



STORK is good food!

STORK TASTES VERY GOOD spread on bread and there's nothing better for all your cooking. You will be pleased to see how well your children look when you give them lots of Stork Margarine.

STORK MARGARINE



makes people strong and healthy — healthy people are happy people.

African Parade 1-6-54.



COCOA KEEPS YOU HEALTHY

DRINK IT TWICE A DAY

JEANIE RAHUBE, drinking a delicious cup of Cocoa, is well known as the lovely vocalist who sings with the Manhattan Stars. Like Jeanie, you will find that Cocoa is a delicious drink that will refresh you. Cocoa also builds up your strength and keeps you fit because

A CUP OF COCOA IS A CUP OF FOOD

BOURNVILLE COCOA

You can make 56 cups of cocoa from a half pound tin.



COWLAC Full Cream POWDERED MILK

tastes like fresh milk and costs you LESS.

HOW TO USE COWLAC FIRST fill a cup with water, THEN put two teaspoons of COWLAC powder ON TOP OF the water, mix and it's ready for use.

FROM YOUR STORE
PELLETIER LIMITED

P.O. Box 47 NDOLA P.O. Box 1270 SALISBURY P.O. Box 146 BLANTYRE

African Parade 1/7/54.



LOOK AT THIS

...you see how strong it is, notice the handle, a good strong handle that will stand up to hard use, a good strong steppan that will last for years, the kind of steppan that YOU will want.

You can be sure of getting a steppan like this, just see that it has a lion on the label, stamped KANGO, then you know that you have got the best value of your money.



Manufactured by **THE METAL PRESSING & ENAMELLING CO. LTD.** P.O. Box 1142 BULAWAYO

African Parade 1/7/54.

COWLAC MILK
Is Good for Babies

COWLAC is full cream dairy milk in powdered form, and can be used just like ordinary milk.



FIRST fill a cup with water, THEN put two teaspoons of COWLAC powder ON TOP OF the water, mix and it's ready for use.

Trade Enquiries: **PELLETIER LTD.** P.O. Box 47 NDOLA P.O. Box 1270 SALISBURY P.O. Box 146 BLANTYRE

African Parade 1-6-54.



YOU HAVE TO HAND IT TO

Gloria Flour



The RHODESIAN MILLING & MANUFACTURING CO., LTD. Bulawayo :: Salisbury :: Gwelo :: Umtali

African Parade 1-6-54.

For Week-Ending Saturday, July 2, 1955 *Bantu World The 2.5.55*



DRINK COCOA TWICE A DAY AND KEEP STRONG AND HEALTHY

HERE'S ENERGY FOR TIRED MEN
These two happy people keep healthy by drinking cocoa. They know that a cup of cocoa twice a day is a delicious way to be strong and fit always.

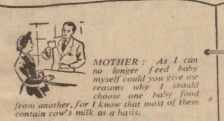


A CUP OF COCOA IS A CUP OF FOOD BOURNVILLE COCOA

You can make 56 cups of cocoa from a half pound tin.

Every Mother
every expectant Mother — should cut this advertisement out for future reference.

No. 1 of the educational advertisement series issued by DRYCO Vitamin Fortified Infant Food Product of The Borden Company.



MOTHER: As I can no longer feed baby myself could you give me reasons why I should choose one baby food from another, for I know that most of them contain cow's milk as a base.
CHEMIST: That is true. But cow's milk requires careful adjustment to compensate for the essential ingredients found in baby's finest food—human milk.
MOTHER: How do you mean "compensate for"? That is new to me.
CHEMIST: This is where it gets a little complicated. You see, if you analyze cow's milk you will find percentages of Fat—Protein and Carbohydrate. If you analyze mother's milk you will find percentages of the same components.
MOTHER: To me that means cow's milk must be as good as human milk.
CHEMIST: I can't blame you for that because for many years that has been the commonly accepted reasoning. However, today, this is no longer valid.

... It is so very important that her baby is put on to DRYCO Vitamin fortified infant food. The whole subject of baby's food is vast and complex, but if you, as a mother whose baby's future is close to your heart, read the conversation below you will learn just HOW AND WHY DRYCO is your first choice when you can no longer feed baby yourself.

CHEMIST: Here's the very simple reason, madam, simple madam, only now since science understands why. You see it is not the percentages of essential ingredients that mean anything at all—it is the scientific adjustment of the chemical correct ingredients which baby, as a human being, needs so vitally.
MOTHER: I don't see why not.
CHEMIST: Exactly! And DRYCO, which I recommend, provides baby with the essential ingredients—Fat, Protein and Carbohydrate, scientifically adjusted to give him exactly what he needs and exactly what he can digest and absorb to his maximum benefit. That, madam, is why DRYCO has been so successful. It doesn't seek to look like human milk, but it does act like it.

IN THE NEXT ADVERTISEMENT OUR CHEMIST WILL EXPLAIN THE TREMENDOUS IMPORTANCE OF THE SIX COMPONENTS OF FOODS WHICH SHOULD BE PRESENT IN EVERY DIET — AND WHY DRYCO PROVIDES THEM IDEALLY FOR YOUR BABY



AFRICAN EAGLE 1-7-54

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