

Di-Lactofort : fortifying and flavouring syrup for milk / produced and distributed by Cuxson, Gerrard & Co. Ltd.

Contributors

Cuxson, Gerrard & Co.
Di-Lactofort Products (Co.)

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DI-LACTOFORT

FORTIFYING AND FLAVOURING SYRUP FOR MILK

DI-LACTOFORT originated in South Africa where it was formulated for the school feeding scheme with the approval of the Cape Provincial Education Department. It has proved very popular and acceptable.

- ★ DI-LACTOFORT is a flavoured (chocolate or raspberry) nutrient for addition to milk, rendering it very palatable. It contains fruit sugar, which is more readily assimilated than other sugars. It also contains calcium in a particularly suitable form for addition to milk, and Vitamins B1, B2, C and Niacin, to replace loss during sterilisation or pasteurisation of milk.

DI-LACTOFORT is very economical to use and its addition to milk makes it more attractive to children and invalids; simply add one teaspoonful to half a pint of milk. It can be used with fresh, skimmed or dried milk, served hot or cold.

DI-LACTOFORT is an entirely new product to the British market. Opinions in this country indicate that for palatability and appeal it will prove very popular and a considerable demand can be expected.

DI-LACTOFORT shows an excellent profit margin of 50% on cost, and when bought on bonus terms the profit is 62.5% on cost.

PRICES

TRADE
20/- dozen (3 only 5/6)

RETAIL
2/6d. per bottle

Bonus with 3 dozen -- 3 bottles
Minimum order: 3 only and units of 3

Produced and Distributed by

CUXSON, GERRARD & CO. LTD.
OLDBURY, BIRMINGHAM, ENGLAND

on behalf of DI-LACTOFORT PRODUCTS (CO.) LTD.

★ **Temporarily only Raspberry flavour available**