

**You have read in the press what we say to you... what doctors say to you... what dentists say to you... what bakers say to you... : now read what users say to you / Allinson Ltd.**

**Contributors**

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Natural Food Co.

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Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

## YOU HAVE READ IN THE PRESS

WHAT

### ● WE SAY TO YOU

that Allinson is the best possible wholemeal containing 100 per cent. of the health-and-strength-giving qualities of the choicest wheat in the world—selected Empire wheat—stoneground.

WHAT

### ● DOCTORS SAY TO YOU

that genuine wholemeal prevents and/or alleviates constipation, and is more nourishing than other kinds of bread. 860 doctors out of 1,000 recently interviewed attached great importance to its vitamin content. *N.B.*—Allinson's is the highest standard of Wholemeal Bread and Flour.

WHAT

### ● DENTISTS SAY TO YOU

that genuine wholemeal supplies those elements in the wheat berry which make strong white healthy teeth, and prevents decay by exercising and cleansing the teeth. Sir Harry Baldwin, Surgeon Dentist to the King (speaking of tooth-decay), says: "Eat wholemeal bread and use wholemeal flour." Allinson's is the ideal quality of Wholemeal Bread and Flour.

WHAT

### ● BAKERS SAY TO YOU

that there is no better nor purer wholemeal than Allinson's—Britain's best bread and flour. (This assertion was made by 980 master bakers out of 1,000 in the course of a recent investigation.)

### ● NOW READ

### WHAT USERS SAY TO YOU

10/33 F4 = AP = 10/97



# A FEW OF THE HUNDREDS OF VOLUNTARY TESTIMONIALS such as we receive every day for *Allinson* Wholemeal

"My parents and my brother, my wife, children and I all use ALLINSON Wholemeal Bread, and are free from the curse of constipation. It also gives us a sense of satisfaction. We *must* have it."

A. C. H. . . . Balham.

"I've never eaten any bread which gave me such all round satisfaction."

F. . . . Worthing.

"Live exclusively on white bread and then on ALLINSON'S, and you will be convinced as to the merits of the latter."

T. E. G. . . . Darlington.

"Headaches, sickness and constipation have become things of the past since we made our own bread from ALLINSON Wholemeal Flour."

B. C. . . . Carshalton.

"No one who values good health, appetite and digestion, can afford to disregard the undoubted dietetic value of ALLINSON Wholemeal Bread, but it must be ALLINSON'S. I say this after a test of many years. No bread is richer in health-giving properties, none more helpful to good digestion, and none of greater assistance in maintaining regularity of habit and the elimination of the majority of modern ailments resulting from constipation. I have no hesitation in describing ALLINSON as the perfect bread."

W. M. . . . York.

"Some years ago we tried a few loaves of ALLINSON Bread, and instantly felt the good in them. It warms us inside and out. We can face a bitter dry east wind in safety and security."

J. T. . . . Springfield.

"For four years I have found ALLINSON Bread ideal as a body-builder, and a corrector in the matter of constipation. I never wish to go back to white."

G. C. . . . Clapham.

"I have used Wholemeal exclusively for the past 50 years, and am satisfied that to its use I owe my retention of good health."

W. R. . . . Whyteleafe.

"ALLINSON Bread is—

- (1) Sustaining.
- (2) Kind to the teeth. (My doctor testifies to this.)
- (3) Excellent to the system generally."

R. R. P. . . . Coventry.

"ALLINSON is, in my opinion, the only bread which overcomes indigestion and constipation."

V. B. F. . . . Beckenham.

"The value of ALLINSON Bread is much accentuated in my case, for I am unable to walk, and yet I never take laxatives nor am I troubled with constipation. My main diet is ALLINSON Bread and hot milk, and it provides all the nourishment required to keep me healthy. This is not an opinion but an experience."

A. W. D. . . . Blackpool.

"For 12 years I have been eating ALLINSON Bread regularly, and not experienced the need for aperients, and have felt remarkably young."

C. C. . . . Portsmouth.

"Very satisfying and economical. No other wholemeal as good."

H. L. . . . Stoke-on-Trent.



"Herewith is a photo of my daughter taken by a newspaper man after she had arrived past the winning post, at a Reading Regatta, lengths ahead of the other girls. She was described in the local paper as 'A good winner.' She can also be called 'ALLINSON Bread,' for I have given her this Bread since she was a child, and she is full of health and vigour, mentally and physically."

E. M. B. . . . London, W.11.

"I have made my own bread from ALLINSON'S Wholemeal for the past five years at least. One is often put off by the baker with a 'brown loaf' or an inferior make of wholemeal, but I cannot speak too highly of ALLINSON Flour, and I am glad to send you a photograph of my three children, 8, 3 and 2 years of age. Had I the convenience I could have sold my own home-made bread to friends, as everyone remarks on my children's looks and general vitality. I feel sure if mothers provided ALLINSON bread, or used ALLINSON wholemeal flour for their children, it would not be necessary to buy tonics and patent medicines. Doctors continually advise genuine wholemeal bread and flour, but how many mothers insist on this!"

A. M. L. . . . Mill Hill.

"To all interested in health culture, I, at all times, advocate the constant use of ALLINSON'S Bread and Flour for home-baking. This, not only because of their health-giving qualities, but also that everything baked with ALLINSON'S Flour is pleasant eating, and safe eating. The loaves, crisp and with a nutty flavour, are a treat, and so satisfying, and there is no aftermath or indigestion, acidity or other discomforts. At a lecture to the Health Class, of which I am a member, an eminent doctor of our city spoke highly in praise of ALLINSON'S Bread, and advised all who would be well to use it."

C. F. McE. . . . Glasgow.

"I cannot speak too highly of ALLINSON Bread—it is very nice indeed. I have recommended it to several people, and shall continue to do so. We consider it goes further than other bread."

A. B. . . . Grantham.

"ALLINSON Bread has been a boon to me as I have not had a doctor's bill to pay for over 50 years."

G. B. . . . Abbey Wood.

"ALLINSON Bread always seems much more substantial than other breads, and I've good experience in trying different makes and kinds."

A. G. F. . . . Clifton, Bristol.

"ALLINSON Bread is nutritious, satisfying, and makes a splendid meal with fruit."

R. B. . . . Ilford.

"ALLINSON Bread is the best really 'brown' bread obtainable. It absolutely cured me of constipation. My husband has been suffering for some years with indigestion; I got him to try ALLINSON Bread, and he has been much better."

D. R. B. . . . Bournemouth.

"I think that ALLINSON Bread is satisfying, tastes well and is almost a meal in itself, particularly with, say, cheese or butter, and salad, it makes a cheap and valuable source of nourishment. I may say that recently a doctor told me that all persons should eat wholemeal bread."

T. L. P. . . . Ipswich.

"I consider ALLINSON Bread eliminates constipation. It keeps us fit and well, and, as the mother of four healthy children, I find it is unequalled as a body-builder. Having proved its worth, I should not care to use any other."

E. H. . . . Chesterfield.

"ALLINSON Bread is an economical, satisfying and genuinely pure food."

P. L. . . . Grantham.

"ALLINSON'S Bread is the best bread obtainable; it is the cheapest because it is more satisfying. We feel better and stronger, and have more energy to do our daily work."

Mrs. P. . . . Grantham.

"ALLINSON Bread possesses a highly nutritious value, it helps to build up the body, and so make one less liable to disease. It is also a valuable aid against constipation. Having tried other makes of brown flour, I have found none to beat ALLINSON."

E. B. . . . Sheffield.

"Some time ago I was suffering from dyspepsia and constipation when a friend recommended me to try ALLINSON Bread. I did, and immediately found great relief."

E. T. . . . Haywards Heath.



# OTHER REASONS WHY YOUR WHOLEMEAL MUST BE *Allinson's*

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 Flour is obtainable in 3½, 7 and 14 lb. linen sealed bags, for home baking.

Allinson Bread and Flour is on sale at the Best Bakers, Grocers and Health Food Stores.

Write for new free Catalogue of Gifts to Allinson Ltd., 210, Cambridge Road, London, E.2



## *Allinson's*

BRITAIN'S BEST BREAD AND FLOUR