

How delicious FLORIDA building Health

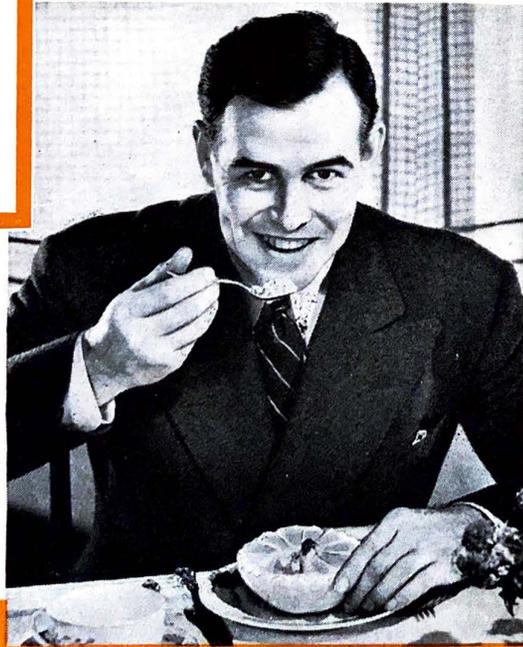


"Reducing the GRAPEFRUIT WAY makes me feel grand

None of that let-down, all-gone feeling in mid-morning or afternoon. Florida grapefruit contains vitamins and minerals that keep up your energy."

"NOT A COLD ALL WINTER SINCE

my wife's been giving me fresh Florida grapefruit for breakfast or freshly squeezed grapefruit juice. Finest treat I ever tasted. And, boy, I feel great—so much more pep and energy!"



MORE and more wise mothers are coming to realize that when they buy Florida citrus fruits, they're getting the biggest value money can buy! For they're not only getting something everybody loves. They're actually buying HEALTH for their family!

Even though your food budget is small, it pays to serve Florida grapefruit at least twice a day—to give your youngsters BIG glasses of golden Florida orange juice—to have plenty of Florida tangerines when these tempting "kid glove oranges" are in season.

Save on something else if you must. But serve plenty of Florida citrus fruits. They're packed with health. Rich in vitamins and minerals—calcium that builds strong bones and sound teeth, iron for the blood. They alkalize, increase energy, fortify our resistance against colds and winter ills. *Insist on FLORIDA oranges, grapefruit, tangerines.* They're heavy with juice, richer in flavor, finer in every way.

CITRUS FRUITS are now for Millions!

TANGERINES the perfect sweet for youngsters

So easy to peel the tiniest child can do it. Sweet and juicy. And the richest of all citrus fruits in bone-building calcium.



1/4 More Juice from Florida Oranges

—that's every 5th glass FREE and more vitamins, too. Give each child TWO big glasses a day of this delicious, sweet, rich juice. You can afford to with Floridas! And how they'll love it, thrive on it. The cost is trifling, the benefit to health—priceless!

ASK FOR FLORIDA ORANGES • GRAPEFRUIT • TANGERINES