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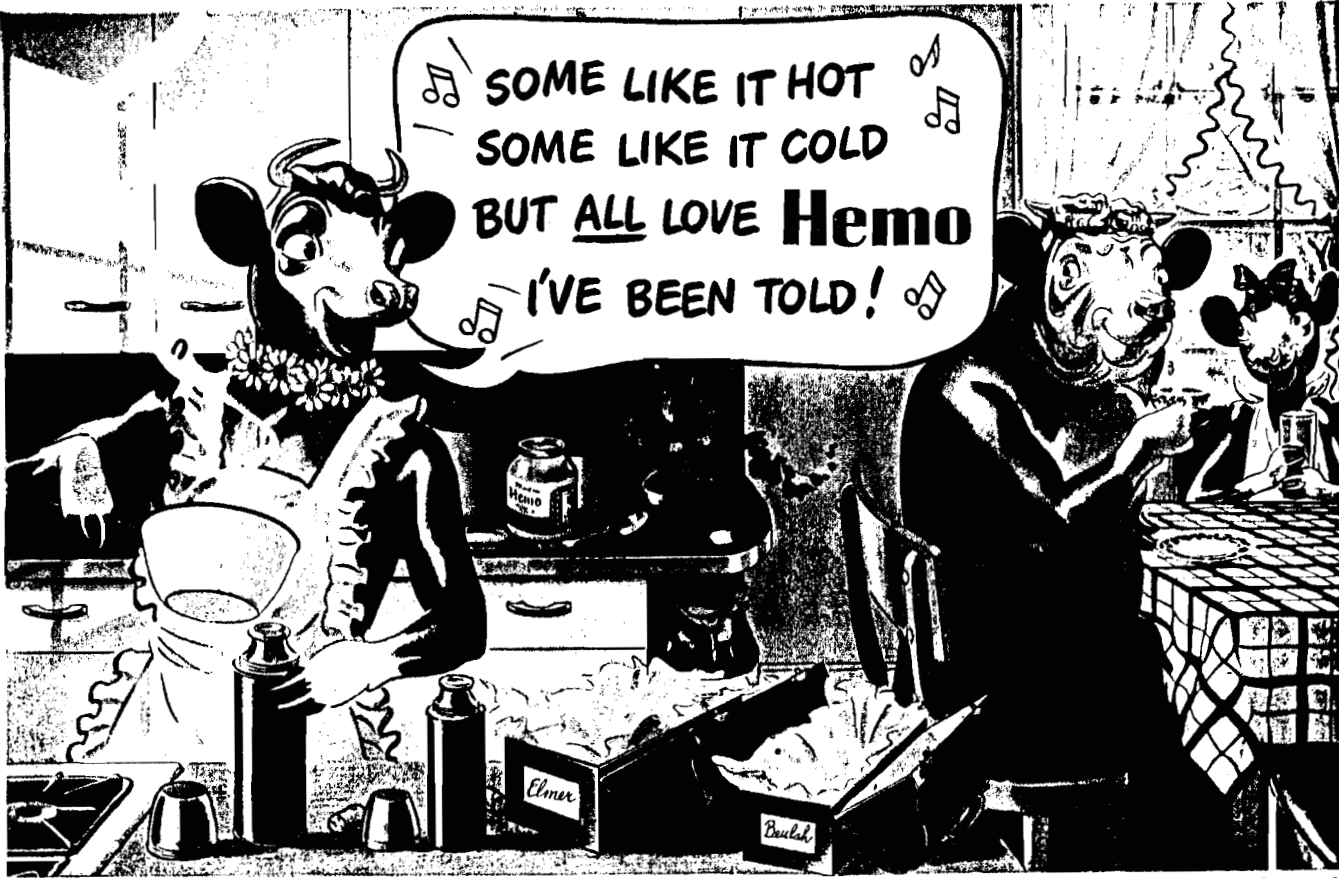
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Hemo—the NEW way to drink your Vitamins and like 'em

JUST ONE GLASS OF HEMO GIVES YOU:

- The Vitamin A in 3 boiled eggs!
- PLUS
- The Vitamin B₁ in 4 slices of whole wheat bread!
- PLUS
- The Vitamin B₂ (G) in 4 servings of spinach!
- PLUS
- The Vitamin D in 3 servings of beef liver!
- PLUS
- The Iron in 1/2 pound of beef!
- PLUS
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!
- PLUS
- Significant quantity of Niacin.



Borden's Hemo

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

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Strange as it may seem to you—3 out of 4 Americans may not get enough vitamins with their meals! ... Government nutritional authorities say so!

Here's a swell way to help make up "vitamin-lack" ... Add a glass of HEMO a day to your regular diet! ... Tastes like the grandest malted you ever drank—only better!



One glass of Hemo (mixed in milk) supplies half your daily needs of Vitamins A, B₁, B₂ (G), D and Iron, Calcium and Phosphorus ... PLUS a significant quantity of Niacin!

IMPORTANT! Vitamin C has been purposely omitted from HEMO ... you can get it a great deal better in fruit and tomato juices.



Many war workers who need plenty of zip and pep for the most important job in the world drink HEMO!

Some like it hot ... Some like it cold. Either way it tastes wonderful—and is wonderful, especially for children! Give 'em a HEMO treat with their lunch or after-school snack.



If you eat lunch "out"—ask for HEMO at the fountain—made up in any flavor you prefer... "at-home" drinking get the full-pound jar—24 delicious drinks—for 59¢ ... HEMO for one serving only 2 1/2¢! At your grocer's or druggist's.

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