

"The absent-minded beggar" / [Bovril Limited].

Contributors

Bovril Limited.

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"THE ABSENT-MINDED BEGGAR"

REGISTERED

The "Absent- Minded Beggar"

depicted on the other side, the gallant fellow sorely wounded, handing his comrade a bottle of Bovril instead of a cartridge, typifies in every sense,

Strength to the Last.

Bovril, indeed, is the best of strength-givers. It contains, in a highly concentrated form, all that is necessary to make blood, bone and muscle. In this it differs *vitally* from ordinary Meat Extract and Beef Tea, which are only stimulants, affording no nourishment at all. Bovril possesses both the nutritive and the stimulative properties of the best of flesh foods, viz.:—prime ox beef, and is therefore a rapid restorer of health, strength and vitality.

Recognizing these facts, the War Office authorities have caused Bovril to be supplied to

The Sick and Wounded

in the Field Hospitals during the South African Campaign.

Bovril has been adopted for permanent use in many hundreds of British Hospitals, Infirmaries and kindred Institutions.

