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A Powerful Bovril Campaign

has now commenced in the leading newspapers throughout the Dominion, and this will be continued all the winter.

For a long time the great body-building power of BOVRIL has been recognized by the Medical Profession, and BIG SPACES will be used in the public press describing the striking results of experiments with BOVRIL upon human beings, as reported by the BRITISH MEDICAL ASSOCIATION.

These experiments proved the Body-Building power of BOVRIL to be in every case from 10 to 20 times the amount taken.

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