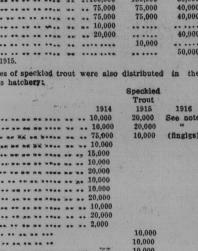
THE STANDARD, ST. JOHN, N. B., TUESDAY, NOVEMBER 7, 1916

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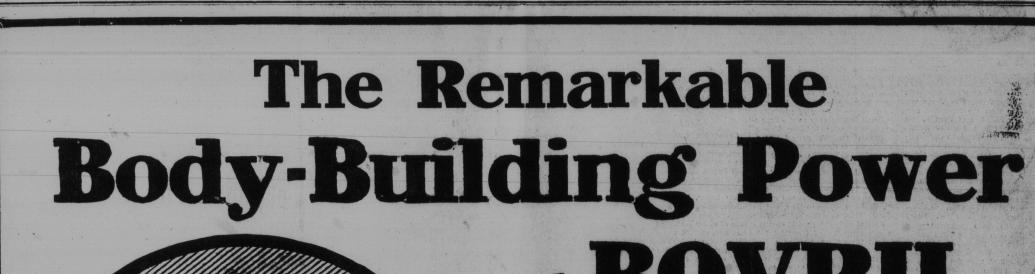
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BOVRIL TAKEN



IN the recent experiments with Bovril on human beings conducted independently by some of the best known physiologists of the day, and reported to the British Medical Association, an amount of Bovril corresponding to the small dark section of this circle, added to the diet, produced an increase in weight, flesh and muscle corresponding to the large light section, proving the Body-Building Power of Bovril to be in every case from

10 to 20 Times the amount of Bovril taken

This conclusive proof of the power of BOVRIL explains how it provides that store of resistance necessary to ward off disease and to repel Colds and Influenza.