



get bigger sales from a health-minded America

fortify foods and beverages with

PFIZER VITAMINS

● The importance of proper nutrition has come into its own!

In the press, in books, on TV and radio, the public is learning more and more about science's never-ending diet discoveries... finding out that nutritional value is the key to wise food buying.

Now more than ever it will pay you—in increased sales—to carefully consider the vitamin fortification or enrichment of

your food and beverage products.

Pfizer, with over 18 years' experience in vitamin production and research, has accumulated much valuable data on food fortification and enrichment. Why not take advantage of this background? Write for the booklet, "Pfizer Products for Food Fortification," for complete information on Vitamin A, Thiamine, Riboflavin, Niacin, Vitamin B₁₂, Vitamin C (Ascorbic Acid).

CHAS. PFIZER & CO., INC.

CHEMICAL SALES DIVISION

630 Flushing Ave., Brooklyn 6, N. Y.

Branch Offices: Chicago, Ill.; San Francisco, Calif.;
Vernon, Calif.; Atlanta, Ga.

Pioneer and Leading Manufacturer of Vitamins

