



For Health and Hardiness

*"Tired of listless dreaming all the lazy day,
Jovial wind of winter turns us out to play.
Let the languid zephyr live in lovers' dreams,
While our skates are ringing o'er the frozen streams."*

Canadian winters are made for vigorous people.

OXO makes people vigorous. It kindles the inward fire that makes you greet with delight zero weather and frozen fields and waters.

OXO is a concentration of prime beef—the best meat known to man. OXO gets every ounce of its beef from its own cattle. The immense OXO farms are the key to the superior quality of OXO. The OXO Company guarantees, from its own personal and governmental veterinary inspection, that every ounce of beef used for OXO is perfectly sound and healthy.

The perfect purity of OXO is absolutely guaranteed.

Its stimulating, invigorating properties have been abundantly proven.

Of its delicious flavor you can easily and pleasantly convince yourself.

A teaspoonful of OXO to a cup of hot water makes a beverage that is a delight to the palate, an aid to digestion, and strength for body and mind.

When you come in, flushed and a little tired, from an evening's sport on Skates, Snowshoes, Skis or Toboggan, or from a rollicking Sleigh-drive, a steaming cup of OXO completes the pleasure. It has the remarkable power of removing the effects of muscular fatigue, and it freshens you up at once.

Because of this unique power athletes find that a cup of OXO during the game or the race gives them a fresh supply of energy and greatly increases their staying power.

If you are sick or run-down, OXO will build you up, and fortify you against coughs, colds and the grippe.

Children love OXO. Puny, delicate little ones grow strong and rugged when they have OXO regularly.

In the kitchen OXO is a treasure. It adds zest and a rich, meaty flavor to soups, gravies and stews, and turns left-overs into the tastiest of dishes.

Until you have tasted OXO you have no idea how delicious fluid beef can be. You cannot possibly get the goodness of OXO under any other name.

Canadian Offices: 21-27 Lombard St., Toronto -- 41 Common St., Montreal
OXO is sold by all Grocers, Druggists and General Stores

