

Bovril : those who go down to the sea in ships have perhaps more need for Bovril than any other class of men / [Bovril Limited].

Contributors

Bovril Limited.

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BOVRIL



Those who go down to the Sea in Ships

have perhaps more need for

BOVRIL

than any other class of men. The space is limited: they cannot spend time in elaborate cooking and yet they are much in need of something stimulating and sustaining. What is it to be? Alcohol? Beer? These are undoubtedly stimulating for a short time but reaction follows and the man is more miserable than before. After Bovril there is no reaction, no bad effects. If hot water is not available to make a beverage, Bovril can be spread on bread and butter and eaten as a savoury sandwich. But the best form is

a tea-spoonful of Bovril to a cup of
boiling water.

It warms, cheers, and comforts.