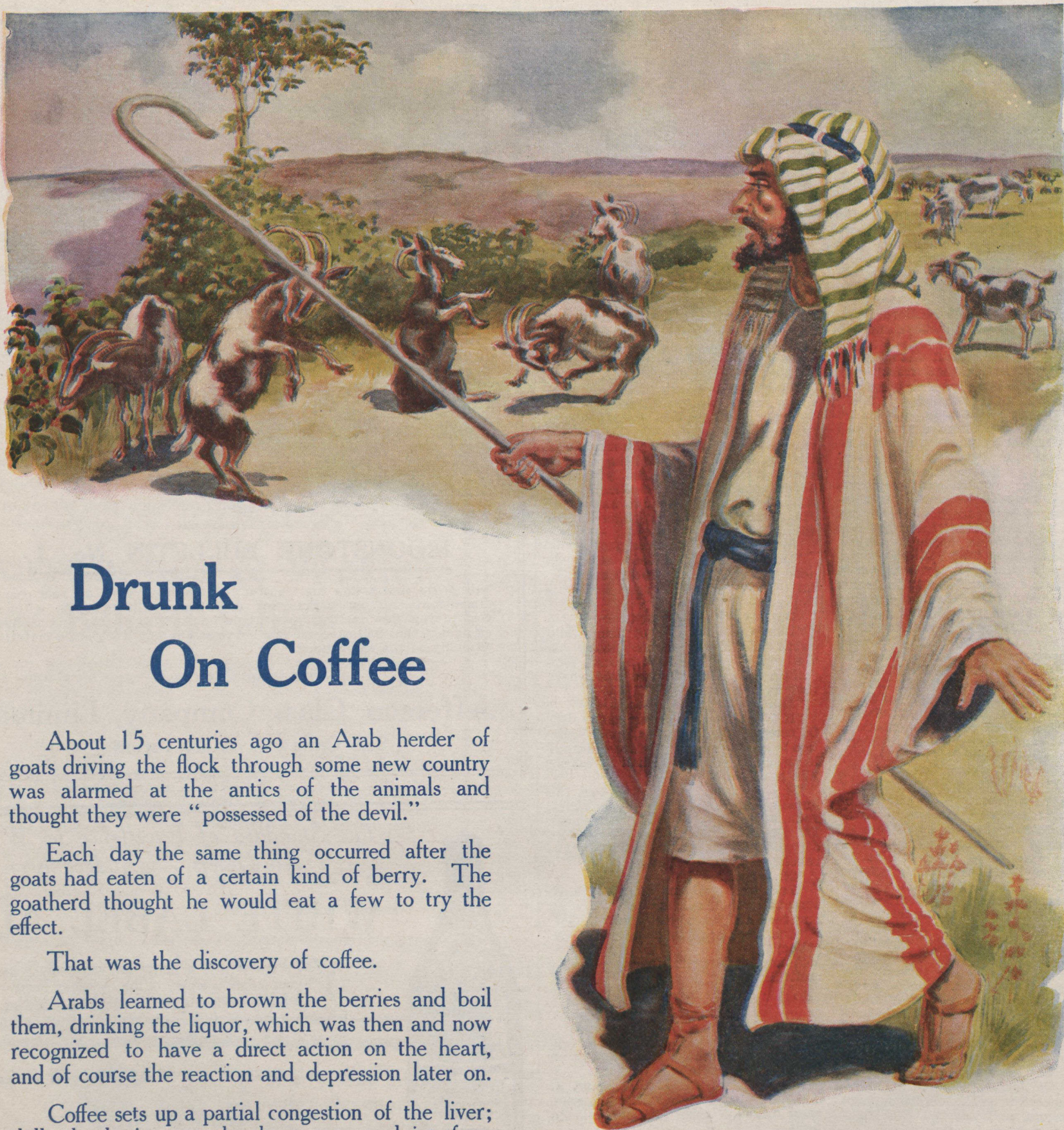




Drunk On Coffee

About 15 centuries ago an Arab herder of goats driving the flock through some new country was alarmed at the antics of the animals and thought they were "possessed of the devil."

Each day the same thing occurred after the goats had eaten of a certain kind of berry. The goatherd thought he would eat a few to try the effect.

That was the discovery of coffee.

Arabs learned to brown the berries and boil them, drinking the liquor, which was then and now recognized to have a direct action on the heart, and of course the reaction and depression later on.

Coffee sets up a partial congestion of the liver; dulls the brain; wrecks the nerves, and interferes with digestion.

Anyone can easily prove whether it be coffee that causes the periodical headaches, sick stomach, bowel troubles, weak heart, kidney complaint, weak eyes, neuralgia, rheumatism or nervous prostration.

Simply leave it off entirely for ten days and have a rich, piping hot cup of **Postum**.

If you find, in a day or two, that you are getting better, that's your cue, follow it straight back to health, comfort and the power to do things.

Postum now comes in two forms:

Regular Postum—must be well boiled.

Instant Postum is a soluble powder. A spoonful dissolves in a cup of hot water, and with sugar and cream makes a delicious beverage *instantly*.

"There's a Reason" for POSTUM