


IN OUR great-great-grandfathers' time many New England families had a cask of rum in the cellar

It was freely offered to guests (except children) and freely partaken of, even as coffee is today.

This old-time custom gradually passed out of existence, for our forefathers recognized it was harmful.

Another old-time custom - coffee drinking -is slowly passing in the same fashion and for the same reason.

The abandonment of coffee drinking is made easy nowadays by the use of Instant Postum, the pure cereal beverage with the coffee-like taste.

Unlike coffee, this purely American table drink contains no "caffeine" or other harmful substance.

Postum is now used daily in tens of thousands of the best of American homes where reason rules and health is valued.

