

Whatever Individual Thought May Be

on the general merits of coffee as a table beverage for all the family—

Individual observation inevitably leads to the conclusions that among adults, coffee does sometimes re-act harmfully; and that with children, coffee is indeed a dangerous servant.

Where coffee is contraindicated, a safe and satisfying alternative is found in

INSTANT POSTUM

The agreeable coffee-like flavor conveys no sense of loss from taste; the absence of coffee alkaloids, insures freedom from ill results; and its composition from different parts of wheat, roasted with molasses, naturally provides some nourishing value.

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"There's a Reason"

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