

1942

YOU'VE LOST YOUR OOMPH, ELMER.  
YOU NEED **HEMO**--IT'LL MAKE  
A NEW MAN OF YOU!



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# Here's Hemo... Borden's New Way to Drink Your Vitamins and Like 'em!

HEMO—Borden's grand new drink made for every man, woman, and child who needs more vitamins and minerals to get a kick out of life!  
It has a deep, rich, malty flavor. Tastes like the slickest malted milk you ever drank... better!  
It is more—far more—than just a tasty drink!  
It is crammed with vitamins and minerals enough to really do some good! One

glass of HEMO daily—yes, just one—gives you half the total daily adult requirements of Vitamins A, B<sub>1</sub>, D, and G, plus iron! And extra needed calcium and phosphorus, too!

Added to a usual diet, that's enough to make up almost any shortage of all these vital food elements! Enough HEMO to make one drink costs only 2½¢!

Start drinking HEMO today. Lean back and enjoy every sip. See if you don't start feeling better, looking better, and tackling each day with more pep! Get HEMO now!

Full pound—24 delicious drinks at your grocer's or druggist's... **59¢**



## JUST ONE GLASS OF HEMO GIVES YOU:

- The Vitamin A in 3 boiled eggs! 
- PLUS
- The Vitamin B<sub>1</sub> in 4 slices of whole wheat bread! 
- PLUS
- The Vitamin D in 3 servings of beef liver! 
- PLUS
- The Vitamin G in 4 servings of spinach! 
- PLUS
- The Iron in ½ pound of beef! 
- PLUS
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined! 



# ...Borden's New Way to Drink Your Vitamins and Like 'em!

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**favorite fountain:** Ask for **HEMO** made as a malted milk in any flavor you like.

**To make HEMO at home:** Follow directions on label. Enough **HEMO** for a drink costs 2½¢!

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## Borden's Hemo

**IF IT'S BORDEN'S IT'S GOT TO BE GOOD.**

P58 6/22/42 Life