

WHAT FAMOUS COACHES AND ATHLETES SAY ABOUT POSTUM



● Postum, which is soothing to the nervous system, should find a place on every training table. It is what the athlete needs to produce that steadiness of nerves necessary to keen competition.

GEORGE E. KEOGAN, *Basketball Coach*,
University of Notre Dame

● Correct training habits must be formed early by the youth who aspires to become an athlete. Use of stimulants retards physical development. Postum makes a non-stimulating drink which may be used safely by the athlete in or out of training.

TUCKER P. SMITH, *Trainer*,
Ohio State University



● A good training rule for anyone who wants to keep physically fit is "No coffee." A hot meal-time drink is beneficial, however, and I recommend Postum, a warm, delicious beverage containing no caffeine.

HELEN HICKS

YOU'LL LIKE POSTUM

Postum is wholesome and delicious. It contains no caffeine. It is simply whole wheat and bran roasted and slightly sweetened. And Postum-made-with-milk is one of the most nourishing drinks in the world. It changes plain milk into a delightful, steaming beverage, amber-clear, and with a fragrance that gives promise of its full rich, satisfying flavor.

Try Postum. Drink it for 30 days... and you'll see why top-notch coaches all over America recommend it.