

Florida Canned Grapefruit and Grapefruit Juice and the Common Cold



It is well known that colds occur when the resistance of the system is lowered, and a diet which ensures an adequate supply of vitamins and mineral substances is largely effective in preventing this condition.

For this reason, Florida Canned Grapefruit is a valuable addition to any normal diet since the canning process does not destroy the food elements found in fresh grapefruit. Florida Canned Grapefruit contains an abundance of Vitamin C, and appreciable amounts of other Vitamins, mineral substances, citrates and easily assimilable sugar. Its final alkaline reaction in the body helps to balance the acid-forming tendencies of other foods.

In addition, it has the advantages of delicious flavour and low cost. 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 Florida Citrus Commission has published a book entitled "Citrus Fruits and Health," copies of which will shortly be available in this country. Physicians who wish to obtain copies are advised to apply now to the Florida Citrus Commission, c/o T. B. Browne Ltd., 163, Queen Victoria Street, London, E.C.4.



Issued by
THE FLORIDA CITRUS COMMISSION
Lakeland, Florida, U.S.A.



For Children's Constipation

Prescribe 'Petrolagar' Plain* (Blue Label) for even your youngest patients, or 'Petrolagar' Alkaline* (Green Label) if gastric disorders should also be present. Use 'Petrolagar' with confidence—it is pleasant-tasting, non-gripping, but thoroughly effective . . . Specimens gladly sent on request . . . John Wyeth & Brother Ltd., 25, Oldhill Place, London, N.16. (Sole Distributors for Petrolagar Laboratories Ltd.)

* Petrolagar is also prepared in the more active varieties — "With Phenolphthalein" (Red Label), and "With Cascara" (Orange Label).



Petrolagar

BRAND PARAFFIN EMULSION