

## **Wheat : the perfect food / The Natural Food Co., Ltd.**

### **Contributors**

Natural Food Co.

### **Publication/Creation**

London : Natural Food Co., [1914]

### **Persistent URL**

<https://wellcomecollection.org/works/z3vhq5kv>

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Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
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An interesting and most instructive article upon a question of national and individual importance, with statements by recognized authorities.

IT is estimated that 75,000 meals are taken in an average lifetime. As health so largely depends upon what we eat, this means that you have 75,000 opportunities during your life of helping yourself to good health.

That is why the food problem is so important.

When we say the "food problem" we really mean the *bread* problem, because at each of these 75,000 meals which you take, bread is the principal item. It is, and must always be, our staple article of diet.

"What is the most nourishing and healthful bread?"

Upon the answer to this question depends the well-being not only of body, brain, and muscle—the health and happiness of the family—the fitness of the individual—but the future of the race itself.

There is probably no man living who is better qualified, by knowledge and life-long experience, to deliver an authoritative opinion upon bread-stuffs than that well-known Food Reformer, Dr. T. R. Allinson, who has devoted his life to the thorough study of dietetics, i.e., the relation of foods to Mental and Physical Health, and after whom the popular Allinson Wholemeal Bread is named.

For these reasons unusual weight attaches to Dr. Allinson's views upon Bread.

Dr. Allinson is a consistent advocate of a return to the good old-fashioned whole-of-the-wheat bread when British brain and pluck were triumphant by land and sea in war and peace in every quarter of the globe.



Dr. T. R. ALLINSON,  
the well-known food specialist who insists on  
"wheat, the whole wheat, nothing but wheat."



*The Windmill stands for honest unadulterated Wholemeal Bread.*

### Nature's Perfect Food.

"Wheat, the whole of the wheat, and nothing but the wheat," says Dr. Allinson. "Body and brain need the whole of the grain."

"Wheat is Nature's perfect food for man and must not be tampered with. For the sake of making bread white, millers have adopted the pernicious practice of depriving the flour of the bran and the germ which contain the precious elements so necessary for the nourishment and health of our brain, nerves, teeth and bones."

"It is to this *starved* flour (sometimes bleached by chemicals)—it is to this interference with Nature that we owe the present prevalence of Constipation, Indigestion, Anæmia, Nervous Ailments and Dental Troubles. I have proved this by restoring to health many thousands of sufferers from these disorders, chiefly by getting them to eat Wholemeal Bread."

"The great fact is that we cannot afford to tamper with Nature's food supplies. Nature knows better than we do what our bodies require for their healthy sustenance."

Dr. Allinson's views are supported by thoughtful doctors and dietists. So eminent an authority as Sir Henry Thompson, F.R.C.S.—whose works have

been translated into all the chief European languages—says, in his book "Food and Feeding," that our daily bread "should be made from entire wheatmeal . . . and ought to contain all the constituents of the wheat, instead of being made from flour of which most of the mineral elements have been removed."

Sir Henry Thompson gives the reason for this in equally plain language. We commend the following extract from his book to the careful attention of those who value their health.

"This extraordinary care to employ nothing in our diet but matter which . . . can be absorbed into the system is founded upon want of elementary knowledge of the first principles of digestion; and yet, strange to say, the mistaken, indeed mischievous, practice is supported, probably from want of thought, by many who ought to know better."

Dr. Allinson is equally emphatic upon this vital point. He declares that a perfect food is one which not only contains nutriment for every part of the human system but which *contains also the means of promoting the healthy action of the intestines.*

### The Food of Health.

It is this combination of requisite elements for nourishment and for health which makes wheat so particularly valuable. Other foods may be rich in flesh-forming products, or in heat-producing elements, but Wheat is the one food which combines flesh-formers, heat-producers, bone-and-muscle-builders, and brain-nourishment all in one, besides a small percentage of that "inert matter" which is so vitally necessary to the health of the body.

Food which is all nutriment and nothing else is *not* a perfect food. This may sound paradoxical, but it is strictly true. The health of the body depends so much upon the regular action of the bowels. If your food does not contain the elements required to stimulate that action, the system becomes clogged, the blood becomes poisoned.

The importance of Wholemeal bread and the utter inadequacy of white bread are vigorously insisted upon by leading



[Photo] [Lafayette].  
SIR HENRY THOMPSON, F.R.C.S.

scientists in France—including Professor Maurice Letulle, who after describing white bread as “phantom bread,” says:—

“The only true bread is natural bread made from the whole of the wheat, without any addition and with only the chaff removed. In this perfect food we get gluten—the flesh-building element—as well as all the other nutriments which are naturally concentrated in a grain of wheat.”

“These valuable elements do not exist in the fine white flour produced by roller mills. It is this unnameable stuff (for it does not merit the name of bread), consisting of badly cooked starch, upon which for about 40 years we have ‘brought up’ our children, ‘nourished’ our workers, ruined our stomachs, and enfeebled our race.”

White bread is doubly deficient; it lacks certain food elements which are contained in the bran (without which the nerves, brain, bones and teeth cannot be maintained in health) and, in addition, it lacks the means of stimulating functional activity.

These defects are shared by most of the “brown” breads which are so common to-day, and which are sold under various fancy names.

### Health Without Medicine.

Never lose sight of the great fact that your bread should not only *nourish* you, it should keep you “fit” without the aid of medicines—which is just what Allinson Bread does.

Pin your faith to Wholemeal Bread and you will be right. In order that those who wish to benefit by his advice may procure the genuine article, Dr. Allinson has arranged for the production of Allinson Wholemeal Bread, which is made from flour guaranteed to contain 100% of the wheat.

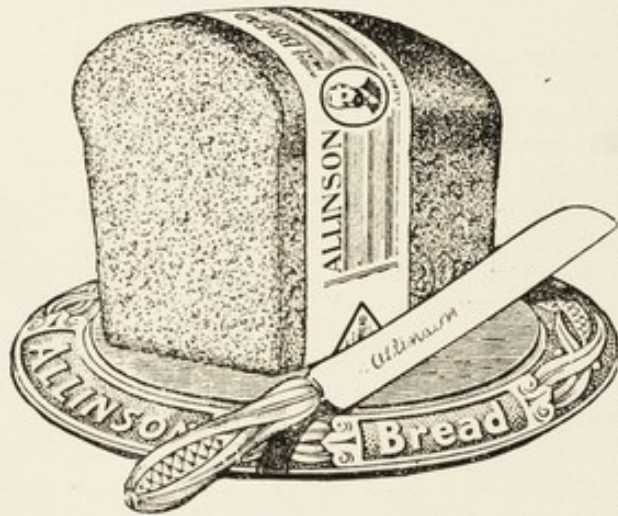
This delicious bread is true to Nature in regard to the correct proportion of complete nutrients, salts, etc. Allinson Wholemeal Bread may therefore be bought with confidence because it represents the ideal standard—Nature’s standard, in fact.

Allinson Wholemeal Bread contains the whole of the wheat grain with its valuable *inner* coatings; but it does not of course contain the “chaff” or *outer* husk. The wheat itself is of the very highest quality, special prices being paid in order to secure the best grain.

The flour is produced by stone-grinding the wheat in the good old way, and by special processes the meal is reduced to the ideal degree of fineness, ensuring easy and healthy digestion.

A word as to Flavour. You doubtless remember some occasion—possibly in your younger days—when, in passing through a cornfield, you plucked an ear of wheat which you rubbed between your hands (blowing away the chaff) and then ate. Do you recall the delicious sweet flavour of the ripe wheat? That is just the flavour you get in Allinson Bread—the real flavour of the wheat. You do not get it in white or fancy brown bread.

No other article of diet is so well able to prove its value in a brief time as Allinson Wholemeal Bread. Usually one week’s trial affords convincing proof of its merits, especially in cases of Constipation, Indigestion and similar ailments. Sufferers from Anæmia, Nervous Disorders, Weakness, etc., benefit just as surely.



*"Nature's Best Food in its Best Form."*

### Wholemeal for Children.

Children fed on Allinson Wholemeal Bread grow up strong and sturdy, free from most of the ailments and weaknesses of childhood.

For adults it provides dependable and

digestible sustenance, nourishing every part of the body, muscle, blood, bone, nerves and brain.

Good sound teeth are rare to-day—this is another result of eating unsuitable bread. Dental troubles would be rare if people ate honest wholemeal bread—a fact which was strongly insisted upon by distinguished scientists at the great International Medical Congress.

### A Word of Warning.

See that in buying you are not misled into having one of the many fancy "brown" breads, which are not wholemeal at all. They cannot benefit you like Allinson Bread, because they do not contain the whole goodness of the wheat.

Wholemeal bread is best for you and the best is Allinson. See that every loaf you buy is wrapped in a paper band bearing the portrait and signature of the famous diet specialist, Dr. Allinson. These paper bands should be saved for the Monthly Prize Distribution 23 Cash Prizes and 100 White Wood Bread Trenchers and Knives.



## 2 lb. SAMPLE LOAF COUPON.

I enclose 4d. stamps to pay carriage on a 2 lb. Sample Loaf of Allinson Wholemeal Bread and a sample of Natural Food Biscuits. Please send me also the address of the nearest Allinson baker, and a free copy of the illustrated book on "Bread and Health."

Name .....

Address .....

.....  
To THE NATURAL FOOD CO., LTD., 305, CAMBRIDGE RD., LONDON, E.

Name of Paper .....

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