

The Decreased Consumption of Coffee has caused widespread alarm among the coffee trade.

## "There's a Reason"



## above.

Doctors found that coffee drinking was hurting the health of people, right and left, Chemists analyzed coffee and found this harm was due to two health-wrecking drugs, affeine and tannin.

## POSTUM

Twenty great factor firldings, covering nearly ten acres, now surround the little builddaily to take the place of coffee on the tables of hundred of thousands.

Each cup of coffee carries its dose of caffeine and tannin (about $24 / 2$ grains of each sooner or later symptoms of poisoning show themselves in headache, bilionsness,

Relief generally follows when one quits coffee and uses POSTUM.
Postum, a pure food-drink with a rich Java-like flavour, is made of prime wheat and ingredients.
"There's a Reason" for POSTUM

