

Welcome to spring and an all-time high demand for 'Milk of Magnesia' : the idea antacid-laxative.

Contributors

The Chas. H. Phillips Chemical Co. Ltd.

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Welcome to
Spring
and

an all-time
HIGH DEMAND
for

**'MILK
OF
MAGNESIA'**

REGD.

THE IDEAL ANTACID - LAXATIVE

INCREASING YOUR SALES

The pre-eminence of 'Milk of Magnesia' as the ideal antacid laxative is universally accepted. A best seller all the year round, it is, however, in the Spring and Summer months that demand reaches peak. You will therefore be particularly interested to know that measures are already in hand to make the seasonal demand this year an all-time record.

INTENSIVE ADVERTISING CAMPAIGN

Continuing our policy of vigorous development of this product, plans have been completed for a bigger than ever press advertising campaign. In addition, Radio Luxembourg publicity will be maintained right throughout the summer months. These combined measures will, we are confident, accelerate still further the tempo of demand for this reputable product.

GENEROUS PROFIT MARGIN

The generous profit available on 'Milk of Magnesia' has always been highly appreciated. By taking advantage of the special Phillips' display parcel, you can secure an additional profit of 2/6d. in the pound, not only on 'Milk of Magnesia' but the associated Phillips' lines also.

REVIEW YOUR STOCKS AND ORDER NOW

THIS MOST ATTRACTIVE
DISPLAY CARD

'MILK of MAGNESIA'
THE IDEAL ANTACID-LAXATIVE REGD.



AVAILABLE TO YOU ON REQUEST

YOUR

DISPLAY

linked to

OUR

**RECORD
ADVERTISING**

will create

PEAK SALES

for

**'MILK
OF
MAGNESIA'**

REGD.



*... make sure of sufficient
stock to meet this
increased demand.*

**ORDER
& DISPLAY *NOW***

MAY
1955