

**There is only one Bovril : an argument but no quarrel / [Bovril Limited].**

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Bovril Limited.

**Publication/Creation**

[London?] : [Bovril], [between 1900 and 1909?]

**Persistent URL**

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# There is only one **BOVRIL**

## An Argument but no Quarrel.

LADY:—"You Bovril people worry me; you say there is only one Bovril. Well, what do you mean by Invalid Bovril? That surely is No. 2."

MANAGER:—"No, all Bovril is No. 1. At and —"



LADY:—"Yes, yes, please don't quote from your advertisements, but just tell me what do you use in your own homes?"

MANAGER:—"We all use Bottle Bovril, but when anyone is ill we turn to Invalid Bovril."

LADY:—"Why?"

MANAGER:—"Because Invalid Bovril is unseasoned and more concentrated. In cases of sickness Doctors prefer it."

LADY:—"And which suits the Cook?"

MANAGER:—"Bottle Bovril for ordinary purposes, but when she wishes a change of flavour Invalid Bovril, being unseasoned, enables her to secure it."

LADY:—"Nothing else to say about it?"

MANAGER:—"In the South African war —"

LADY:—"But I am not a soldier."

MANAGER:—"You sometimes go on a picnic, and you would find Invalid Bovril spread upon bread and butter an appetising sandwich, very nourishing and not thirst exciting."

LADY:—"Yes, that is an idea I never thought of."

MANAGER:—"Then in hot weather Bottle Bovril mixed with cold milk is excellent. With soda water it is refreshing, and counteracts the lowering tendency of effervescing drinks."

LADY:—"I must remember that in hot weather, if it ever comes again."

MANAGER:—"Some of our friends take Bovril with an egg beaten up in it. Some mix it with their favourite wine."

LADY:—"You say Bovril is better than the best beef-tea. How can that be?"

MANAGER:—"Because in making beef-tea you neglect the solids and use only the liquor of the beef."

LADY:—"But that liquor contains all the goodness of the beef."

MANAGER:—"Quite a mistake, I assure you. Nature has so decreed that the heat which cooks the beef coagulates the albumen therein, and therefore the most nourishing property is left in the meat itself, and the best beef-tea gets only the stimulating properties. But if you take some fresh beef, cook, mince and grind it into a fine paste, and add this to the liquor previously made, then you get a nourishing beef-tea."

LADY:—"Is that the way you make Bovril?"

MANAGER:—"Precisely, and that is why Bovril is better than beef-tea made in any other way than I have just described, and the cost of such a special beef-tea would be many times the cost of Bovril."

LADY:—"And what about Meat Extract?"

MANAGER:—"Bovril is better than the best Meat Extract, which contains practically no nourishment; only stimulant."