

Why men crack . . .

An authority of international standing recently wrote: "You have overeaten and plugged your organs with moderate stimulants, the worst of which are not only alcohol and tobacco, but caffeine and sugar." . . . He was talking to men who crack physically, in the race for success.



YOU know them. Strong men, vigorous men, robust men—men who have never had a sick day in their lives. They drive. They drive themselves to the limit. They lash themselves over the limit with stimulants. They crack. Often, they crash.

You have seen them afterward. Pitiful shells. The zest gone, the fire gone. Burnt-out furnaces of energy.

"He was such a healthy-looking man—"

He was. His health was his undoing. His constitution absorbed punishment. Otherwise he might have been warned in time.

"For every action there is an equal and contrary reaction." You learned the law in physics. It applies to bodies.

For every ounce of energy gained by stimulation, by whipping the nerves to action, an ounce of reserve strength is drained. If the reserve is great, its loss may not be felt immediately. But repeated withdrawals exhaust any reserve. Physical bankruptcy. Then the crash.

The last ten years have been overwrought. Men have disregarded much that they know about hygiene—about health. "Keeping up with the times." Inflated currency, stimulated production, feverish living, goaded nerves. It is time to check up.

It is time to get back to normal, to close the drafts, to bank some of the fires. It is time to remember some of the simple lessons of health you learned in school.

Avoid stimulants. What is good for the boy is good for the man. Life is worth living normally. The world looks good in the morning to the man whose head does not have to be "cleared."

Borrowed Energy Must be Repaid!

Two million American families avoid caffeine by drinking Postum. And two million American families are better off for it. They have deprived themselves of nothing.

The need they feel for a good, hot drink is amply satisfied by Postum. They like its taste. They like its wholesomeness. They

prefer the energy—*real energy* of body-building grain in place of artificial energy borrowed from the body's own reserve by drug stimulation.

Postum is made of whole wheat and bran roasted. A little sweetening. Nothing more.

It is not an imitation of coffee or anything else. It is an excellent drink in its own right. It has a full, rich flavor inherited directly from nourishing wheat and system-toning bran. Instead of retarding or upsetting digestion, it is an actual help, making the meal more appetizing and warming the stomach without counteracting these good effects by drugging.

There isn't a wakeful hour, a taut nerve, or a headache in it. You can drink it every meal of the day, relish it, crave it, knowing that it is a help, not a hindrance, to health and efficiency.

A Sporting Proposition

You have a good many years yet to live, we hope. A good many years to do with as you please. We are going to ask you, in the interest of your health, usefulness and happiness during these remaining years, to try Postum for thirty days.

To make it a sporting proposition, we will give you the first week's supply of Postum. Enough for a cup with every meal for a week. But we want you to carry on from that point for thirty days. You can't expect to free yourself from the accumulated effect of a habit of years in two or three days, or even a week.

There is a woman in Battle Creek, Michigan, famous for her Postum. She has traveled all over the country, preparing it. She has personally served it to over half a million people, at expositions, food fairs, and at Postum headquarters in Battle Creek, where she has 25,000 visitors yearly.

Her name is Carrie Blanchard. Men who have tasted Carrie Blanchard's Postum

have the habit of remembering its goodness.

We have asked her to tell men about Postum made in the Carrie Blanchard way. She wants to start you on your thirty-day test with her own directions—in addition to the week's supply.

You men who have not cracked—it might be well to accept Carrie Blanchard's offer.

Carrie Blanchard's Offer

"Men have always been partial to my Postum. Anybody can make it as well as I can—but there are a few simple things to remember.

"I have written these things down, and will be mighty glad to send my directions to anyone who will write. I also want to send enough Instant Postum, or Postum Cereal (the kind you boil), to get you well started on your thirty-day test.

"If you will send in your name and address, I'll see that you get the kind you want, right away."

TEAR THIS OUT—MAIL IT NOW

POSTUM CEREAL CO., Inc., Battle Creek, Mich.

I want to make a thirty-day test of Postum. Please send me, without cost or obligation, one week's supply of

INSTANT POSTUM . . . ☐ Check which you
POSTUM CEREAL . . . ☐ prefer

Name _____

Street _____

City _____

State _____

If you live in Canada, address
POSTUM CEREAL Co., Ltd., 45 Front St. East, Toronto, Ont.
SEP 3-24

YOUR GROCER SELLS POSTUM IN TWO FORMS: Instant Postum, made in the cup by adding boiling water, is the easiest drink in the world to prepare. Postum Cereal (the kind you boil) is also easy to make, but should be boiled 20 minutes. Either form costs less than most other hot drinks.

