

Country health for you! : drink delicious 'Ovaltine' tonic food beverage.

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Country Health for you!



Drink Delicious
'OVALTINE'
TONIC FOOD BEVERAGE



The Simple way to Perfect Health

HEALTH, strength and energy are the birthright of every child and the crowning glory of every man and woman. Perfect health is life's greatest treasure—more to be desired than wealth or fame.

The secret of health is proper and adequate nourishment. Food is a good deal more than the fuel from which the body derives energy and force. It supplies the material from which the daily wear and tear of nerves and body is made good. It is the source of all growth and all physical and mental development.

Lack of health is usually due to the fact that the ordinary dietary yields insufficient nourishment, or nourishment deficient in essential elements. A complete and perfect dietary must have present the fats, carbohydrates, proteins and mineral salts in correct proportion. The important accessory food factors, called vitamins, must also be present in correct ratio.

Nothing is so conducive to good health as the wonderful energy-giving properties contained in ripe barley malt, creamy milk and eggs.

The natural stimulative properties of these best of Nature's foods have been scientifically concentrated into a delicious tonic food beverage—"Ovaltine."

OVALTINE[®] The Family Beverage



EVERY home—be it cottage or mansion—can enjoy the blessing of pleasant health if "Ovaltine" is the family beverage. The reconstituent it supplies is not only highly concentrated and easily digestible, but is also accurately adjusted for every need of brain, nerves and body. A cup of "Ovaltine" not only makes every meal complete in nutritive value but it enables the system to extract more nourishment from other food.

Taken for breakfast instead of tea, coffee, or cream, "Ovaltine" gives an added zest for work. It is incomparably the finest natural stimulant on which to base the day's activities—whether physical or mental.

For the mother and father "Ovaltine" is of incalculable value. Their respective duties make heavy demands upon their health and strength.

Parents quickly find how good "Ovaltine" is for their children. To them, as to people of all ages, it is a truly delicious beverage, loaded with the elements which give health and vitality.

A cup of delicious "Ovaltine" is welcome at all times of the day. At breakfast it lays a good foundation of energy for the day's work. It is the ideal post-meal beverage. After the dance or theatre, to restore in fatigue after a strenuous day's sport or as a nightcap before retiring, this product of the sunshine and health of the country serves as a restorative, energizing and highly beneficial beverage.



OVALTINE[®] for Children

There is one simple and inexpensive way of assuring even that your children will enjoy that gleaming health which comes so much to them—just to you. That way is the "Ovaltine" way. Give them the rich and abundant reconstituent this delicious beverage supplies. Let them drink it regularly with and between meals, and before going to bed. Then note their steady growth—their increased energy and vitality. See on their cheeks the glow which comes only from the enjoyment of perfect health.



OVALTINE[®] for Sleeplessness

Enjoy sound, refreshing sleep every night by drinking delicious "Ovaltine" before retiring. You will prove—as many thousands have done—that "Ovaltine" is Time's Natural Sleep Restorer. "Ovaltine" contains neither chemicals nor drugs, but induces sleep in a perfectly natural way. It supplies light, easily-digested nourishment which soothes the nerves and brain, and allays digestive unrest. While you sleep "Ovaltine" builds up your system with new stores of energy and vitality. You wake refreshed and invigorated for the work of the coming day.



OVALTINE[®] for Overwork

In these days work is conducted at high pressure. The excessive strain increases the wear and tear of the cells and tissues of the nervous system. Only by feeding the nerves can they be restored and maintained at the highest level of efficiency. "Ovaltine" stands supreme as the food of concentrated nourishment in which nerve-building food elements are most abundant. It contains the essence of tissue-building and nerve-regulating nourishment and is specially rich in organic phosphorus compounds.



OVALTINE[®] for Convalescence

Taken during convalescence "Ovaltine" will fully demonstrate the incomparable benefits it bestows. Its high food value ensures for the patient an adequate supply of those important food elements which build up bones and body and quickly lead to the restoration of normal health and vigor.

The delicious flavor of "Ovaltine" commends it to the most fastidious patient and it has repeatedly been found that, unlike ordinary invalid foods, patients do not tire of it, even when the period of convalescence is extended.



OVALTINE[®] for Old Age

Because "Ovaltine" supplies 100 per cent perfect nourishment it is specially welcomed by those in advancing years. It is a complete food of nourishment containing every element for sustaining life and promoting the healthy activity of the body functions. Every particle of "Ovaltine" is easily and completely digested and absorbed by the system—a factor of the utmost importance in old age, when the nutritive functions of digestion are materially weakened.



OVALTINE[®] for Nursing Mothers

Natural feeding is the duty of every mother and the birth-right of every child. Maternal milk is pure, fine, of correct composition, and protects the child from serious diseases of nutrition, such as rickets, etc.

Every doctor and maternity nurse will bear testimony to the remarkable quality of "Ovaltine" for producing a rich supply of breast milk. Every day a large number of letters are received from grateful mothers. Not only does "Ovaltine" promote adequate lactation but it enables the mother with a reserve of strength to aid her recovery after baby is born.

INEXPENSIVE IN USE

By reason of its sterling worth "Ovaltine" has secured a unique position in the dietary of the people. The ever increasing demand has enabled the manufacturers to build up a vast and efficient organization. This has naturally effected economies in quantity production and these economies have been passed on to the public in lower prices. The present reduced prices make "Ovaltine" the most economical as well as the most perfect form of concentrated nourishment in the world.



By sheer merit 'Ovaltine' is established as the Supreme Food Beverage
There is nothing to compare with it—nothing "just as good"

Note these vital comparisons, they are worthy of remembrance.

"Ovaltine" is entirely free from fibre, the husks of grain, cellulose or other non-nutritious materials. "Ovaltine" is all pure nourishment and when prepared according to directions, one cupful of "Ovaltine" has a greater food value than 3 eggs.

"Ovaltine" is a scientific food both in conception and manufacture. The constituents are abundantly rich in vitamins and these are present in correct ratio.

Bear in mind also that "Ovaltine" contains in addition all the other equally important elements—proteins, fats and carbohydrates—in properly adjusted nutritive ratio.

The original and exclusive process by which "Ovaltine" is made eliminates the use of high temperatures. This ensures that the vitamins and all the other vital essentials of a perfect food are retained in the finished product totally unimpaired.

"Ovaltine" is correctly described as a "super-food," a complete, easily digested nourishment for children, adults and the aged.

Milk is given a perfectly delicious flavour by the addition of "Ovaltine," and its nourishing value is greatly increased. "Ovaltine" also makes milk easy of digestion—a great boon to many thousands of adults and children alike whose digestive powers will not permit them to drink plain milk.

"Ovaltine" is not only easily and completely digested and absorbed into the system, but it aids the digestion of other food, thereby enabling the system to extract more nourishment from the ordinary daily dietary.

It is prepared without fuss or trouble. No cooking or preparation is necessary. The crisp golden granules are simply stirred into hot milk or milk and water.

As you value your health and the health of those dependent upon you make delicious "Ovaltine" the daily beverage in your home instead of tea, coffee or cocoa.

Cold "Ovaltine" makes a delicious summer beverage.



Prices in Great Britain and Northern Ireland, 1/3, 2/- and 3/9 per tin.

*Miss Ovaltine of world-wide fame
Miss Rusks now introduces,
Their gifts to you are just the same
For each good Health induces.*



Introduced to meet the requests of a large number of medical men "Ovaltine" Rusks possess a much higher nutritive value than ordinary rusks or biscuits. Made from the finest wheaten flour and a proportion of "Ovaltine." Delightfully crisp and easily digestible, they are a special help to babies when teething, improve the nourishment of the growing child, appeal to the impaired appetite of the invalid and are welcomed by adults as a valuable addition to the regular dietary in place of bread, toast or biscuits. As cream is to strawberries so are delicious "Ovaltine" Rusks to cheese—try them!

'OVALTINE'
Rusks
APPETISING
DIGESTIVE &
NOURISHING

Sold in Tins at 1/6 and 2/6.