HIS LETTER

E LABEL

WOODSTOCK

NEWCASTLE

SHEDIAC

MONCTON

BOYS SERIOUSLY INJURED.

FREDERICTON

DORCHESTER

SUSSEX



OXO CUBES at the War

Striking Letters Demonstrating the Value of OXO CUBES



eman has kindly sent us a letter

his son in the Army Service Corps

I must tell you how delighted I was to get the OXO CUBES. They are great. You should have seen us preparing them. We made a wood fire by the roadside, and boiled the water in an empty petrol can

From a member of the London Scottish with the British Expeditionary Force.

And so after all these horrors here I am living in a cow byre some way away from the firing line to recuperate. Like manna, however, your glorious box has arrived, coffee and milk, butter, OXO - oh joy! Never was seen a more glorious box, and all my cow byre is interested in it. We start to-night on our feast, and I am to thank you both from all my section for being so generous.

Reprinted from the London "Globe," December 82th, 19142



Follow the example of the men at the front, who have proved in emergencies that OXO CUBES give warmth and nourishment quickly and effectively. OXO CUBES build up strength to resist cold and disease; they increase nutrition; they remove fatigue. Added to stews and hashes they make food more nourishing and save expenditure on mear; they are handy for sleigh journeys and outdoor sports—with hot water they make a quick hot meal in a moment; in fact, they exactly meet the needs of all classes.



-DAUGHTERS OF THE EMPIRE-

VALENTINE FLOWER DAY

will take possession of our store on Saturday, the 13th instant, which will be observed at Valentine's Day and a portion of the proceeds devoted to the

PATRIOTIC FUND OF THE ASSOCIATION

What could form a more pleasing and acceptable Valentine token than a Box of Fragrant Blossoms or a Dainty Flowering Plant?

AT SHAND'S FLOWER STORE - ROYAL HOTEL BUILDING

MADE IN CANADA Full of "pep" and "snap!" The man who cuts out meat and other heavy foods and starts the day with

will be surprised at the mental "pep" and "snap" he is able to put into his work. He will feel a mental buoyancy and lightness that can never come from high-proteid foods. Shredded Wheat builds strong, brainy men who are fit to fight the battles of the Empire.

NIAGARA FALLS, ONTARIO nto Office: 49 Wellington Street East



PANY LIMITED