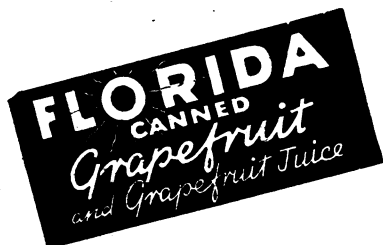


The effect of
**FLORIDA CANNED GRAPEFRUIT
 AND GRAPEFRUIT JUICE**
 on Dietary Intake



Recent researches have established that the addition of citrus juice to the diet results in increased retention and assimilation of the food elements, notably calcium, in other foodstuffs. Animals given citrus juice in addition to their standard diet grew on an average 10% more quickly than their litter mates on the standard diet alone, and in spite of the dilution of the dietary calcium by citrus juice, they retained not only a higher percentage but a greater amount of calcium.

Florida Canned Grapefruit is an attractive method of increasing the dietary intake in this way. It is also an inexpensive and abundant supplier of Vitamin C which, contrary to general belief, is not destroyed by the canning process. The human organism requires approximately 30 mgm. of Vitamin C daily. At present prices, the cost of the Florida Canned Grapefruit necessary to supply this amount averages just over 1d. a day.

The details of this and other researches are set out in the book "Citrus Fruits and Health" which will shortly be available in this country. Members of the Medical Profession who wish to obtain copies are advised to apply now to the Florida Citrus Commission, c/o T. B. Browne Limited, 163, Queen Victoria Street, London, E.C.4.



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