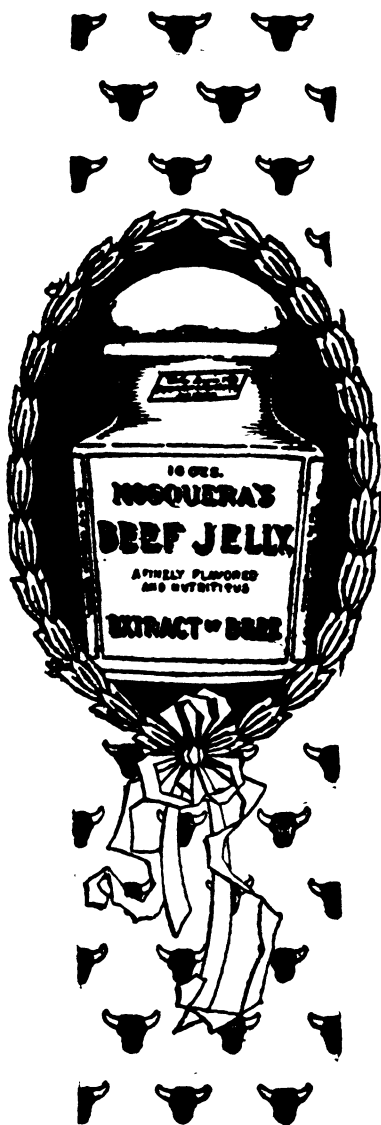


Mosquera's Beef-Je



WHY IS MOSQUERA'S BEEF JELLY "infinitely preferable" to the ordinary extract of beef, meat juices, etc., etc. Sim because the nutritive properties of it are not in the soluble extractive portion but in the solid meat fibre, or FIBRIN which is rejected in the manufacture of beef extracts, meat juices, etc. The manufacturers of these products simply extract the soluble salts, and evaporate to the proper consistency. A pinch salt in a cup of hot water is fully nutritious.

In the manufacture of Mosquera's Beef-Jelly, on the other hand, NUTRITIVE FIBRIN is not discarded but predigested and rendered soft by the action of Bromelin, the digested ferment of Pineapple Juice.

Having thoroughly masticated a mouthful of steak, or roast beef, no one thinks of swallowing only the soluble salts, but the meat fibre as well taken into the stomach, digested and transformed into assimilable food, with Beef-Jelly.

Mosquera's Beef-Jelly therefore contains not only the soluble constituents of the meat, but in addition FIBRIN DIGESTED MEAT FIBRE, which affords the actual nourishment. The ordinary extracts of beef are simply stimulants. Mosquera's Beef-Jelly is a food.

A trial package and our illustrations upon the subject, explaining in detail the method of manufacture, will be promptly forwarded upon request.

Parke, Davis & Co.,

Detroit, New York, Kansas City, Baltimore, New Orleans, London, Eng., and Walkerville, Ont.