

Bovril : "Wherever did I put that Bovril!" : beef tea isn't Bovril / Bovril Limited.

Contributors

Bovril Limited.

Publication/Creation

[London] : Bovril, [1900?], (London : Avenue Press)

Persistent URL

<https://wellcomecollection.org/works/f2ktxsx2>

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BOVRIL



"Wherever
did I put that BOVRIL!"

BEEF-TEA ISN'T BOVRIL

Ordinary meat extracts are not BOVRIL. BOVRIL is a scientific preparation of beef in which the goodness of the meat is preserved, the nourishing albumen and strengthening fibrin as well as the stimulating extracts.

BOVRIL is a British preparation, made in the British dominions by Britons. BOVRIL LIMITED is a British Company with British Directors and Shareholders.

There are so many cheap foreign imitations on the market that it becomes necessary to emphasize the fact that "there is only one BOVRIL," that only the superior article made by BOVRIL LIMITED has any legal or honest right to the name "BOVRIL."

BOVRIL is bottled energy, strength, vitality—the nearest approach to the "elixir of life" yet discovered.

**"BOVRIL" has no other name
There is nothing "just the same."**