

More mouths to fill in your house?

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MORE MOUTHS TO FILL IN YOUR HOUSE?

How to make ends meet on Evacuation Allowances

YOU know all too well the difficulties of having evacuated children and mothers on your hands. But have you solved the biggest problem of all — feeding your big new family on the allowance? There is a solution to the problem. You will find it in this letter, one of several Cadbury's have had from reception areas.



FIVE EXTRA CHILDREN

'On the first of September I was in my own little house in Battersea (London) with my one baby, Alan, aged three, to look after,' says Mrs. Rosa McIlroy, an engineer's wife who was evacuated to Berkshire. 'The next day I found myself in the country — and I had five extra children as well as my own to look after . . . I wondered how on earth I'd manage for all their food. Then one of them asked for Bournville Cocoa and my troubles were over. You should see them tucking into their Bournville Cocoa at breakfast and at supper. They're filling out nicely and I don't need to worry about my budget. Bournville Cocoa is certainly a blessing in times like these.'

THIS WILL BE A BOURNVILLE COCOA WINTER

Rising prices needn't worry you so much if you've plenty of Bournville Cocoa to go at. You know how soothing and warming Bournville is to drink — but did you know that a cup of Bournville Cocoa, made with all milk, is equal in food value to two eggs or half a pound of cod? Still only 6d. for a $\frac{1}{4}$ lb. tin of Bournville — and you get 28 cups. The half-pound tin is even better value because you get twice as much for 11d. Give everyone in your house plenty of Bournville Cocoa and keep them warm and well right through the winter.

Qtr lb 6d

Half lb 11d

No increase
in price



CADBURY'S

BOURNVILLE COCOA

— A CUP OF COCOA IS A CUP OF FOOD —