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is Beef prepared by a special process which retains the entire nourishing as well as the stimulating properties of the meat, thereby differing from ordinary Fluid Extract of Beef or Meat Extracts, which merely stimulate without nourishing.

BOVRIL

is not produced from the cheapest cattle that can be obtained in the nearest or any other market, but from the best selected, most richly pastured cattle in the world. It is manufactured under the supervision of eminent analysts, and every package is guaranteed.

BOVRIL

is a food for the strong and the weak, and is a friend in the kitchen. The healthy get greater vigor, and increased energy means better work. Invalids gain strength, and strength means health; whilst nourishing soups, sauces, gravies and entrees mean the best part of a good dinner.

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