

"Atora" will protect your children! / Hugon & Co. Ltd.

Contributors

Hugon & Co.

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Important Medical Evidence

Dr. W. B. Vaile, M.R.C.S., Medical Officer in charge of a Sanatorium, gives some striking testimony to the value of Beef Suet in a paper contributed to "The Lancet." He states:—

"For six years in every home where I have had a case of pulmonary tuberculosis (consumption) I have strongly advised the mother to insist upon everyone eating fat, and to give them liberal and frequent suet. I have no failures to record. In no home where this has been done have any further cases been brought to my notice."

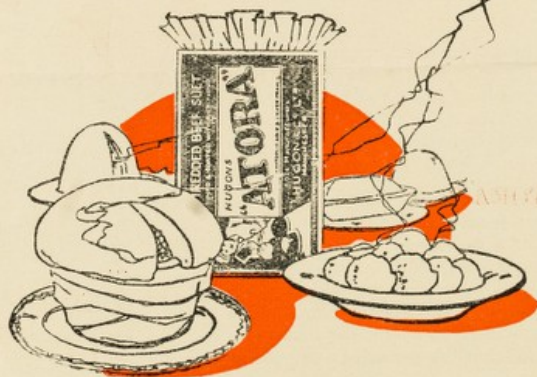
Dr. Saleeby (Chairman of the National Birth Rate Commission) writes in similar strain:—

"The young human being requires a continuous supply of this substance (the Vitamin A in Beef Suet) for normal development from its real beginning nine months before birth until the 18th year. . . . But further we learn that this Fat Soluble A helps to protect the body against infection, very notably by tuberculosis." (Fat Soluble A is the A Vitamin.)

Note the remark "nine months before birth." In other words, "Atora" is as essential to the mother as to the child. It should be included regularly in the diet, in dumplings and puddings, and also taken directly in milk, milk puddings and porridge.

HUGON & Co. Ltd., MANCHESTER.

The originators of Refined Beef Suet.



"
"Atora"
will protect
your Children!"

Professor Leonard Hill writes:

"Vitamin 'A' is associated with fat, and an insufficient supply of this is the cause of rickets in children."

THE RAVAGES OF RICKETS AND DEFICIENCY DISEASES IN CHILDREN

The Importance of Right Diet.

Recent investigation in one large town has revealed that 50 per cent. (on one estimation 70 per cent.) of the children inspected were suffering from Rickets! Think of it—seventy children in every hundred with that dread affliction of childhood which results in stunted growth, twisted limbs, bad teeth, and generally impaired vitality. This condition of affairs is the more lamentable since with a little care and attention much of it could be prevented.

A Common Error.

Rickets and other deficiency diseases are not necessarily due to lack of food, as many people think. Undoubtedly that is one factor, but the chief cause is *shortage of the right kind of food*. It is not sufficient to give children plenty of food and trust to chance: in fact, many a mother who prides herself on feeding her children well is puzzled to know why they do not thrive. Sir W. Arbuthnot Lane, the eminent physician, points out that "The wrong kind of food makes for indigestion, lowered resistance to infection, constipation, appendicitis, and rickets."

The Remedy.

The secret of virile healthy growth in children—and subsequently in adults—lies in the consumption of food rich in Vitamins. "Vitamins" is the name given by scientists to life-giving elements which are present only in certain foods, elements without which we could not exist. Most of these foods, however, are expensive and at some seasons unobtainable.

The Food par Excellence.

"Atora" Beef Suet is the food that fulfils the need in every respect. It contains the primary Fat-soluble A Vitamin to a high degree, it is available in plentiful supply all the year round at a price within the reach of everybody. In fact, the frequent use of "Atora" actually reduces the cost of living, because satisfying dumplings and puddings, sufficient to feed and nourish a family, can be made for a few pence.

The Curative Value of "ATORA."

Delicate children and adults, and people susceptible to chest or lung troubles, should take a teaspoonful of "Atora" dissolved in a glass of hot milk at least once every day—oftener if practicable. The pure suet, free from tissue, blends with the milk in an agreeable manner to form a healing and building-up food. It makes a creamy, nourishing drink.

The same remedy, taken at bed-time, is most soothing and beneficial for coughs and colds. It may be truly said that "A spoonful a day keeps the doctor away."



The foundation of health and fitness is laid in childhood. Nourishing food counts more than anything else.




The doctor advises suet and plenty of it—good Beef Suet like "Atora," in easily digested form. "Atora" is used in the largest hospitals in the country.



"Atora" makes delicious tender dumplings—the kind that children dote on. A most economical and nourishing food.



A spoonful of "Atora" in a glass of hot milk—a most soothing and effective home remedy for a cough or sore throat. Excellent too for building up delicate children.

 Read the Medical evidence overleaf.