

Beecham Foods had an idea. They blended fresh lemons with rich blackcurrants; added glucose for energy, and vital vitamin C. Result? A great new drink with a sweet-and-sharp taste - a drink to help people forget their colds - and it's called... : Lembena.

Contributors

Beecham Foods

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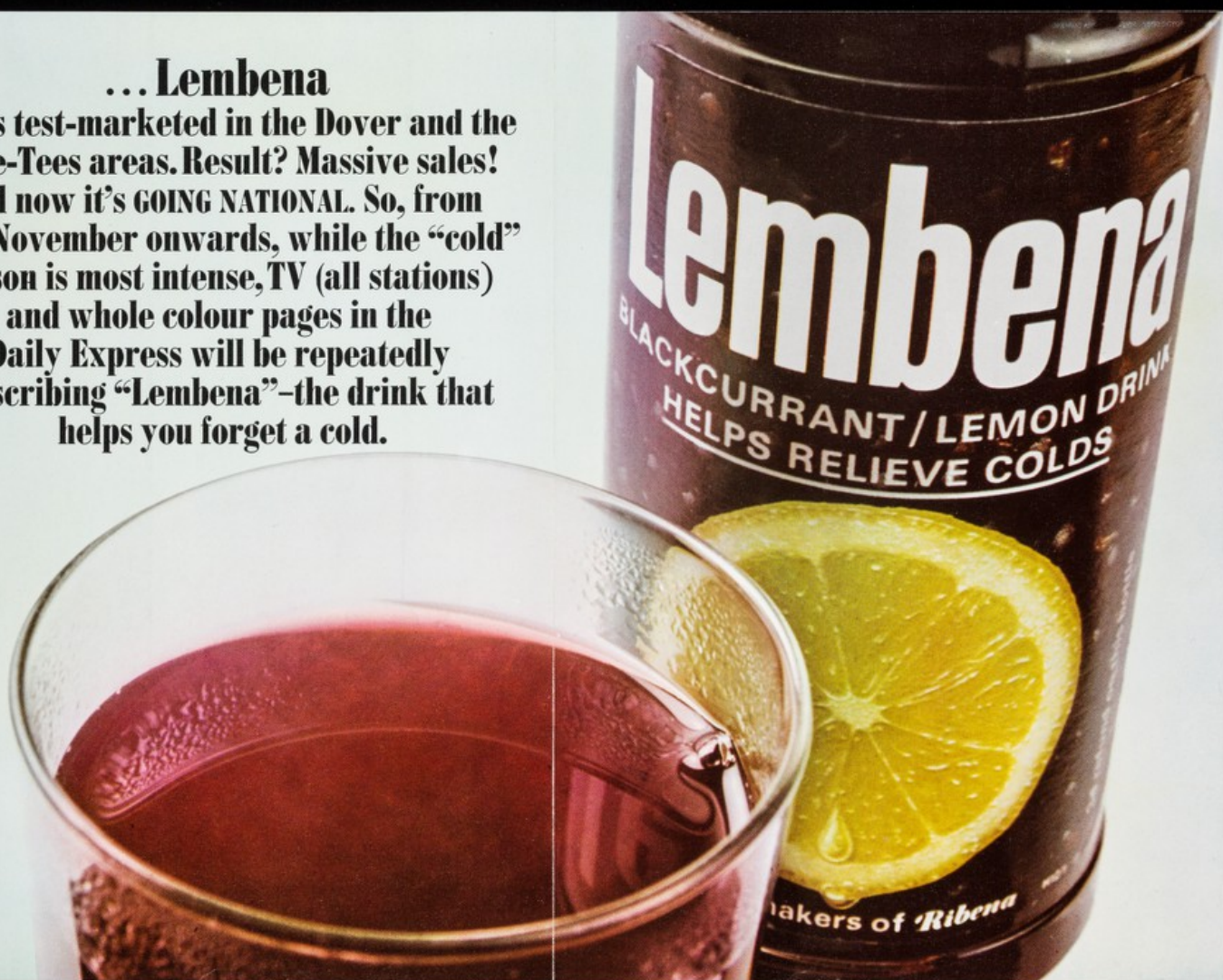
Beecham Foods had an idea. They blended fresh lemons with rich blackcurrants; added glucose for energy, and vital vitamin C. Result? A great new drink with a sweet-and-sharp taste—a drink to help people forget their colds—and it's called...



... Lembena

It was test-marketed in the Dover and the Tyne-Tees areas. Result? Massive sales!

And now it's GOING NATIONAL. So, from mid-November onwards, while the "cold" season is most intense, TV (all stations) and whole colour pages in the Daily Express will be repeatedly prescribing "Lembena"—the drink that helps you forget a cold.



Remember: two out of three of your customers will have a cold this winter. Lembena is the ONLY drink specially formulated to help relieve colds. Don't be caught without it—stock up now, and get one bottle free in every twelve. There's a lot in LEMBENA for you.

