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## Light on a

## Dangerous Habit

Prominent periodicals everywhere are daily exposing the harmful effects of the drug, caffeine, in coffee.
Physicians, food experts, medical writers and editors largely agree that the cumulative effect of the $21 / 2$ grains of caffeine in the average cup of coffee is responsible for the many troubles, suoh as sleeplessness, nervous prostration,
heart palpitation, indigestion, etc., that subtly beset most regular coffee heart pal
dripkers.

Some people seemingly hold up under regular coffee drinking without serious results; but modern thinkers, with respect for the fundamentals of health
and longevity, are daily changing to

## POSTUM

It is a pure food-drink made from wheat and a little wholesome molassescontains no caffeine or other injurious drug.

When properly made, Postum has a flavour and aroma so much like old Gov't Java that one is inclined to forget coffee within a very short time
Postum comes in two forms: The original, Postum Cereal, requires thorough boiling,
5c and 25 pe packages; Instant Postum, the soluble form, is made in the cup with boiling 15c and 25 c packages; Instant Postum, the soluble form, is made in the cup with boiling
water, 30 c and 50 c tins. Both kinds are equally delicious and the cost per cup is about the wame.

Better appetite, steadier nerves, brighter days are scheduled for those who quit coffee. A 10 days' trial shows
"There's a Reason" for POSTUM

