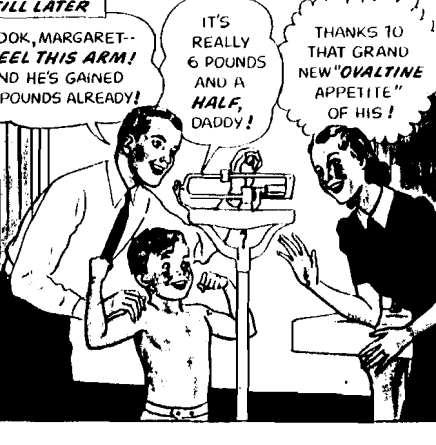
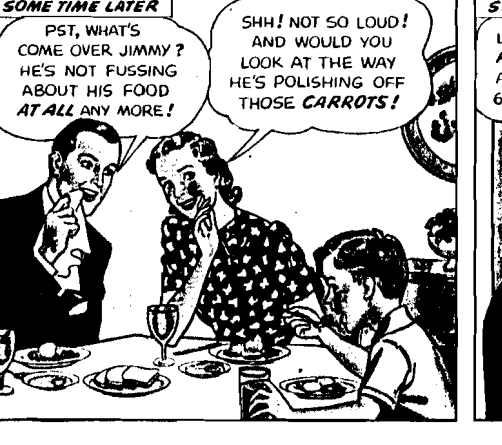


IF YOUR CHILD EATS POORLY

...SHUNS VEGETABLES...IS THIN AND NERVOUS...

By All Means, Try Giving Him

NEW IMPROVED OVALTINE



Mother: This Protecting Food-Drink May Prove A Turning Point in Your Child's Life...

WHEN a child lacks appetite—or can't seem to build up, is nervous and under par—science agrees that the trouble may come from an unsuspected deficiency of certain vital food elements in the daily diet.

For example, if your child doesn't get enough Vitamin A, his growth will be stunted. If he doesn't get enough Vitamin B, his appetite's bound to fail. Loss of weight accompanied by nervousness may follow.

And so it goes. A shortage of Vitamin D interferes with normal development of bones and teeth. A shortage of Iron impoverishes the blood.

Ovaltine supplements a child's diet with those elements most likely to be lacking—an insurance against food deficiencies that retard normal growth and development.

Ovaltine has always furnished a wide variety of im-

portant food elements necessary to robust health. But the new, improved Ovaltine has been enriched in every one of the rarer vital food elements—the precious Vitamins A, B and D and the minerals Calcium, Phosphorus and Iron.

For example, three glasses of the new Ovaltine—made with milk according to directions—furnish your child with his estimated full daily requirement of Vitamins B and C. And all the Calcium, Phosphorus and Iron he needs.

It also supplies more than 3/4 of all the Vitamins A and D that your child needs. This is enough to make practically certain that—together with his regular meals—he will get all of these rarer "protecting" food elements he requires.

So—if your child eats poorly, is thin and nervous—start giving him the new Ovaltine. Get it today.

IMPORTANT: Please understand that new, improved Ovaltine is far more than just a concentrated source of vitamins and minerals. Each glassful also furnishes a number of valuable properties—in a special combination not found in any ordinary food.

One of these additional elements has the power to bring about a very rapid increase in energy reserves. Another to create the feeling of hunger. Still another is absolutely essential to muscle and sinews. . . . These are just a few of the reasons why Ovaltine is known to thousands as the ideal protecting food-drink.

MAIL FOR FREE SAMPLES

OVALTINE, Dept. C41-LHJ-3, 360 N. Michigan Ave., Chicago, Ill.

Please send free samples of Regular and Chocolate Flavored Ovaltine, and informative illustrated booklet on nutritional value. (One sample offer to a person. Good only in U. S. A.)

Name

Address

City.....State.....

OVALTINE
The Protecting Food-Drink