


December 16, 1773
A little affair occurred in New England that went down in history as

## The Boston Tea Party

"There's a Reason"
An English King had told his subject colonists that if they drank tea they must pay a tax on it-an unjust tax that made revenue, not for Americans but for Englishmen.

It was a tax that increased the high cost of living of those days-and our foref athers went to the wharf where the tea ships were moored, split open
the tea chests and spilled their contents into Boston Harbor, thus producing the largest and most expensive bowl of tea the world has ever seen.

## Today

## Is repeated practically the same thing.

The Brazilian Coffee Trust, operated by foreign money kings, working outside the control of our National Anti-trust laws, have imposed a tax upon American Citizens which has raised the price of even the cheapest grades of coffee from 15 c to 25 c per lb .

During three past years this trust has taken Hundreds of Millions of Dollars from the pockets of American Citizens.

It has given Brazil 85 Millions of Dollars with which to retire her National Bonds.

It has given Brazil 10 Millions of Dollars to pay interest on her bonds.
It has given Brazil a "bought and paid for" supply of coffer on hand rth 90 Millions of Dollars and-
It has paid millions upon millions of profit into the coffers of theEoreign Money Kings, and yet the coffee people report a falling off in sales $\mathfrak{G}$ about 200 million pounds in the past two years.

## Why this Heavy Reduction?

Until recently the ever increasing army of Postum users, thought onl; of health as a "reason" for quitting coffee. Now Economy is another "reaso. A third "reason," Improved Flavor, has come in with

## Instant Postum

prepared instantly by placing a spoonful in a cup and pouring hot water over it. This presents a delicious beverage much resembling high grade Java in color and taste, but absolutely pure and free from the coffee drug "caffeine" or any other harmfil ingredicnt.

Health, convenience, flavor and economy have induced people to change from coffee to Postum, th
coffee ills.

## The Result-

In hundreds of thousands of American homes today, coffee is forgotten and Postum has become the regular table beverage. It is an American drink made by Americans from American products.
A 100-cup tin Instant Postum, 50c, (equals 1-2c per cup), at Grocers. (Imaller tins at 30c.) Regular Postum, large package, (must be boiled 15 minutes), 25 c .

## "There's a Reason"

5-cup free sample of Instant Postum sent for
Coffee averages about double that cost 2-cent stamp for postage.
postum cereal compant, lid., battle creek, michigan.

