

22 carat : the best that money can buy- in gold, but- read what famous doctors, dentists & dieticians say- about bread & flour / Allinson Ltd.

Contributors

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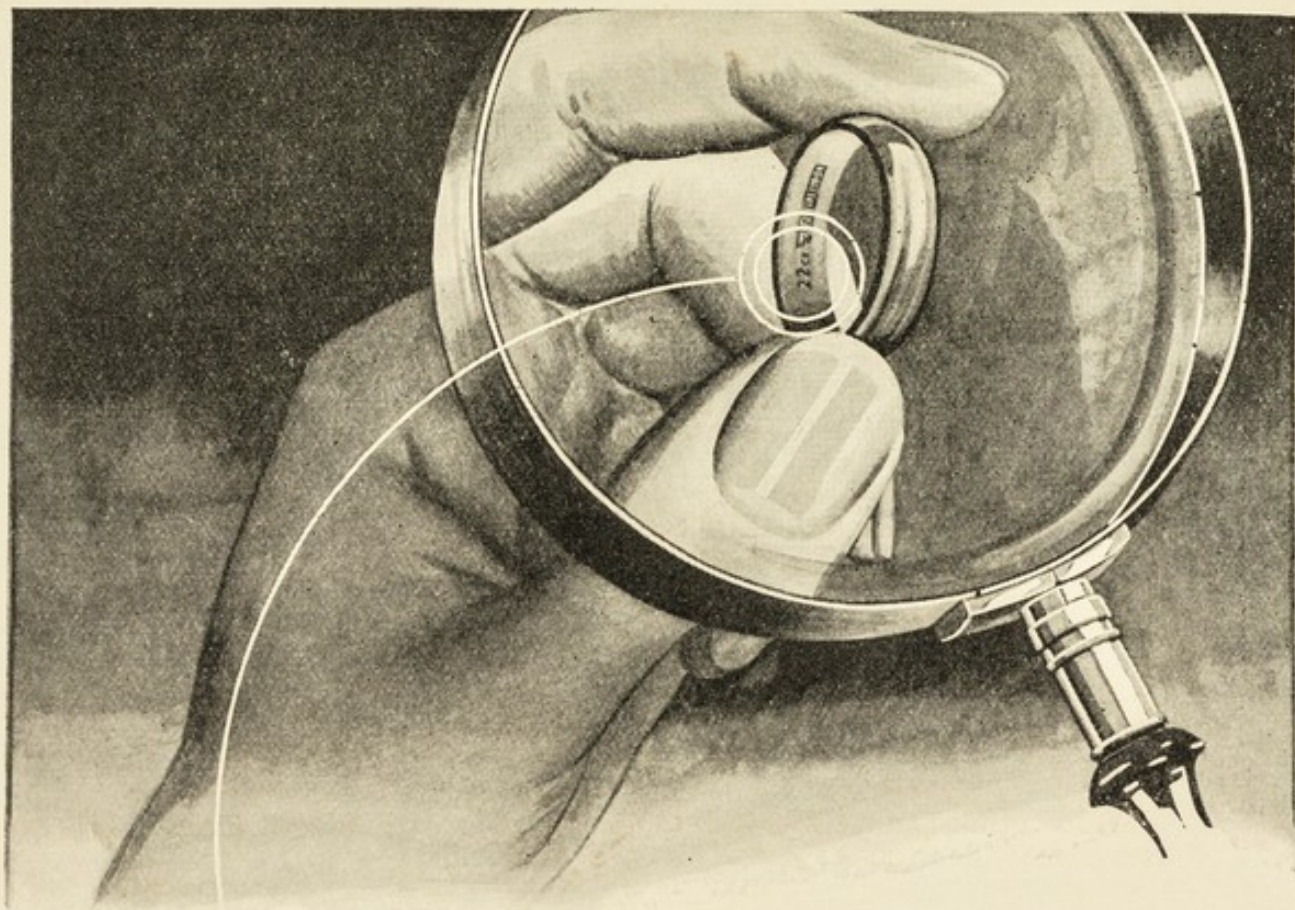
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Wellcome Collection
183 Euston Road
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T +44 (0)20 7611 8722
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22 CARAT

*The best that
money can
buy—in gold
but —*

**READ WHAT FAMOUS DOCTORS,
DENTISTS & DIETICIANS SAY —
ABOUT BREAD & FLOUR**

Dr. Aslett Baldwin (before the Royal Society of Medicine). "The use of fine white bread and flour is one of the chief causes of degeneration in the physique and health of civilised communities. Modern constipation is due to the removal of the aperient properties of the grain from the flour."

Sir Harry Baldwin, Surgeon-Dentist to the King: "Some people seem to think that sugar is the principal cause of the decay of teeth, but I think that the great delinquent is white flour . . . Eat wholemeal bread and use wholemeal flour."

Dr. S. Henning Belfrage, Chairman of the Food Committee of the New Health Society: "The absence in white bread of Vitamin-B and 'roughage' contained in wholemeal flour is responsible for a vast amount of digestive disorders."

Sir Bruce Bruce-Porter, "If a mother will eat wholemeal bread and other natural vegetable foods the blood will have the necessary salts available for developing the child."

Sir James Crichton-Brown, M.D., D.Sc.: "The poor should be taught that if they want their children to grow up strong and lusty—if they wish them to have sound teeth—they must supply them with mineral matters in their food, mineral matters which are not to be found in adequate amount in fine white bread, but are abundant in wholemeal."

J. T. Hall, L.D.S., author of 'Our Teeth and How to Keep Them': "Wholemeal bread should be eaten regularly . . . Wholemeal bread is rich in vitamins; . . . wholemeal bread not only exercises the teeth; . . . it cleans the teeth in the act of chewing."

Sir W. Arbuthnot Lane, C.B., M.S.: "Those who urge that white flour products are useful foods do so on the ground that the components contained in wholemeal and absent in white flour — components which are essential to life and health — can be provided in other articles of diet. They forget that the working class and especially their children have not the means to purchase these extra foods which are essentially luxuries."

Professor R. H. A. Plimmer, D.Sc., Professor of Chemistry in the University of London: "Natural grain, from which flour is made, is amply provided with B-Vitamin . . . In making white flour the germ and the brown outer skin are removed. These are exactly the parts which contain the B-Vitamin. White flour is thus an unbalanced food."

Dr. C. W. Saleeby: "The public demands white flour. This simply means that the public demands the removal from the grain of everything but the white starch . . . Nearly all the rest of the beautiful grain . . . is discarded."

Sir Charles Symonds, Consulting Surgeon to Guy's Hospital, said that he had often, as an experiment, compared his work after a meal of wholemeal bread with that which followed a meal of white bread; with a result entirely in favour of the former.

Leonard Williams, M.D., author of 'The Science and Art of Living,' etc.: "Stone-milled wholemeal bread is one of the means of maintaining health. It supplies vitamins and supplants purgatives."

These quotations are taken from "Whole-meal" by Ettie A. Hornibrook, with permission of the Authoress.

Further Convincing Medical Proof.

The results of a recent investigation in which over 1,000 Doctors were interviewed in different parts of the country, corroborated beyond doubt the generally accepted opinion that: Allinson Bread is most nourishing of breads, that it prevents or alleviates constipation, and provides the body with the vitamins essential to growth and vitality.

910 Doctors out of 1,000 agree "that genuine wholemeal prevents and/or alleviates constipation." The "roughage" from wheat is Nature's method of helping the body to perform its eliminatory functions easily and regularly without the harmful assistance of laxatives. This "roughage" (absent from white and many forms of brown flour) is present in Allinson Bread in exactly the right proportion to keep you fit and well. It is for this purpose that **Allinson is still milled by the good old-fashioned stone-grinding method.**

860 Doctors out of 1,000 agree in "attaching great importance to the vitamin content of genuine wholemeal." In Allinson Wholemeal you get the whole of the vitamins from the germ of the wheat, which is Nature's storehouse for Vitamin-B — a real necessity to health and development — particularly in the case of children.

800 Doctors out of 1,000 agree "that genuine wholemeal is more nourishing than other kinds of bread." Allinson Wholemeal contains the whole, every particle (100 per cent.) of the food value of the finest selected Home and Empire Wheat—the best and most expensive wheat in the world. Nothing is added, nothing is taken away.

At the same time as this investigation was being carried on amongst the medical profession, a similar investigation was conducted amongst 1,000 master bakers throughout the United Kingdom, revealing the following remarkable fact that



980 MASTER BAKERS assert that "There is no better nor purer Wholemeal than

Allinson's
BRITAIN'S BEST BREAD AND FLOUR.

The results of these investigations have been Certified by a leading firm of Chartered Accountants.

*What "22 carat" means in gold, the name "Allinson" means in Bread & Flour.
100% Empire Wholemeal — the best that money can buy.*

MY HOME 1932

Warning. Do not judge bread by colour—beware of asking merely for “brown bread”—all brown bread is not wholemeal.

Always ask for
Allinson's Wholemeal
for the following reasons :

1. **Allinson Empire Wholemeal is exactly what it is called**—the whole (100%) of the good of the choicest selected Empire Wheats, the finest Wheat the world produces—pure, unadulterated and stone-ground to the ideal degree of fineness for easy digestion. Allinson use no foreign wheat. **CAN ANY OTHER MILLER MAKE THESE CLAIMS?**
2. **Allinson is economical**—it provides more nourishment, consequently less is required of other more expensive foods.
3. **Allinson contains exactly the right proportion of the “roughage”** from the outer covering of the wheat to keep the bodily system functioning easily and regularly—it is Nature's remedy for constipation.
4. **Allinson contains all the vitamins from the germ of the wheat**—especially important for growing children particularly with regard to the formation of sound healthy teeth.
5. **Allinson protects the public** by the Allinson guarantee printed on the paper band which you should get round every Allinson loaf.
6. **Allinson's wholemeal natural flavour** makes a strong appeal to the appetite.
7. **Allinson helps the digestion** by stimulating the digestive juices.

Gifts. To encourage the public to get the best wholemeal obtainable, bands from the Allinson Loaf and coupons from the Allinson Flour Bags are exchanged for many useful and valuable gifts.

Allinson Bread is obtainable from best bakers everywhere. Allinson Flour is obtainable from best bakers and grocers everywhere, in linen sealed bags for home-baking (3½, 7 and 14 lbs.).

If you have any difficulty in obtaining Allinson Bread and flour, write to Allinson Ltd., 210, Cambridge Road, London, E. 2. Write also for new free Catalogue of Gifts.

