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**BOVRIL
TAKEN**

**The
Body-Building
Power
of
BOVRIL
Taken**

Greatly increased demand for BOVRIL

Since the publication of the remarkable experiments with Bovril upon Human Subjects recently reported by the British Medical Association, the demand for Bovril has enormously increased. By these experiments the Body-Building Power of Bovril was proved to be from ten to twenty times the amount taken.

It will pay you to stock Bovril. Bovril sells itself. Send your order to-day and secure a share of this rapidly growing trade.

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Bovril Cordial has the same Body-Building Power as Bovril, and is even more quickly soluble in hot water.

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An amount of Bovril proportionate to the small black circle has been proved to produce an increase in flesh and muscle corresponding to the large yellow circle, showing the Body-Building Power of Bovril to be from 10 to 20 times the amount taken.