

**Bovril is the vital principle of prime ox beef / Bovril Limited.**

**Contributors**

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**BOVRIL**  
IS THE  
VITAL PRINCIPLE  
OF PRIME  
OX BEEF



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# IT IS EASIER

to imitate than to originate, but it is not so easy to successfully imitate a specialty in which eminent Food Experts have developed the latest achievements of modern science.

# BOVRIL

is the most perfect form of concentrated nutriment, unequalled for its strengthening, stimulating, and nourishing qualities.

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## CHILDREN THRIVE ON IT.

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**BOVRIL LIMITED, Food Specialists & Hospital Purveyors, LONDON,**

Contractors to Her Majesty's and Foreign Governments.

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