

POSTERS



ROWNTREE'S COCOA

BUILDS BONE AND MUSCLE





Delicious fruit flavours in the new **yellow** carton

Delicious Chocolate



MADE BY ROWNTREES

C.C



New

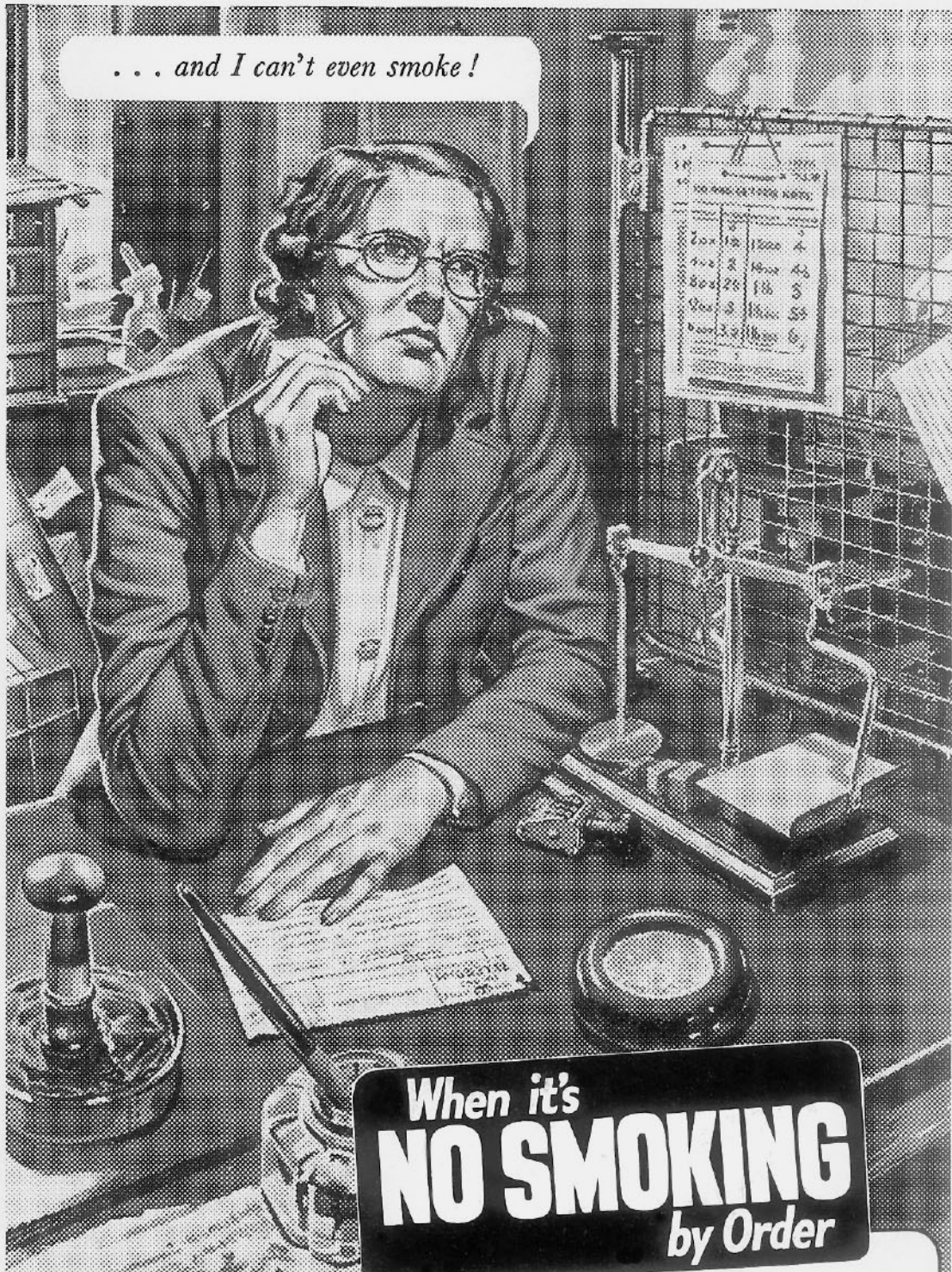
SN.19

for those who like **CONTINENTAL** coffee

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.

BLEND
NESCAFÉ 37
CONTINENTAL ROAST

... and I can't even smoke!



When it's
NO SMOKING
by Order

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.

ROWNTREE'S PASTILLES
refresh & soothe

2^D
TUBES

3d & 6d PACKETS

$\frac{1}{2}$ d/c week-commencing Jan.23 Daily Mirror

GarDM3



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

CHRLMO WOLVERHAMPTON.





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 **2^d**

1184—R Rowntrees Daily Herald w.e. 29 June 1940 8 x 3½
 „ Express „ 6 July
 „ Mail „ 6 „

R4772



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1183—R Rowntrees Daily Herald w/c 22 June 1940 8 x 3½
 „ Express 24 „
 „ Mail w/c 29 „

R4736