SEES Beticr aili Cularta semat


## A Hold-Up


is a pure food-drink made of the field grains, with a pleasing flavour not unlike high grade Java.

## A Biǵ Package

About $1 \frac{1}{4}$ lbs. Costs 25 cts.
At Grocers
Economy to one's purse is not the main reason for using Postum

It is absolutely free from any harmful substance, such as "caffeine" (the drug in coffee), to which so much of the nervousness, biliousness and indigestion of today are due. Thousands of former coffee drinkers now use Postum because they know from experience the harm that coffee drinking causes.

Boil it according to directions (that's easy) and it will become clear to you' why-
"There's a Reason"
Postum Cereal Company, Limited, Battle Creek, Michigan.

