TUESDAY, NOV. 7, 1916

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They are former coffee drinkers who, for health's sake, changed their table drink.

If you suspect that coffee contributes to your discomfort or illness, ask the grocer for the names of several POSTUM users in your neighborhood; get in touch with them and hear their story.

Or, secure a tin of INSTANT POSTUM and try it on the family table for ten days instead of coffee.

"There's a Reason" for POSTUM