

## The Trials and Tribulations of Instant Postum

Hear ye now: of the trials and tribulations  
Of the Great Instant Postum, how even unrequited  
He spread his progeny over all the prophylactic woodlands  
And the flats, with the help of old Ben Gay's daughter,  
The warm one.

On the shores of the Great News Media  
On the great sea of Advertisement  
In the Prophylactic Forest  
By the banks of Coca Cola  
In this land of great amazement  
Stood the caves and car bodies of big mouth  
Master of the ad man, Big Mouth  
Master of the quick sale, Advertisement  
He the prince of doubt and lies and Pan-do-mon-ium  
Also, he ruled over all the Indians.

With his long nose ever sniffing  
And his silver tongue forever wagging  
Promised he to all the other Indians  
Promised to the meek submissive people  
Promises of a great land by the water  
And he should lead them to the great land  
The land of Utopia  
Where the great chiefs, Sears and Avon  
And Montgomery, Lady Clairol, and Palmolive  
Promises to Colgate, White Rain, and Alberto  
All came upon the great mountain  
On the top of Baldy, the slick one  
Smoked the peace pipe with Television  
Great master of the mountain tops  
He who sees afar off and even further  
Sees and hears and remembers all he sees and hears  
He it was the greatest warrior that ever  
Laid it on them, thick as and like Bull Dust  
He laid it on them.

From his land of Elko Elko  
The great land of Elko Elko  
This land takes its meaning from the Bull Dust  
From the chips of the Great Bulls  
Takes its meaning from the Bull Dust, takes its meaning

In the evenings the young bucks tell their stories  
The long and windy stories  
And the old men sitting smoking, smoking  
Repeat after every story, "Elko, Elko"  
Softly, softly, saying, "Elko, Elko"  
Else the young men should hear them and  
Be angry at their scoffing of Elko, Elko.

Even before the solitary cowboys  
Sold their crazy water crystals  
On the radio they sold them  
And before the Sons of the Pioneers  
Made their famous plea for water  
In the desert came their cry for water  
In the name of Sam they made it  
"Don't you listen to him," Sam said, "He's a devil  
Not a man," and Sam heard the cry  
In the desert he heard it.

In the Prophylactic Forest  
On the shores of Coca Cola  
In their dirty caves and old car bodies  
Dwelt the warlike Indians  
Dwelt in the left-overs and caves  
Old Dristan, the mighty chieftain  
And the might warriors, Dial and Prell  
Was dwelling also with them.

In the lodge of the old chieftain  
With Uneeda more than mother  
And Victrola old and feeble  
Lived the warmest of the maidens  
Musterole, Ben Gay's oldest daughter  
Musterole, the hot young maiden  
She of the blistering cheeklet  
All the young men sought her favors  
Sought the blessings and the favors  
Of the beautiful warm Musterole  
Left their trophies by her old car body  
Brought her pantyhose and miniskirts for her raiment  
Brought her Avon for her body ointment  
Brought her Ex-Lax for her freedom.

But the sweet Musterole only smiled on them  
Smiled on Vaseline, the slickest  
And on Malox the mighty belcher

Smiled on Listerine and Lavoris  
Also Dream Whip and the might Jello  
He, who was of the great constipation  
Smiled but left them unrequited  
For her love she gave to no one  
Frigidaire alone she gave them  
Of the great, cold, freeze she gave them.

Then from the great Pine sol Mountains  
Rode the warrior, Instant Postum  
On his great white horse from Nestle  
All the way from Bar-B-Sol he rode him  
Rode his great white stallion  
Who was known as the strong and might Tegrin  
He was famous and they knew him as Tegrin  
They knew him as Postum's great war horse.

Instant Postum with all his superb strength and beauty  
He it was who trapped the Kodiak  
And conquered his old enemy, Hernia and his twin, Hemorrhoid  
The painful one  
With Preparation H, his true helper  
He it was who slew the great Sears Roebuck  
With Eversharp, his trusty war ax  
And Wilkinson, his mighty long knife.

On him gazed all the other maidens  
Miss Breck poured her glowing glances  
Bold Wild Meadow sought to win him  
And Castoria, with all of her persuasion  
But the beautiful Musterole yearned, too  
For the might Instant Postum.

Through the fields of Cream of Wheat  
Hand in hand the lovers wandered  
By the rippling Pepsi-Cola River  
Safe beneath the Spearmint shadows  
From the boughs they picked the Grape Nuts  
There they saw the sun descending  
O'er the velvet Root Beer Mountains

Naught cared Postum for the night winds  
Blowing through the Yucca Dew Forest  
Had he not sweet Musterole beside him  
To his bosom quick he drew her  
Held her to his might bosom.

Whispered words and oaths with love aburning  
Told her how he'd caught Bronchitis  
Told her of his meeting with Bromo Seltzer  
And even talked with his brother, Alka Seltzer  
Told her how he'd slain Bull Durham  
Told her how Castor Oil had nearly got him  
Had he not trapped the good Kaopectate  
Boasted of his father's old car body  
In the beautiful vale of San-Fran-Cis-Co

To all his words, Musterole aquiver  
Listened and her heart gave answer  
All her warmth of love she gave him  
Gave all of her Vivarin affection  
Gave her heart to Instant Postum  
Thus, he won her, thus, he took her  
With all her Coppertone complexion  
And all her phosphorous affection  
Nice 'N Easy the Instant Postum  
Took the Suave Musterole to his bosom  
He held her tightly to his bosom.

Passed the years in quick succession  
Little fairies came to bless them  
In their caves and old car bodies  
Came to bless the happy lovers  
Gold Dust Twins and bright Bon Ami  
Little Beechnut, Wrigley Spearmint  
Crest Kid and Pluto Water  
Came to brighten up their old car bodies  
Sly Gillette and Silk 'N Satin  
Came to fill their cave with laughter  
And came Sanka Coffee, the dark one  
Filled their cup to overflowing.

So they lived in happy union  
Safe in peace and strong in warfare  
And their progeny continues  
Finds a place in town and hamlet  
Known and loved by every mortal  
All the tribes are held in honor  
Even the tribes are held in honor  
Even the tribes of Anti-Histamine  
And Aspirin and Anacin  
And Carbolic and Sulfuric and their mother  
Gentle Boric, tender of the papooses

Baby sitter, long suffering and trust worthy.

She, it was, in the long, long winter  
Saved the eyes of all the papooses  
From the sandy dreadful Pink Eye  
Slew him where'ere she caught him  
Sneaking softly into the eyes of the papooses  
When the papooses rubbed them  
When'ere he could, Hydrogen Peroxide helped her  
As the strong old warrior, Mentho Latium  
Held their heads in his strong hands  
Held their heads steady  
While noble old Boric slew the painful sand  
In the eyes of the papooses.

Thus, the legend I have told you  
Of the great master Television  
And his dealings with all the tribes  
With the Sears and the Montgomery  
With Avon and the great Spiegle  
With Proctor and Gamble, the honest trusters  
In the Prophylactic Forest  
On the shores of Coca Cola  
In the antiseptic land of Big Mouth...

Harry Hicks  
Written: 1973 -74

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