

Remarkable results from 1,000 recent interviews with doctors / Allinson, Ltd.

Contributors

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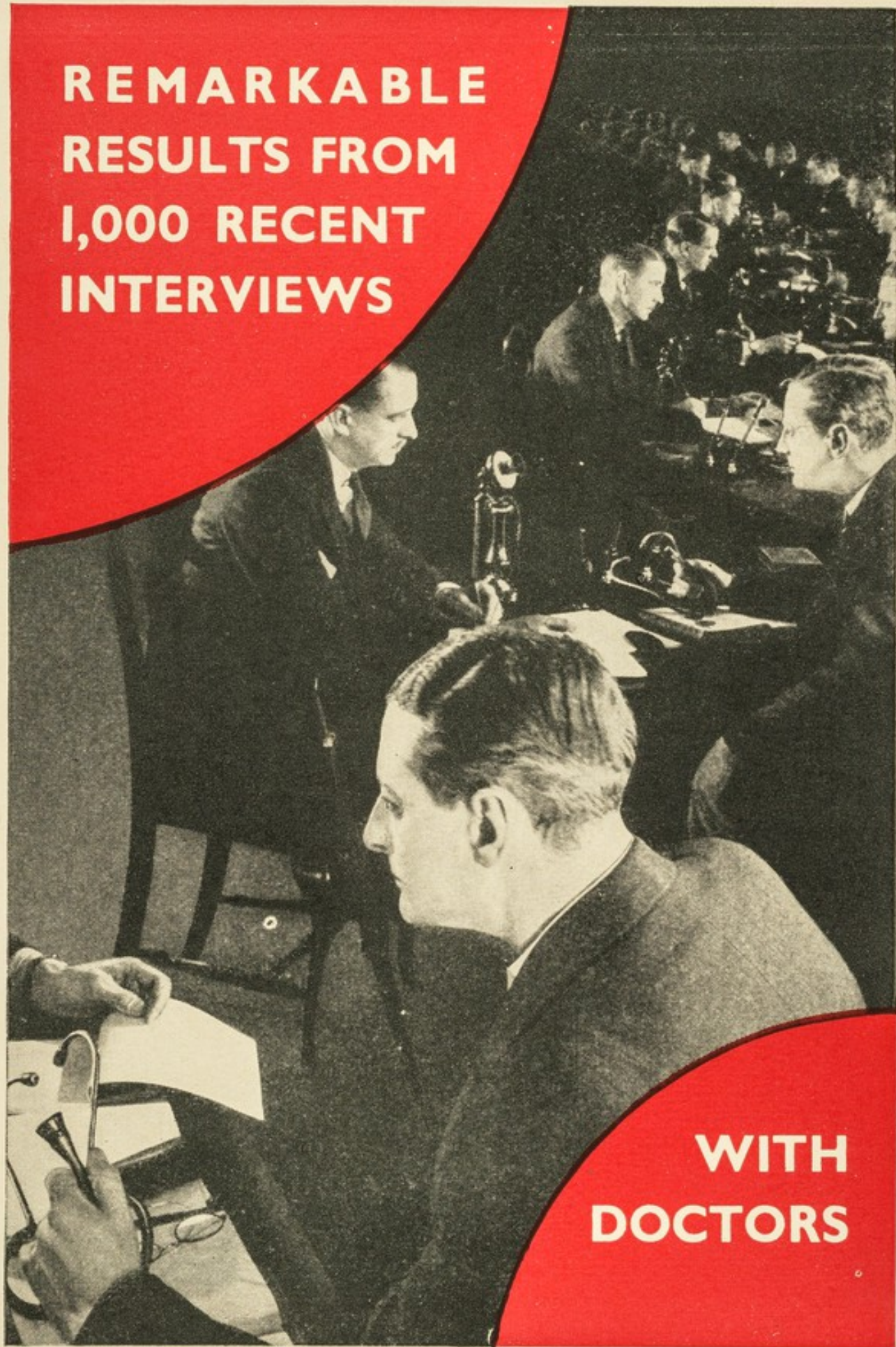
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**REMARKABLE
RESULTS FROM
1,000 RECENT
INTERVIEWS**



**WITH
DOCTORS**

OVER 1,000 DOCTORS INTERVIEWED

IN ALL PARTS OF THE COUNTRY

During the early months of this year an investigation was undertaken by an independent body throughout the whole of England with the object of getting the true facts regarding the opinion of the medical profession about wholemeal. Naturally, it was impossible to question every doctor in the country, but, in fact, over 1,000 doctors were actually interviewed, and from their replies the percentages shown in this leaflet were established. The results of this investigation corroborated beyond doubt the generally accepted opinion that—

Allinson Bread is more nourishing than other kinds of bread, and that it is very necessary to health because of its effect in preventing or alleviating constipation, and because it provides the body with the vitamins essential to growth and vitality.

The statistics resulting from this inquiry have been examined by a leading firm of chartered accountants who have certified that they are correct.

80% of Doctors 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 Wheats—the best and most expensive wheats in the world. *No foreign wheat is used.* Nothing is added, nothing is taken away—whereas in the milling of white flour, and many forms of brown flour, much of the nutriment and health-giving parts of the wheat (including the germ) are discarded and chemicals are added for bleaching purposes. In Allinson you get *the whole of the wheat and nothing but the wheat*—a meal in itself providing every element to keep the body in perfect health and strength. Thus, in providing yourself and your family regularly with Allinson you procure the maximum nourishment at the smallest possible cost, and reduce the family food budget, because less of other and more expensive foods is required.

91% of Doctors agree that
genuine wholemeal pre-
vents and/or alleviates constipation.

Nature has provided in wheat the “roughage” on which doctors place such importance because it is Nature’s method of helping the body to perform its eliminatory functions easily and regularly without the harmful assistance of laxatives. A certain amount of this “roughage” is essential to you in your daily diet if

you are to avoid the evils of constipation—the source of so many serious ailments. Yet it is a deplorable fact that in the refining of white flour and the manufacture of many forms of brown flour, this essential “roughage” is entirely removed. It is present in Allinson Flour 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 stonegrinding method* used by our forefathers in the days when bread was in very truth the “Staff of Life.”

86% of **Doctors** agree in attaching great importance to the vitamin content of genuine wholemeal.

The germ of the wheat is Nature's storehouse for Vitamin B—the element in food which helps the body to resist disease, generate energy, and rebuild lost vitality. It is a real necessity to health and development—particularly in the case of children. Yet this immensely important element is discarded in the milling of white flour and many forms of brown flour. *In Allinson Wholemeal you get the whole of the vitamins of the wheat—every particle is retained.* That is one of the reasons why tens of thousands of men, women and children eat Allinson regularly every day—and thrive on it.

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

98% OF MASTER BAKERS
ASSERT THAT

“THERE IS NO BETTER OR
PURER WHOLEMEAL THAN

Allinson's”

AND THAT

“A COMBINATION OF HOME
& EMPIRE WHEATS GIVES
THE FINEST FLAVOUR”

WARNING

Many people, although convinced of the benefits to be derived from eating Wholemeal Bread, make the grave error of thinking that all brown bread is wholemeal. This is not so. Many brown breads are inferior to wholemeal—in fact are no better than ordinary bread. Some brown breads are called “wheat-meal”—a nondescript name which means very little.

Genuine wholemeal is wheat, the whole of the wheat and nothing but wheat—and the only way to make sure of getting genuine wholemeal is always to ask for and insist upon having Allinson's. Allinson's mill only wholemeal—they are pioneers of and specialists in “quality” wholemeal, so that there can be absolutely no mistake. Allinson's is the highest possible standard of wholemeal.

LEGISLATION NEEDED.

It is very strongly felt by a large number of people in the scientific and medical world, as well as amongst the general public, that legislation is urgently needed to make sure that the term “Wholemeal” is applied only to the genuine article. It is a matter of such importance to the health of the nation—particularly to that of growing children—that the many substitutes for wholemeal provide a public menace. The name Allinson is your one safeguard.

ALLINSON BREAD IS SOLD by best bakers everywhere. Each is under a definite agreement to supply only Allinson Bread made from Allinson Wholemeal Flour, and to affix the Allinson Bread Band.

In spite of its outstanding merits Allinson Bread costs no more than other well-known breads.



Reasons why Wholemeal must be *Allinson*

100% Wheat. Allinson Bread is superior to ordinary brown breads and to bread made from white flour, both from the point of view of food value and health, because it is absolutely pure and unadulterated—it contains every particle of the nourishment of the finest selected Home and Empire Wheats, the best and most expensive wheat in the world, rich, plump, full-bodied grain, saturated with health-giving sunshine.

Can any other miller make this claim? No foreign wheat is used in milling Allinson Flour. Allinson use only Home and Empire wheats.

Easily digested, appetising flavour. There is no adulteration—Allinson Flour is absolutely pure; it is wheat, whole wheat, and nothing but wheat. Allinson Flour is stoneground in the good old-fashioned way to the ideal degree of fineness for easy digestibility. Its wholesome natural flavour makes a strong appeal to the appetite; it stimulates the digestive juices and helps the digestion of other foods eaten with it. Allinson Flour and Bread prevent or alleviate constipation.

Ideal for children. Allinson builds body and bone and helps to form strong healthy teeth.

Economy. Allinson is an economical bread—particularly for families with growing children because you get more food value in the Allinson loaf, and less is needed of other and more expensive foods.

Allinson protects the public. Allinson protects the public by placing around every loaf a paper band with the Allinson guarantee on it. This band assures you that you are getting what you and your family urgently need—*genuine* wholemeal.

Gifts. To encourage the public to insist upon Allinson Bread being delivered with the band around it and thus prevent substitution, gifts of pictures, books, gramophone records, etc., are given in exchange for bands.

ALLINSON WHOLEMEAL FLOUR is also obtainable from best bakers and grocers everywhere, in strong linen sealed bags for the housewife (3½, 7 & 14 lbs.) Every user is entitled to a handsome cookery book containing 101 Recipes. Gifts, including household utility articles, are also obtainable



For full particulars write:
ALLINSON, LTD.
210 Cambridge Road,
London E.2

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AP = 10/97 = £4.50