

How to Avoid Taking a Chill Or Catching Cold

Before going out, get thoroughly warmed and fortified by drinking a hot cup of BOVRIL. This feeds the whole body, and not only prevents you from getting chilled, but gives real warmth and comfort.

A cup of hot BOVRIL is therefore, the very best thing to take before snowshoeing, travelling, driving, shopping, etc.

It is a perfect safeguard against chills and prevents the feeling of over-fatigue or exhaustion.

Before exposure, to take a stimulant, such as spirits, tea, cocoa, etc., which warm you for ten minutes or so, is dangerous.

Not because it warms, but because it stimulates without feeding you, and this stimulation passes off quickly and leaves your vitality depressed.

You can get a hot cup of BOVRIL, at any high-class cafe or confectioners, but it's really best to keep it in the house. You will find the 1-lb. bottle very economical.



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