



THIS Committee on Foods has placed its seal of acceptance on Ry-Krisp, the whole rye wafer.

During the past few years, this product has been prescribed by an increasing number of physicians and dietitians as a diet modifier, because:

1. Ry-Krisp is a 100% whole grain product. It contains all of the bran, all of the embryo, and all of the endosperm natural to the rye grain. In addition to flaked whole rye, only water and a dash of salt enter into the making of Ry-Krisp. No sugar, no shortening, yeast, or other leavening agent is used.
2. Ry-Krisp is absolutely safe in cases of wheat allergy.
3. Ry-Krisp is effective in diets planned to relieve mild dietary constipation.

4. Ry-Krisp is rugged and crisp, and requires thorough mastication. This natural exercise and stimulation has a beneficial effect on teeth and gums.

May we send you further data on Ry-Krisp and samples for testing? Merely fill in the coupon below or *attach it to your prescription blank or letterhead.*

Ry-Krisp

Research Dept., RALSTON PURINA CO., St. Louis, Mo.

Without obligation, please send me further data concerning Ry-Krisp, and a supply for testing.

Name _____

Address _____

City _____

Grocer's Name _____

JAMA 7-2630

If you could sit down at the table with every patient every day NEW SUCCESSES would be yours

Prescribe as you will, it is the *patient himself* who, in most cases, makes the cure, or fails to do it, according to the strictness with which he *follows your advice*.

You can't accompany him around all day to see that he does this or that every half hour. If you could your percentage of successes would increase tremendously.

Take your cases of constipation, for instance. We offer a *new way* to help in treating them—a way so attractive that every patient is a self-appointed co-operator.

It comes in the form of a new, highly refined vegetable-cellulose which we include in the most delicious Rice Flakes ever offered to those who like breakfast cereals.

No, it isn't a bran-food. It contains no bran.

The cellulose is not visible in HEINZ Rice Flakes, and the flavor is only that of delicious oven-toasted, crunchy flakes of finest rice. Think how attractive—especially to children.

After moisture is absorbed by the cellulose its bulk increases *four to six times*, forming one of the mildest, gentlest, yet most effective types of natural bulk and roughage known.

TRY IT FREE (Mail Coupon below)

E. R. Harding, M.A., Fellow of Mellon Institute of Industrial Research, University of Pittsburgh, in a recent article says: "That cellulose is both a natural and valuable food constituent is evident. "That it is practically essential is not too extravagant a claim. "It is found widely distributed in nearly all natural vegetable foods. It is particularly high in such vegetables as celery, lettuce, cabbage, spinach and asparagus. Fruits like oranges, grapefruit and others of this type contain considerable amounts of it."

HEINZ experts, with able scientists collaborating, spent eight years in perfecting this new agent and incorporating it in a delicious cereal that would be absolutely unlike any so-called "health-food".

Its natural deliciousness of flavor and daintiness of texture are two of the *main reasons* for its great success.

That success has been proved in a series of conclusive tests in certain well known institutions (names on request).

We want you to try it free to prove its efficiency to your own satisfaction so be sure to send coupon.

When you recommend HEINZ Rice Flakes to your patients, be sure they eat them *twice a day for one week* to start the benefits (once for breakfast,

and once as dessert at lunch or dinner). Once daily thereafter is sufficient to maintain the good results.

Be sure too, of course, that the patient gets HEINZ Rice Flakes, because vegetable-cellulose *comes only in HEINZ Cereals*. No others of any type can offer it, the process being patented. This food is exclusive in this feature.

We know that you'll find many instances where this new, delicious cereal, although resembling a "health-food" not at all, will help to make easy successes out of cases that have been extremely difficult to relieve or cure before.

Send the coupon now and try this new way soon.

FREE TRIAL COUPON

H. J. Heinz Company,
Dept. E-13, Pittsburgh, Pa.

Without obligation on my part or any charge to me, you may send me two full size packages of HEINZ Rice Flakes with (roughage) "Vegetable Effect".

Name _____

Street _____

City _____

State _____

(Above—under what classification you practice)

HEINZ RICE FLAKES

PREPARED WITH PURE RICE CELLULOSE

Entirely New-Type Cereal with "Roughage Vegetable Effect"