BRIEF CITY NEWS

Mave Boot Print 31-Now Beacon Press. Life Ins.? Yes, Penn Mutual, Bould. Electric Eupplies-Burgess-Granden Co Pidelity Storage & Van Co .- Doug. 1516 State Bank of Omaha-4 wer cent paid on time deposits; 3 per cent paid on savings accounts. All deposits in this bank are protected by the depositors' guaran-

tee fund of the state of Nebracka. The Peters Trust Company confines itself solely to trustee and investment husiness and is therefore not affected by the ups and downs of finance. It is advantageous to estates of whatsoever size to have it named as executor or trustee. Marda Dancing Party-The Marda society gave a dancing party at Armbrust's

hall Thursday evening. Rohrbuck Loses Wallet-E. Rohrbuck of the Sanford hotel lost his wallet yesterday afternoon, which contained \$33. Appointment for Cleveland-George R. Cleveland, son of Mrs. M. Cleveland, has

been appointed sergeant-major of the Nebranks Military academy at Lincoln. Monorary Member of the Elks-Witliam T. Canada in recognition of his long and eminent services has been elected an honorary life member of the Elks.

Dance and Card Party-The annual dance and card party of the Travelers' Protective Association of America will be held Saturday evening, January 17, at the Rome hotel. Invitations have been issued

Universal Circle Entertainment-The women of the Universal circle will entertain at their hall. Twenty-ninth and Fowler avenue, on Tuesday afternoon. Mrs. M. Logsdon.

Burglars Rob Rome-Burglars took \$40 and about \$60 worth of jewelry, clothing, etc., from the home of Otto Esperson, 139 North Thirty-fifth street, some time yesterday afternoo

Mrs. Millard's Estate Appraised-The estate of the late Mrs. Frankie Barton Millard, appraised by order of the county the amount of \$123,900 are in bonds of ing chapel services. The first semester the street railway company.

Ad Club Meets Wednesday - "Printing from the Advertisers' Standpoint" will Rees, ir., Wednesday noon before the mOaha Ad club. The luncheon will be

and his aides Friday night and the Mr. Tourtellott. the other two forfeited bonds.

word that he is leaving a position at work. with the Bennett company three years.

Police Gather Up Family in Details

It took two separate disturbances last night to land nearly the entire Hughes bald, class '11, who is superinendent of family of 2926 Indiana avenue, in police headquarters. Nick and Pat went to visit their sister, Mrs. Thomas O'Connor, several doors distant, but instead of enter ing the house through the door, they chose a window. When found by the police one of them was sound asleep and the fumes of alcohol were strong about

Both men were taken to headquarters where they were soon joined by another brother, Joseph, who is accused of administering a beating to his father, who is 78 years old.

RAIDING SQUADS CLOSE

Police raiding squads yesterday visited resorts about the city and closed several upon which they had no direct evidence but strong suspicions, and raided three others which they found in operation. Henry Mouden's bath house at 109 South Fourteenth street, was found to be a resort where other than Turkish baths are to be had, and Mouden, with three women and six men were taken to jail, together with a quantity of liquor.

Charles Sing, proprietor of the "Turf" cafe at 1305 Doug'as street, was arrested for selling liquor, and Juli Davis, colored with five other women, were taken from 614 North Fifteenth street.

a number of negro women declared by the police to be the "black brigandettes" that have been mulcting every visitor or the old line, were brought to headquarters as suspicious characters, and released as fast as they could show railroad tickets from Omaha to some distant place. Many of the women went to St. Paul.

For the Weak and Nervons, Tired out, weak, pervous men and women need Electric Bitters, helps the nerves and tones up the system. 50c and \$1.00. All druggists.-Advertisement.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Return of Student Bodies from Holi- Stomach Feels Fine day Vacations.

ACTIVITIES OF OPENING WEEK

Omaha a Growing Center of Com mercial School Life - News from Various Nearby Institutions.

Omaha business colleges are more prosperous than ever before in their history. This is partly due to the fact that Omaha is the greatest commercial center west of Chicago and north of Kansas City, there being a constant increase in the demand for office assistants; that Omaha is a most healthful city in which o live; that it is as educational center which is attracting students from all over

Many states are represented in the student body of Boyles college, in whose classes now are young men and women from the following named states: Nebraska, lowa, North Dakota, South Dakota, Minsesota, Okiahoma, Illinoia, Wyoming, Colorado, Mevxico, Missouri, California, Idaho, Texas, North Carolina, Kansas, Wisconsin, Arkansas.

The pre-eminence of Omaha commercially explains why the business colleges flourish so well here. Prospective students see the advantages of attending business training schools in a great business metropolls, where they are in constant touch with hundreds of business The hostesses are Mrs. J. Kennedy and houses of the better grade and where opportunities for securing good positions are plentiful.

HASTINGS COLLEGE.

Prospects of Summer Conference Selecting City for Meeting. College opened after the holiday vacation of two weeks. Rev. Mr. Bean of court, is valued at \$179,767. Holdings to the Presbyterian church led the open-

will close January 30. At the home oratorical contest, January 19, several of our young men will combe th topic of the address by Samuel pete for the honor of representing the

college in the state contest. Dean Remp spent a couple of days of given at the Paxton hotel and there will his vacation attending the conference of be lantern slides to illustrate the force educators of the middle west who have and character of some samples of prin- charge of the departments of education of our colleges.

Keeper and Inmates Fined-A disor- Prof. Wehrenberg occupied the pulpit derly house at 412 North Fourteenth at Loup City the Sabbath during vacastreet was raided by Sergeant Vanous tion in the absence of the pastor, Rev.

keeper, Bertha Brown, and three inmates | A holiday reception to the Korean conplaced under arrest. Bertha was fined \$60 tingent of Hastings college was given at drew. Ulysses: Caroline Bohacek, Wiland costs in police court, while one of the Presbyterian church Monday night. ber: Eleanor Foreman, Bentrice: Mabel the inmates was fined \$10 and costs and The entertainment consisted of a fine Brazda, West Point; Mabel Handcock collection of lantern slides, followed by Peru; Albin O. Johnson, Peru; Katle Romer Curtiss to Pittsburgh - Omaha refreshments and a social hour. Invita- Keich, Fairmount; Harrison Line, Diller; friends of Homer S. Curtiss, who was tions were confined to the members of Bess McAuley, Orleans; Ruth Mahler, formerly advertising manager of the Ben- the faculty and others in the city espe- Sheldon, Ia.; Goldia Moore, Sheldon, Ia.; nett company here, have just received clally interested in this phase of college Lena Moultrop, Blair: Stina Nybers,

Milwaukee to go to Pittsburgh. At the In the last issue of the Assembly Her- Osbourn, Broken Bow; Carl Shultz, Stanlatter city he will be in charge of the ald we note that Hastings college is beadvertising department of Kauffmann & ing considered for the location of our Stewart, Sheldon, Ia.; Leonore Tellman, a view to a more economical control of Baer's new department store. He was summer conference by our department of Kansas City, Mo., and Wilfred E. Voss, the electric lighting. Young People's Work of the Presbyterian Homer. The following will receive junior Committees Appointed-The commit- Church of America. Hastings college is certificates: Ada Cook, Beatrice; Ingetees who will be in charge of the details unusually well located for holding the borg Due, Exeter; Prudence Stiles, Rushof the senior and junior class contest at conference and making it a large success. the high school, which is to be held in it is thought some of combining a Bible Ethel Smith, Western, Neb. Misses Mathe latter part of February, were ap- and Sabbath school conference with this bel Hancock, Maude Ferguson and Ruby be taken on for a two-game series the pointed Friday by the class presidents. meeting of our young people. If our Ferguson are candidates for the bache-board can organize this conference at lor of education degree.

The personnel of the senior committee is: board can organize this conference at lor of education degree. Percy Dalsell, chairman; Wahlfred Hastings we should have representatives The high school is to be expanded in Jacobson, Earl Ketcham, Homer Lawson, here from all the Presbyterian churches industrial lines. Commencing the second

ports indicate that our ministers are using them as requested. The first pastor to report the card framed and ready for hanging was Dr. Bailey of Oxford.

Among the visitors at the college during the holidays were Miss Mary Shind
The Student Volunteer movement.

Miss Anna Daniel, an alumna of 1911, who has been teaching in the Stanton cultural college of the Tohoku university, has been designated as exchange professor at the American universities. He was a student of agricultural economy at Johns Hopkins university and also in Germany from 1882 to 1886.

ley, Mr. and Mrs. Perkins and Carl Theoschools at Newport, Neb.

DOANE COLLEGE.

Resumption of Student Activities Reflected in Various Diversions. The third of the college club programs was given Friday by the senior class. The committee in charge secured the baby picture of each senior and projected them upon the screen by means of the lanters

The eight delegates to the Student Volunteer convention at Kansas City returned Monday. They were entertained one evening during the convention by Mr. and Mrs. W. C. Weeden, Mrs. PLACES ON SUSPICION Weeden being a former student of

Doane. The senior class made its first appearance ir cap and gown in chapel Friday, when the class had the entire exercise. The second number on the lecture ourse is to appear Monday night, January 12, with Everett Kemp presenting the "Music Master."

A few of the students whose homes are some distance spent the holidays with of the week. friends near Crete. Miss Spencer and brother, Clifford, visited at Council Bluffs, Miss Helen Hudson of Winsor. Conn., at the home of Fern Vennum of Stratton and Miss Evelyn Taffner of Sheridan, Wyo., at the home of Ida Stewart of Aurora.

FREMONT COLLEGE.

Activities of the Opening Days of

The classic class, under Mr. A. K. Gilhert, will give their term rhetoricals Friday and Saturday nights. The themes for the present term will be book reviews, ne of the best modern novels and some of the time honored ones will be handled ment Thursday afternoon,

at the close of each term. There are fifty-six students enrolled in the advanced elecution class and during the second term's work they have been giving the analysis of "The Raven,"

In One Minute! Clogged Nostrils Open-Cold and Catarrh Vanish student volunteer convention at Kansas

Stops Nasty Discharge, Clears Stuffed Head, Heals Inflamed desores by the heat of the mostrilist penetrates and heals the inflamed, swollen membrane which lines the nose, head and throat; clears the air passages, stope masty discharges and a feeling of cleans inflamed. Breathe Freely.

Try "Ely's Cream Baim."

Get a small bottle anyway, just to try in a manufacture of the mostrils and instantly your clogged nose and stopped your pair passages of the head will open your pair passages. By morning the catarrh, cold-in-head or catrrhal sore throat will be gone.

End such misery now! Get the small be contained in the catarrh, cold-in-head or catrrhal sore throat will be gone.

City last week. Profs. Brightman. Mornow and Latimer, as well as Secretary Simonds and an unuber of students, were in a tendance.

Gospel teams from the Young Men's Christian association conducted meetings at Kearney and Pawnee City during vacation. Both teams report fine treatment and great success in their work. Prof. Hannon of Drew Theological semilary addressed the students at chapel last Thursday.

A charter of Phikappa Phi. a national sendolarship frategrity, has recently been granted for the organization of a chappy of the counter of the content o

SCHOOL AND COLLEGE WORK Indigestion Ended,

Time "Pape's Diapepsin!" In five minutes all Sourness, Gas, Heart-burn and Dyspepsia is gone.

Sour, gassy, upset stomach, indiges tion, heartburn, dyspepsia; when the food you eat ferments into gases and stubborn lumps; your head aches and you feel sick and miserable, that's when you realize the magic in Pape's Diapepsin. It makes all stomach misery vanish

If your stomach is in a continuous revolt-if you can't get it regulated. please, for your sake, try Pape's Diapepsin. It's so needless to have a bad stomach-make your next meal a favorite food meal, then take a little Dinpepsin. There will not be any distress-cat without fear. It's because Pape's Diapepsin "really does" regulate weak, out-of-order stomachs that given it its millions of sales annually. Get a large fifty-cent case of Pape's

Diapepsin from any drug store. It is the quickest, surest stomach relief and cure known. It acts almost like magic -it is a scientific, harmless and pleasant stomach preparation which truly belongs in every home.-Advertisement. 'Merchants of Venice' and "Ben Hur:

chapel program last Wednesday. The Bohemian club, organized at the beginning of the year, increases weekly in numbers. The club meets Monday evenings and discusses Bohemian literature, placing special stress upon the

also, special emphasis has been placed

on the development of bell-tones and

bodlly gestures. The class furnished a

study of the language. A union meeting of the Young Women's Christian association and Young Men's Christian association was held in the college chapel Sunday, where reports were heard from the delegates attending the Kansas City convention. The Dramtic club which assemble every Monday, listened to a discussion on dramatic characters by Prof. A. Sofley at their last meeting. The club is now rehearsing four plays that will be put on at in tervals during the remainder of the year.

PERU STATE NORMAL SCHOOL List of Students Who Will Graduate This Month.

The following students will graduate from the advanced course January 23: Ruth June Anderson, Wahoo; Elsie An-Wakefield; Belle Oakley, Palmyra; Helen of itself when the contests begin. ton; Adria Smith, eBaver City; Nira ville; Howard Wilcox, Peru, and Oma Practice games will be played with Cot-

Jacobson, Earl Ketcham, Homer Lawson, here from all the Presbyterian churches of the state.

Display cards of the college and its will bryans, Fred Eyler, Thelms Carlyle and Corrine Elliot.

Educational Notes, industrial lines. Commencing the second semester the ninth grade boys will take manual training and the girls will take manual training and the girls will take deutipment were sent to all the pastors of the Presbyterian churches of the state within the last few weeks and the record for the presbyterian churches of the state within the last few weeks and the record for the presbyterian churches of the state of the state within the last few weeks and the record for the presbyterian churches of the state of the state within the last few weeks and the record for the presbyterian churches of the state of the state of the presbyterian churches of the state of the pastors of the state of the pastors of the college and its manual training and the girls will take manual training and the girls will take delementary sewing. Prof. Lefter will have charge of the boys and Miss Hand-ock within the last few weeks and the re-

which met at Kansas City, Mo., last week, had from the Peru students and alumni: Earl Smith, C. Hill, Charles alumni: Earl Smith, C. W. Smith of Matill, present students; C. W. Smith of Lincoln, a graduate in 1900; G. H. Lan-before that hour at night.

phere, 1911, and Miss Caroline Hesseltine,
1906, of Broken Bow.

The Everett Literary society last Saturday night gave its annual play. It

workers in the world. Taey are the most was called "The Private Secretary" and unselfish and self-sacrificing people of the was an English comedy. Prof. Austin was an English comedy. Prof. Austin of the voice department coached the play.

Miss Josephine Tynon, an alumna of 1897, a teacher in the South Omaha eighth grade, who was quite seriously hurt at Auburn last week when the buggy in which she was riding was hit by a Misself and the seriously hurt at Auburn last week when the buggy in which she was riding was hit by a Misself and the seriously have the seriousl which she was riding was into by a subsouri Pacific train, is still confined to her
bed at Auburn in the home of her sister.
While thes hock was great, she is doing
as well as can be expected.

School opened Monday with an unusually large attendance after the long souri Pacific train, is still confined to her

usually large attendance after the long vacation. Practically all students were in classes Monday morning and several new students registered during the first

The chapel period Thursday was given over to the Booster club. H. G. Hotchkiss, who has by his untiring efforts made this club a feature of the school this year, tendered his resignation as president, to take effect at the close of the semester. Jay Davies was unanimously elected to succeed Mr. Hotchkias. The student body gave Mr. Hotchkiss rising vote of thanks for the splendid work he has done.

The normal orchestra, under the direction of Prof. B. H. Patterson, furnished music at assembly Tuesday.

The Etude, a club composed of musicians of the city, and of which Misses Anna E. Caldwell and Agnes Knutzen are members, met in the kindergarten departby the class. The Union and Star and dances were given by the students Literary societies give way to this class who are taking work in the kindergarten department.

NEBRASKA WESLEYAN.

Chancellor Fulmer in East Attending Meeting of College Heads. Chancellor Fulmer is at Hackettstown, N. J., attending a national meeting of college presidents.

Reorganization of the Department of Agriculture by abolishing all of the present thirteen bureaus and substituting four or five large offices, grouping all allied activities, is contemplated in a provision carried in the agricultural appropriation bill, which the house committee on agriculture almost has completed.

The Massachusetts Public Service commission's order, giving consent to the lassue by the New York, New Haven & Hartford Railroad company of \$67,70,000 of convertible debenture bonds, was annulled yesterday by the supreme court, which declared the approval of such an issue beyond the authority of the commission. Wesleyan was well represented at the City last week. Profs. Brightman, Mor-

"TALKS ON NEWSPAPER ADVERTISING"

By TRUMAN A DeWEESE, (Box 82, Buffalo, N. Y.)

Every Man a Salesman

The man who reads this is a salesman. He is engaged in selling the products of hand or brain.

This statement naturally arouses your combative instinct. A false system of education has perhaps made you look down upon salesmen. Perhaps you have acquired a lofty disdain for any business that looks like Trade. You are apt to say, "I am not a salesman. This talk is for someone else." Now listen. Perhaps you

are not a salesman in a dry goods store or a shoe store. Perhaps you are not selling carpets or corsets or curios. You are not a merchandiser in the common meaning of that word. Perhaps you are a lawyer, or a doctor, or a preacher, or a teacher. Perhaps you are a street car conductor. But suppose you are a lawyer or a doctor, aren't you in the business of selling your knowledge, experience and advice to those who will buy? You are offering to the public a salable commodity.

If you are a street car conductor you are selling the service of the Street Railway Corporation. Of course, you don't always stop to

week in the interests of the endowment

iddressed the University Place sym

subject, "Modern Concept of the Atom."

The Nebraska Wesleyan academy has

been admitted to membership in th

High School Debating league of Nebraska

and is preparing to give a good account

Some changes have recently been made

Coach Kline is back from a brief va-

getting the basket ball team into form.

President Schurman of Cornell univer

"The Best Laxative r Know Of,"

"I have sold Chamberlain's Tablets for

everal years. People who have used

hem will take nothing else. I can recom-

mend them to my customers as the best

laxative and cure for constipation that

I know of." writes Frank Strouse, Fruit-

land. In. For sale by all dealers -- Ad-

Culls, from the Wire

The constitutionality of the statute which compels employers advertising for the during labor troubles to state in the

advertisement that a strike exists was upheld by the full bench of the Massa

apneld by the full bench of the Massa-chusetts supreme court yesterday.

At Meridian, Miss, L. M. Bell of El Paso, Tex., fell 30 feet in an aeroplane yesterday and escaped with two broken knee caps and minor internal injuries. Physicians say he will be a cripple for life. Engine trouble caused the aeroplane to drop.

o drop.

Prof. Jensen of the physics department

sium last Thursday evening on the

think of it in that light, but you will agree that if the Street Railway Company had no service to sell you wouldn't have a job as a street car conductor. And after you got far enough along in your job to regard yourself as a salesman for the Street Railway Company you would render a service to the public much more valuable than you can render when you merely regard yourself as a "street car conductor." When you finally recognize yourself as a salesman of service you will find yourself helping old ladies and babies on and off the car, and doing other acts of courtesy that you never regarded as belonging

car conductor. And so it follows that salesmen are not confined to ordinary merchandising or manufacturing. Every man is a salesman-and a great many women are saleswomen. The whole fabric of society rests on salesmanship. Each person is trying to exchange his goods, or knowledge, or experience, or skill, for money.

to the work of being a street

The preacher who can render the greatest amount of service to humanity in the name of christianity will get the largest congregation and the biggest salary. The lawyer who can give clients the benefit of the greatest legal learning and the wisest counsel will sell the largest crop of advice during the year. And even though his legal learning and experience are not equal to that of the lawyer in the nearby office, if he can persuade the public through skillful salesmanship that they are the best to be had, his annual income will be much larger.

The carpenter calls himself a mechanic, but if he is not a salesman how can he ply his trade. He must convince builders that his skill and industry as a carpenter are worth the price. He has mechanical skill and knowledge for sale.

Now that we finally agree that every man is a salesman-that the whole human race is a bunch of merchandisers-it is easy to understand why the Talks I am going to give on Advertising will interest every reader of this paper, even though he may not own a store, or a factory, or be employed in any mercantile establishment. It is because every man is a salesman that these Talks are printed in this newspaper. If they were printed in the form of a circular to send to merchants and manufacturers they would receive very little attention. And it is right at this point that my Talk on Newspaper Advertising be-

Here you have the difference between the hand-bill and the newspaper as a medium in which to reach the people of your town with a message regarding the things you have to sell. There is lacking in the former method the elements of confidence and attentionvalue that make effective the appeal to possible purchasers.

It is the background of editorial dignity and the attention-value of the live news of the day that give value to your advertising in the newspapers. But there are many other considerations that enter into salesmanship through printed words that will not seem so obvious as this, but are none the less forceful, and these I am going to give you in a series of Talks. If you will cut them out from week to week and paste them in a scrapbook you will have in the course of a few months a Work on Advertising which you will not be able to buy in book form.

TRUMAN A. DeWEESE.

Automobile Club to Furnish Bonds for Members Arrested

The Omaha Automobile club Intends to naugurate a campaign for new members nong the 3,000 automobile owners in this city, most of whom do not belong to the in the wiring of the White building with organization. New membership cards will soon be distributed.

The new cards are to bear the signacation in Florida and is hard at work tures of the chiefs of police in Omaha, South Omaha and Council Bluffs, and in case there is occasion for arrest of a holder of one of these cards it will be security.

will contain the state laws and city ordinances in addition to the by-laws of lators of the city ordinances which prohibit the indiscriminate throwing of glass on the streets and which make it go by the boards. unlawful for anyone to appropriate automobiles. Motorists in Omaha have had considerable trouble from violators of both laws and the club intends to push prosecutions so that more of the cuiprits may be convicted.

SMALLPOX DISCOVERED IN THE COUNTY JAIL

Once more the county jail is quarantined on account of smallpox. Late yesterday afternoon physicians discovered that one of the prisoners who is doing thirty days for vagrancy was suffering from the disease and when complete investigation was made, two others were found to be affected.

The county jail was immediately quar-

Physicians say that the recent warm weather is the cause of smallpox, but that the cold snap of the last few hours will help to stamp out the disease.

antined and all other prisoners vacci-

nated.

Accused Woman is Given Freedom

Mrs. Martha Siecztnowski, 196 Miller Foster yesterday. The case has aroused a good deal of

the club. It is the intention of the club town, was interested in her case by to make itself active in prosecuting vio- Judge Julius Cooley, who was defending her, and together they succeeded in convincing the court that the case should

backed up by twenty witnesses and when was astonished to see so many of our freed Dargarzewski on behalf of her employes working that day. We were Polish friends, presented her with a told in the creation of this earth six days large bouquet and Judge Cooley pre- were allotted us to do all our work and sented her with a \$10 bill, telling her to buy shoes and cost for the children, of enjoined to refrain from work and devote whom there are twelve. Seven under such part of the day as we could to twelve years of age were present with her in court.

It is the purpose of the woman's Had she been bound over on the present charge she would have lost the mother's pension of \$30 which she receives, hers being the first granted under the recent Newspaper Advertising is the Road to

Sovereign's Order Stops Sunday Work in Woodmen Offices

One of the first official orders issued by W. A. France, the new sovereign commander of the Woodmen of the World. was made public last night, when it was street, whose case on the charge of con- announced that in the future there will cealing property stolen from railroad be no Sunday work in the offices of the freight cars, has been pending since De- order at the headquarters in Omaha cember 34, was freed by Police Judge Several hundred employes who have heretofore been compelled to spend all or part of their Sundays in the offices will holder of one of these cards it will be comment among charity workers, the he relieved from this duty by the new confiscated as bond for appearance in prosecuting officers contending that the order. Besides doing away with Sunday court, and if the holder of the card de- woman, though in poor circumstances and work in the offices here, Mr. Fraser infaults his bond the club will be the living in squalor, made no effort to cluded in the order his New Year's greet restrain her children from habits of lags to the clerks. He declares that in A new 1914 year book will soon be is-sued under the auspices of the club. It of her Polish friends declared she was of refraining from work on Sunday, though he admits that his first Sunday Nick Dargarzewski, mayor of Sheeley- in Omaha was spent in the offices at headquarters.

The order of the sovereign commander is in part as follows:

"Last Sunday was the first to be spent by me in Omaha as your sovereign com-Yesterday in police court she was mander, and, visiting my office early, I the seventh, being Sabbath, worshiping the good Lord.

"I therefore request that no department heads or clerks appear in the Woodme friends to get her located in a home of the World building on the Sabbath day among her friends in Sheeley, where she between the hours of 9:30 a. m. and 1:33 may be looked after to better advantage. p. m. In this respect the sovereign commander will strive to set an example.

The Persistent and Judicious Use of

What

The usual cup of coffee contains about 21/2 grains of caffeine, a drug which often produces aches, ails and discomfort, but the habit can be quickly overcome by using well-made Postum.

One of the most pleasing features of this change from coffee to Postum is the total absence of a sense of something missed.

But more important is that "good all over" feeling of returning health; and it's the finest trade possible to quit coffee and get well.



Postum, made of prime wheat and a small per cent of New Orleans molasses, is a pure food-drink. It is wholesome and nourishing; and has a delicious, snappy flavour resembling that of Old Gov't Java, but is entirely free from the coffee drug.

Anyone can make a stand for the old fashioned fun that comes with health and the power to "do things." Suppose you try it!

"There's a Reason for POSTUM

Postum now comes in two forms:

Regular Postum-must be boiled 15 to 20 minutes.

Instant Postum-is a soluble powder. A scant teaspoonful stirred in a cup of hot water dissolves instantly.

The convenience of Instant Postum is apparent. But, when prepared according to directions, both kinds are exactly the same. The cost per cup is about equal.

-Grocers everywhere sell both kinds.