

THE "MIGHTY ATOM"



Gravies, stews and all meat dishes, enriched with Oxo, are as tasty and nutritious as the rich goodness of beef can make them.

Oxo encourages appetite and sound digestion, and makes other foods more nutritious by ready assimilation.

ADDS STRENGTH!
ADDS FLAVOUR!



USED BY

MILLIONS OF PEOPLE

48-page Photogravure Book Given FREE

This gift book contains over 70 large portraits of film stars, with many interesting facts about every one of them; it is given FREE this week with MODERN BOY.

The greatly enlarged NEW MODERN BOY contains its old favourite features and a host of new ones, with 8 grand stories and many exciting articles.

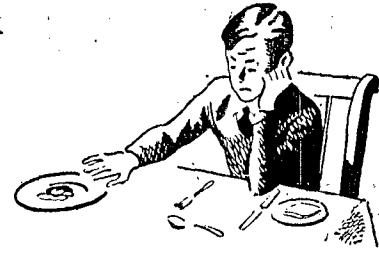


Also, special in this number, Grand CAMERA and WRIST WATCH offer! Don't miss it.

NO. 1
of the New

MODERN BOY
OUT THIS WEEK

On sale Friday, February 11th, at all Newsagents.



Billy only liked lean meat.
The golden fat he would not eat.

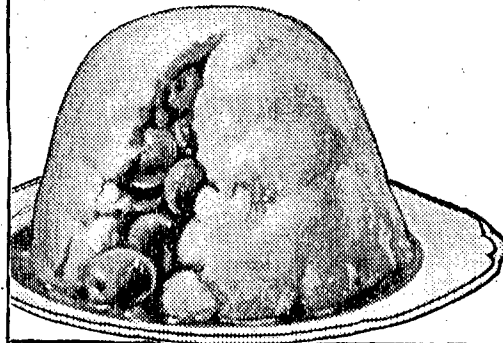


Wise Grandma said: "The way to do it Is pudding with Atora suet"



Soon Billy grew a bonny lad -
Top of the school and pride of Dad.

"Atora" puddings solve the difficult problem of the children who dislike fat. The doctor will tell you that "Atora" is beef fat in its most digestible form, rich in the vitamins so necessary for youthful development. So don't worry about the children's dislikes, but give them what they do like - plenty of delicious puddings made with "Atora" containing all the nourishment they need.



Send a postcard to-day for a post free copy of 100 best pudding, etc., Recipes, to HUGON & Co., Ltd., Manchester, 11.

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Hugon's
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THE GOOD BEEF SUET