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## Latest Evidence

The publication of the latest evidence of the remarkable body-building power of Bovril will lead to a still further demand for Bovril and Bovril Cordial.

"The addition of a small teaspoonful of Bovril to the diet as a peptogenic before meals leads to more thorough digestion and assimilation and thus saves food.

"The diet may then be cut down from  $\frac{1}{4}$  to  $\frac{1}{5}$  and the body will be adequately nourished."

—*London Medical Times*

From the review "Peptogenics in Relation to Food Economy," by Dr. J. Campbell, while Food Expert to the Metropolitan Campaign for Food Economy.

*See that you always have a good stock of*

# BOVRIL

and

## Bovril Cordial

**BOVRIL LIMITED, 25 and 27 St. Peter St., Montreal**