

## Any Doctor Knows

-that children should not drink
coffee.

- and that it is harmful, in greater or less degree to many adults.
Why' then, take charices with a table beverage which may prove definitely injurious?

The Famous Cereal Drink INSTANT POSTUM
has everyelement of a satisfactory, safe table drink. It offers pleasing aroma - a snappy coffee-like flavor, and its wholesome ingredients can only make for health and comfort.
"There's a Reason"
Made by Postum Cereal Co, Inc., Battle. Creek, Mich.


