

**Bovril : "It's not the cowl that makes the monk" but Bovril makes the man :
made from prime fresh ox beef / Bovril Limited.**

Contributors

Bovril Limited.

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BOVRIL

"It's not the
COWL that makes the
MONK," But BOVRIL
makes the MAN.



Made
from
prime fresh
OX BEEF.

To find the "Monk"
hold up to light.

Riddle & Touchman, Lith. London E.C.

BOVRIL, LIMITED, FOOD SPECIALISTS, LONDON.



BOVRIL



Is the VITAL PRINCIPLE of Prime Ox Beef, containing in a perceptible powder (which distinguishes it from clear Beef Tea) the Albumen and Fibrine, or entire nourishment of Beef, solving the great problem of effective stimulation without reaction, and forming a Perfect Food for

BRAIN, BLOOD, BONE, AND MUSCLE.

BOVRIL LIMITED. Chairman : The Rt. Hon. Lord Playfair, G.C.B., A.L.D