HMLANISFAVORTE! OOOSFOURTOONE W Wall STREE
Curran's Friends Willing to Bet
Their Candidate Will Not Be More Than 200,000 Behind.

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## Why not come out of the shadows onto the sunrise road?

 to go on collecting from life without protecting trouble-and disappointment.
What's become of those mornings when it was great to be alive, and every sense thrilled to the inspiration of health and energy and ambition? It was easy to collect from life then. Is it so easy now? Probably life is changed.

Let's think: Have we protected our investment? Health was the big thing. Sound body and nerves - eat well, sleep well, play well, work well. That was the life. What's become of it? What is becoming of it-now?

Protecting or neglecting? It's very impor tant to know-and in time.

What about coffee and tea day after day? Let's look at the facts: Caffeine in coffee and thein in tea are drugs-well-known drugs with a well-known effect. Useful, perhaps, when a
doctor prescribes them They whip up the nerves.


That may be all right-sometimes. But it may be all wrong all the time. In a great many cases it is all wrong; disturbing to health, as your doctor can tell you-rob bing nights of sleep and days of efficiency harming digestion, bringing headaches and high blood pressure-laying the grounds for serious trouble.
And the fact that the harm comes slowly and may not be noticed for a long time is all more reason why it pays to be on guardwhy it does not pay to take the risk.

Really, then, can you collect what's com ing to you from life-the zest, the accomplishment, the "feel" and enjoyment-and trifie investment in health ?
There's no sacrifice in safety from coffee and tea dangers-not a bit. Postum furnishes th
Postum is a pure cereal beverage, rich, comforting and satisfying, deep brown in color, with a coffee-like tang and a flavor which makes you say, "How good it tastes!" Don't think you will miss anything when you change from coffee or tea to Postum. You gain!, Ask the Postum users. They
know. And they're mighty free to tell you.

Postum has been serving human need for a quarter of a century. It has been a worldber of its users growing daily. Postum is sold and served wherever good food and drink are sold and served. And Postum is the mealtime beverage of folks who have decided to come up and keep up where they belong-purposeful, wide-awake, healthy and happy folks who believe it's better to be safe than sorry-particularly when it's more pleasant and agreeable being safe.

If you don't happen to be a Postum user yet, -wouldn't it be better for you to be out and staying away from the shadows where so many have found trouble and discouragement?

We can't ask life to be fair with us, you know-unless we're fair with ourselves. And daily drugging of the nervous system is not being fair with ourselves-especially when we pointed them out.

And it's worth as much to keep health as it is to get it back
Order Postum from your grocer today. Enjoy its satisfying flavor. Keep to Postum instead of coffoe or teen hot mealtime beverage-and remember, there's coffee or tea. There's io harm in Postum for anybody.

## "There's á Reason" for POSTUM



