Posters
ROWNTREE’S COCOA

BUILDS BONE AND MUSCLE

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Delicious fruit flavours in the new yellow carton
Do you like the tangy flavour of Continental "high roast" coffee? Then here is the special Nescafé for you. Allow a teaspoonful for each cup, and simply add piping hot water. Nescafé Blend 37 dissolves instantly, giving you the perfect black coffee. Price 4/6d. a tin.
The girl who can pop a Rowntree's Fruit Pastille into her mouth at half hourly intervals during work is the girl whose days pass easily. Those really real fruit flavours —lemon, lime, blackcurrant, tangerine, loganberry, gooseberry, they'll keep anyone who just cannot smoke refreshed and soothed.

\[ \frac{1}{4} \text{d/o week-commencing Jan.23} \quad \text{Daily Mirror} \]
Hoo-radar!

Here come your LONG LASTERS,
Mr. Moon.
Milkmaid
BRAND
Milk
Largest Sale in the World.

As a Guarantee of Quality see the MILKMAID on every Tin

TRADE MARK

© Nestlé UK & Ireland 2014
2 hours' staying power for 2d

FOUR big wafer biscuits, oven-crisp and crunchy, creamy milk chocolate in between, and a thick covering of milk chocolate all round! Isn't that the most amazing 2d. worth you ever heard of? And, you know, this particular type of chocolate block produces a slower rise of blood-sugar, which gives you longer endurance and staying power. That's why we call Chocolate Crisp the biggest little meal in Britain. It gives you energy to make a good job of whatever you're doing.

The biggest little meal in Britain 2d
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