CANADIAN MAGAZINE ADVERTISER

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Bovril contains the goodness of the beef

The vital elements that give beef its special place and value as a food are concentrated and stored in Bovril.

BOVRIL

Just as the equivalent light of 32 candles is concentrated in one electric lamp, so the vital elements of beef—of many pounds of beef—are concentrated in a single bottle of

BOVRIL

But Bovril is not merely a precious food in itself; it possesses the peculiar power of enabling you to extract more nourishment from other foods. This gives Bovril its wonderful body-building power, proved by independent experiment to be from 10 to 20 times the amount taken. Bovril, therefore, in the true sense of the word, is a Great Food Saver. Always keep Bovril in the house.

BOVRIL STANDS ALONE