

Perhaps it is coffee that increases their "nervousness"

SUCCESSFUL treatment of the neurasthenic is one of the perplexing medical problems.

In most cases tension-producing drugs are contra-indicated, as generally any agent that increases tension tends to increase nerve irritability.

There is now no doubt in the minds of many careful clinicians, but that caffeine tends to raise blood pressure, increase nerve irritability, induce insomnia, disturb digestion, and predispose to under-oxidation disorders.

With these facts in mind, may it not be well to instruct your neurasthenic, and your blood tension cases to stop tea and coffee for awhile, and drink rich, delicious Instant Postum.

Postum is a pure cereal beverage with a coffee-like flavour, preferred by former coffee-drinkers even to coffee itself; and Postum is entirely free from caffeine or drugs of any kind.

Your patients can order Postum in any first class hotel or restaurant. Also on dining cars, ocean and lake boats; and it is sold by grocers practically everywhere.

Samples of Instant Postum for individual and clinical test will be sent on request to any physician who has not received them.

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