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...atham and Lavington, 57. Total, 56. / author of several works, chiefly books for children.

OXO

Fortifies the System against INFLUENZA INFECTION.

Extract from a communication received from a Doctor:—

“A cupful of OXO two or three times a day will prove an immense service as a protective measure. Its invigorating and nourishing properties are most rapidly absorbed into the blood, and thus the system is reinforced to resist the attacks of the malady. It will be apparent that a strong, healthy person will escape contagion when the ill-nourished one will fall a victim, consequently, one's aim must be the maintenance of strength.”

The benefit to the community of a concentrated Fluid Beef like OXO is greater than ever in the present day; it increases nutrition and maintains vitality in the system, and thus an effective resistance is established against the attacks of the influenza organism.

OXO appreciably compensates for the shortage of meat.

Sole Proprietors and Manufacturers: OXO Limited, Thames House, London, E.C.4.