

FEATURING—FALL HOUSECLEANING SELLING CAMPAIGN

# CANADIAN GROCER

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## Your housewife patrons are learning the value of BOVRIL as a daily household economy

Many have learned by their own practical experience and through our extensive advertising that otherwise uninviting remnants of food may be made not only palatable, but nourishing, by the use of a little Bovril.

## BOVRIL

is universally recognized as a strength-giving and stimulating beverage. It is a combination of the stimulating extractives with the nourishing and strengthening constituents of beef.

It's an efficient body-builder and health-preserver.

### Your sales of Bovril should be larger

now than ever before. Housewives aplenty are making daily use of it in practising household economies. You can by suggestion increase the number of users among your customers.

By the use of Posters, Showcards (which we will send prepaid upon your request), Newspapers and Magazines, etc., we are reminding your patrons of the uses of Bovril and are helping you increase your sales.

You can increase your profits by displaying Bovril and Bovril cards.

**BOVRIL, LIMITED**

25 and 27 ST. PETER ST.  
MONTREAL

