GRAIN-O
The King of Cereal Coffees.

Good for every member of the family.
DON'T let the demon Caffeine, which is the active principle of Coffee, wreck your health and happiness. Drink GRAIN-O, it will satisfy your craving for a pleasant beverage and will help to build up both body and brain.

COFFEE vs. ALCOHOL.

Ask any first grade pupil if there is anything injurious in wine, and he will reply: "Yes, there is alcohol, which is a poison." Ask him to tell you something about coffee, and he says: "Oh, we are not taught anything about that." And yet, read what Prof. Savarin, of Paris, says: "Coffee is a much stronger drink than people usually suppose. A strong man can live long and drink two bottles of wine a day. If he used the same quantity of coffee for any length of time he would become an imbecile or die of consumption.

Don't allow your little ones to longer remain in ignorance of the baneful effects of this insidious destroyer of health.

COFFEE IS A STIMULANT OF THE MOST DANGEROUS CHARACTER

and sooner or later its reaction means ruin to the nerves, loss of energy, pallid complexion, trembling hands and limbs, palpitating heart and a general feeling of lassitude and inability to cope with the problems of life. Some people are more susceptible than others to its poisonous effects, but all would be far better off without it.

GRAIN-O IS A SCIENTIFIC COMBINATION OF CEREALS

roasted and ground. When prepared according to directions it makes a delicious drink and tastes like coffee, but unlike coffee, is totally harmless.

WE RECEIVE THOUSANDS OF LETTERS FROM THE FRIENDS OF GRAIN-O FROM ALL OVER THE UNITED STATES, AND THIS IS WHAT SOME OF THEM SAY:

West Harwich, Mass., February 10th, 1902.

The Genesee Pure Food Co.,

Gentlemen:—I have used your GRAIN-O for a long time, and like it better than any similar preparation. I have tried other Cereal Coffees but there was a peculiar taste about them that is absent in GRAIN-O.

C. H. Nickerson, P. M.

Boston, Mass., February 3rd, 1901.

The Genesee Pure Food Co.,

Gentlemen:—Seeking a substitute for tea and coffee which I have found injurious, I recently tried your GRAIN-O. I found it aromatic, palatable, digestible and I believe nutritious, and I cheerfully recommend it to people as I believe it is free from the deleterious effects of the active principles of Caffeine and tannic acid contained in coffee and tea.

Very truly yours,

Jos. F. Fry.

Denver, Colo., April 12th, 1901.

The Genesee Pure Food Co.,

Gentlemen:—I found a sample of GRAIN-O at our door this noon and immediately put it to boil. To say we like it hardly expresses it. It is simply delicious, and from now on you can count us on your list.

W. S. Croft, Expert Ore Locator.

Cincinnati, O., March 13, 1901.

The Genesee Pure Food Co.,

Gentlemen:—Hereafter I shall make the best use of GRAIN-O among my poor, nerve shattered coffee victims. Coffee is a curse and bane to dyspeptics, and the poor mortals have discovered to their sorrow that they have stomachs and nerves.

If I would make up a clinical record of the detriment of coffee and the improvement to digestion after using GRAIN-O, it would read like a fairy tale. With best regards,

Yours very truly,

J. C. Ludwig, M. D.

Warren Center, Pa., April 17th, 1901.

The Genesee Pure Food Co.,

Gentlemen:—I use GRAIN-O. I mix two pounds of GRAIN-O with one pound of coffee. I do not like coffee without the GRAIN-O. My friends who drink coffee with me say, "I usually drink but one cup, but your coffee is so good, where do you get it?" When I reply it is one-half GRAIN-O, they say, "I never thought I could drink GRAIN-O, but it is certainly very nice."

Lois A. Abell.

Grain-O is made from solid grains. Beware of poor bran substitutes.

Prepared by

The Genesee Pure Food Co., Le Roy, N. Y.
GRAIN-O
THE PURE GRAIN COFFEE
TAKES THE PLACE OF COFFEE
A TABLE BEVERAGE WHICH THE CHILDREN MAY DRINK WITHOUT INJURY AS WELL AS THE ADULT
PRICE 25 CENTS
PREPARED BY THE GENESSEE PURE FOOD CO.
LE ROY, N.Y.