

55 I

# When the "ball of fire" starts cooling off



Maybe you're this fellow . . . maybe you can remember a time when you came to work ready to lick your weight in wildcats.

This job was your oyster, brother. The boss threw you the tough ones, because he figured you for a comer. You were a "ball of fire."

But, somewhere along the years, you began to get the uneasy feeling you were losing your stuff . . . like a pitcher gets when he feels the zip going out of his fast ball.

*Yet you weren't old . . . you weren't sick.* But oftener and oftener you'd have to drag yourself out of bed. Your job began to look like a mountain.

For a while you made excuses to yourself . . . but perhaps they're wearing thin. Maybe you're nervous, tired . . . *almost every day.* You wonder if others notice the change in you. Do any of *them* feel like you do? Are they "cooling off" too?

It may comfort you to know that many men have had the same trouble and have found the root in a commonplace, everyday habit . . .

*Your doctor would tell you that for some men one of the worst offenders against the delicate nervous system is the caffeine in coffee or tea.*

The use of this strong stimulant

day after day may make you nervous, irritable, hard to live with. However, if you are addicted to this habit, here's what you can do.

Switch from caffein-heavy drinks to this wonderfully satisfying hot beverage—*Instant Postum*.

There isn't a taut nerve, a sleepless hour or a headache in it because *it doesn't have a speck of caffeine.*

Now you can enjoy Postum two ways...try new *Imitation Coffee Flavor Instant Postum* (red label) or *regular Instant Postum* (blue label) with a distinctive flavor all its own.

Try one of these delicious, caffein-free drinks for 30 days. Then, if you don't feel better . . . act better . . . look better . . . we'll refund your money! Just send the label from the jar with your name and address to: Box 351, Battle Creek, Mich. Offer expires April 1, 1956, so hurry—make your 30-day trial now! Offer good in U. S. A. only.

Postum is a registered trade-mark of General Foods Corporation.



207

RD 12/55