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*Concentrated
Beef*

*The Great
Body Builder*



Nothing Can Take Its Place

IN these times of national stress when housewives are seeking those foods that yield the greatest nourishment for the least cost, Bovril stands out pre-eminently, unquestionably the greatest food value in the grocery store.

Bovril contains, in concentrated form, the elements that give beef its special place as a food. It is also a powerful aid to the assimilation of other foods.

Our extensive Fall and Winter advertising campaign has now started in the press from coast to coast. Why not profit to the fullest extent from this publicity by putting in a Bovril window? Appropriate display cards sent free, charges paid.

Bovril, Limited

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