

A new "Lemco" competition : £180 in prizes for Lemco users / [Lemco Co.].

Contributors

Lemco Co.
Liebig's Extract of Meat Company.

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A New
“**Lemco**”
Competition

£180
in
prizes
for
Lemco
users.



A NEW "LEMCO" COMPETITION.

How many ways can you use "Lemco"?

FIRST PRIZE - - £50

SECOND PRIZE - - £20

THIRD PRIZE - - £10

Also 5 Prizes of £5 each, 100 Prizes of 10/- each,
and 100 Prizes of 5/- each.

After its purity and high concentration the most prominent feature of "Lemco" is the great variety of purposes for which it can be used. Take a jar of "Lemco" and think what you can do with it. You can employ it in countless ways for Cooking—as an invigorating and refreshing hot beverage—as a restorative for invalids—as a health and strength-giving food for delicate children who cannot digest milk properly. But these by no means exhaust the list. Users of "Lemco" must know of many other ways in which it can be used to advantage. This Competition will give them an opportunity of turning their experience to profit.

What to do : Write out briefly the purposes for which you find "Lemco" of service. The prizes will go to those whose lists give the greatest number of original and useful ways in which "Lemco" can be used.

A NEW "LEMCO" COMPETITION.

How to enter the Competition.

Write your list clearly on one side of a sheet of paper, and send it together with a "Lemco" buff wrapper to:—"LEMCO," 4, Lloyds Avenue, London, E.C.

Mark your envelope "Competition" in top left hand corner.

Number each different way of using "LEMCO" in your list.

Remember that in adjudging the awards the originality and usefulness of the items given will be taken into consideration.

The closing date of the competition is June 15th, 1908. All entries should be forwarded before that date.

The decision of the Company must be considered final.

Competitors will probably find the "Lemco" cookery book of assistance. A paper bound edition of this useful work, together with an interesting illustrated booklet on the great Lemco cattle farms will be sent free on request.

Think how economical "LEMCO" is !

The economy and goodness of "Lemco" are wonderful. It is the world's standard meat extract—the most concentrated form of beef known. Do not get the idea that "cheap" meat extract preparations are like "Lemco." They may cost a penny or so less, but when they only go half as far and their purity is doubtful it is false economy to buy them. For dainty cooking "Lemco" is invaluable. It increases the scope and variety of culinary operations, and renders simple dishes as delicious as the more expensive ones.



A STRIKING EXAMPLE.
32 Cups of Bouillon from a little
4 oz. Jar.

A NEW "LEMCO" COMPETITION.

Think of its Purity!

CLOSE your eyes, drink consecutively a glass of port and one of sherry, and you will not be able to tell which is which. But compare Lemco with other meat extracts under the same conditions and you will not make a mistake. You will recognise Lemco immediately by its exquisitely pure flavour—the rich palate-tempting flavour of choice beef. The reason is not far to seek: the Lemco Co. are the largest British cattle farmers in the world, and nearly all the cattle used for Lemco are the progeny of fine pedigree animals from His Majesty's Windsor farms and other great breeders. Lemco is pure beef—the finest the world produces—and such precautions are taken in its manufacture that any deviation in its uniform purity and goodness is impossible. Every single process of its manufacture is watched over by certified chemists—every batch is analysed by Dr. Voit and Dr. Rubner before being put on sale.

PRAISE FROM OLD CUSTOMERS.

FROM ONE WEEK'S BATCH OF UNSOLICITED TESTIMONIALS.

"I have used your extract for nearly forty years and can truthfully say there is none to equal it."
LONDON, S.W.

"I consider Lemco still fully maintains its high reputation for flavour and quality—as in years gone by. I have tried other extracts but none equal Lemco."
LONDON, N.E.

"I always keep Lemco in the house as I find I can make such nice tasty dishes with the help of it."
LONDON, S.W.

"Your Lemco has been used in our family for some 35 years to my knowledge, and always gives satisfaction."
HORSHAM.

"Lemco is to my mind a valuable restorative. When nursing, especially at night work, I often get run down. I take it and soon pick up again."
DUBLIN.

"Our little girl had a serious illness when only six months old, which resulted in making her powers of digestion very weak. Consequently we had to be very careful with her diet, but as soon as she was able to take any food other than the youngest baby's food, we started her on "Lemco." She has thrived wonderfully, and now at the age of 3 years, is in perfect health, and a strapping little lass. It is not a case of "fat" but "muscle." People say it almost seems a miracle how she has got on, but I have not the slightest hesitation in attributing her development to "Lemco."
ROYSTON.



The original and only Genuine Liebig Company's Extract of Beef.