

# Why men crack . . .

An authority of international standing recently wrote: "You have over-stimulated 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 themselves to the limit. They lash themselves over the limit with stimulants. They crack. Often, they crash.

You have seen them afterward. Puffed shins. The rest 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 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. People have disregarded much that they know about hygiene—about health. "Keeping up with the times." It is time to check up. It is time to remember some of the simple lessons of health everyone learned in school.

Avoid stimulants. You remember the rule. It was not meant for children only.

### 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.

They 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 their 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 steam-raising bran. Instead of retarding or upsetting digestion, it is an actual help, making the whole meal more appetizing and warming the stomach without counteracting these good effects by dragging.

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

So we speak to you—the wife, the mother—because the well-being of your household is largely in your hands. Your finger is close to your family's pulse. You know how the men in your family look rather helplessly to you for a certain amount of "mothering"—you know how you can usually detect significant variations in their welfare before they are aware of them themselves.

### An Experiment in "Mothering"

Those thus dependent on you have a good many years set to live, we hope. A good many years to do with as they please. In the interest of their health, efficiency, and happiness during those remaining years, we are going to ask you to see that they try Postum for thirty days.

We will give you the first week's supply of Postum. Enough for a cup with every meal for a week. All we ask is that the trial be carried on from there for thirty days. The accumulated effect of a habit of years cannot be shaken off in two or three days, or even a week.

There is a woman in Battle Creek, Mich., 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. People who have tasted Carrie Blanchard's Postum have the habit of remembering its goodness.

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

As the guardian of a man who has not cracked—it might be well for you to accept Carrie Blanchard's offer.

### Carrie Blanchard's Offer

"Men have always been partial to my Postum. Any woman can please but men fail to with it, made any way—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), so 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 Instant Postum or Postum Cereal, whichever I prefer. Instant Postum . . .  Cereal Postum Cereal . . .  Please send me Name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ If you live in Canada, address Postum Cereal Co., 45 Front St., East, Toronto, Ont. L 1 J 2 S 2

Mostly children love Postum made this way!—You know how much youngsters like to have the same drink as the grown-ups! You know, too, that many of them do not get the milk they need, because they do not like it. Have little instant Postum for them with hot (not boiled) milk, instead of water. It has the wholesomeness of a warm drink, all the nourishment of milk and Postum, and the real goodness of Postum flavor. . . . For hot summer days, both children and grown-ups love Postum delicatesse, made with either milk or water.

Three grams equals Postum for your meals. Instant Postum, made in the cup by boiling boiling water, is the easiest drink to try, and to prepare. Postum Cereal (the kind you boil) is also easy to make, but should be boiled 10 minutes. Either form costs less than most other hot drinks.

### THE INTERPRETIVE APPROACH

This approach confines itself to the statement of a fact, but presents that fact from an interesting aspect.

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