carry on for thirty days I am sure you will notice a difference.



Doctors tell me that the average cup of coffee contains one and a half to three grains of the drug caffeine, and that sometimes the same amount of this drug is given as a dose in cases of heart failure. It seems terrible to me that men, women and even children take this poisonous drug regularly into their systems, in coffee and tea. Of course, a great many say it doesn't hurt them, but I am told by physicians that a small amount of strychnin, also, may be taken regularly for a long time without apparent ill effects.

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Avoid stimulants. Do you remember this rule which was repeated so often in school? It was not intended only for children. It was intended for every person who, by living wisely, hopes to live long, usefully, and happily. Stimulants—such as the drug caffeine—which appear to give added energy, actually borrow this energy from the body's own reserve. Bit by bit this reserve, intended for life's emergencies, is robbed, and when the emergency comes—

I see tired faces on the streets—men with dark circles beneath their eyes, and splotchy skins—women with sallow complexions, marked by the lines of premature age. Signs which tell their story of insufficient sleep, headaches, unwise eating. It makes one think.

So when I am able to turn men and women from the use of caffeine to a wholesome, delicious drink like Postum, I feel that I am doing a work worth while in the world.

Something to remember

The principal thing I want you to remember about preparing Postum is that tastes differ. It probably took you quite a while to hit upon the way to make coffee so it tastes best to you. You didn't find out how you liked tea in a minute. It's the same way with Postum, although Instant Postum is much easier to prepare than coffee or tea.

So please don't be dissatisfied with Postum if it doesn't taste just as you expected the first time you try it. It may be too strong, or too weak, or you may use too much sugar and not

enough cream. The thing to do is to experiment a little. Postum prepared according to my directions certainly pleases the great majority; but I have known people who varied these directions and got results more pleasing to them.

Remember, too, that Postum is not an imitation of coffee, tea, or any other drink. It is simply an excellent drink in its own right, made of whole wheat and bran, skillfully roasted, and a little sweetening—nothing more. Its rich, full-bodied flavor is liked better than that of any other hot drink by people in 2,000,000 American homes. I personally have served Postum to 500,000 people, at expositions, food fairs, and in my reception rooms at Postum Headquarters here in Battle Creek, and it is seldom that a man or woman does not genuinely like my Postum.

First, let's take Instant Postum.

How Instant Postum is prepared

Instant Postum contains exactly the same materials as Postum Cereal. The only difference is that it is carried one step nearer the cup by an added process here in our kitchens.

Bring fresh cold water to a boil. Place a level teaspoonful of Instant Postum in a cup. Be sure that the water is *boiling*. Pour it over the powder, filling the cup within an inch, or a little less, of the top. Stir it a moment. It only takes an instant for the powder to dissolve completely. That's why it's "Instant" Postum.

Now add sugar. Most people like less sugar than with coffee, because Postum already has some sweetening in it. Then add cream. Use

plenty. Good rich cream improves any hot mealtime drink, I think. Stir the cream in until the Postum has a warm, rich golden tone. This is important. I can judge how Postum is going to taste by the color. Enough cream should be used so that the drink looks *rich*, not "watery."



Now taste it. Isn't it *good*? Millions of people think it is better than any other mealtime drink—and enjoy the knowledge that they can drink as much as they want, every meal of the day, without affecting nerves, sleep, or digestion—without taking a trace of the drug caffeine into their bodies. And it is so easy to prepare!



Postum Cereal . . .
the kind you boil

Some people, used to the more complicated process of making coffee, prefer Postum Cereal—the kind you boil. When properly prepared, it tastes exactly like Instant Postum. Use an ordinary coffee pot, or a percolator.

Four heaping teaspoonfuls of Postum Cereal to a pint of fresh cold water make Postum of the strength which most people like. After bringing to a boil, let it boil steadily for fully twenty minutes. This brings out the full, rich flavor. Add a dash of cold water and let stand a moment to settle—or use an egg, if preferred. Be sure to use plenty of good cream—and sugar to taste—as with Instant Postum.

If made in a percolator, use the same proportions, and allow it to percolate fully twenty minutes *after* percolation begins.

Postum Cereal is just as good the day after it is made as it is the same day. Unlike coffee, it keeps its fine flavor and freshness after it is first prepared.



*Children love Instant Postum
made this way!*

One of the many things about Postum which please people is the fact that the whole family can enjoy it together. Children love to have the same drink as the "grown-ups"! And most people are wise enough to deny coffee to children, even though they think they can stand it themselves.



Postum, of course, is quite as good for children as for anybody else. Its warmth encourages the blood and digestive juices in their work, without counteracting this good effect by drugging. But children are particularly benefited, also, by nourishing milk, and you know how many of them do not like the taste of milk.

Instant Postum is made just as easily with hot (not boiled) milk as with water. Children love it! They get the nourishment of milk, the benefit of a *warm* drink, a flavor they *like*—and the same drink as the "grown-ups." For lunch or late-at-night supper, you'll like Postum made this way, too. There is nothing in Postum to prevent sound sleep.

Time after time, nursing mothers have told me how ideally Postum suits their exacting needs—especially when made with milk. You know, of course, how badly coffee disagrees with many at this time.

For hot summer days

Iced Postum—a mighty refreshing drink in hot weather—can be made with either Instant Postum or Postum Cereal prepared with water the usual way, then allowed to cool. Add cracked ice, sugar, and a dash of lemon—or sugar and cream, as you prefer. A quicker way is to dissolve Instant Postum in just a little boiling water. This will cool quickly. Then dilute to the usual strength with cold water.

I am glad you are making this one easy step toward health—are switching to Postum for thirty days. Thousands and thousands have told me of their success in overcoming headache, indigestion, nervousness, and sleeplessness, by changing to Postum. If you give it a real opportunity—the full thirty-day test—I am confident you will have the same experience. I am sure, too, that you will like Postum, as so many others do—and I'd be interested to hear the results, if you have the time to write.

Address me . . .

MRS. CARRIE BLANCHARD

Postum Cereal Company, Inc.
BATTLE CREEK, MICHIGAN



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