

The meat of the finest full-bred steers reared on the "BOVRIL" estates which comprise over nine million acres of the best pasturage in Australia and the Argentine:

THAT'S



—BUT CONCENTRATED

—concentrated to the highest possible degree.

BOVRIL is the most widely known concentrated beef in the world, and is used in very large quantities in every country.

Put up in five sizes: 1 oz., 2 oz., 4 oz., 8 oz., and 16 oz. bottles always the same shape.

Introduce the larger bottles to your patrons and demonstrate to them the economy of buying those bottles in preference to the smaller sizes.

There is more profit in it for you —
Send for some 8 oz. and 16 oz. bottles to-day.

BOVRIL LIMITED

27 St. Peter St.

MONTREAL