Hot Soup: Wholesome and Heartening

Every physician wants to keep his elderly patients as hale and hearty as possible. For this reason what they can eat or what they’ll enjoy eating is important.

In helping these patients plan a diet both nutritious and pleasurable, you can almost always recommend soup. Soup not only provides patients with a wide variety of essential nutrients but also gives them an interesting food that kindles their appetite and may brighten their whole outlook.

Certainly, almost all of your elderly patients can benefit from Campbell's Soups. A can of Campbell's Soup is heated and ready in only 4 minutes. This is important to the patient who cooks alone or to the elderly housewife who doesn't like to prepare a big meal.

Many elderly patients also will appreciate that there are so many different varieties to choose from and that soup is so inexpensive. It gives them the chance to improve their nutritional status and diversify their diet without straining the budget.

Campbell's Soups are all naturally good because they're carefully blended from the finest ingredients. Careful processing helps maintain natural flavors and nutritive values.

You will find Campbell's Soups helpful in setting up special diets for your patients. In planning these diets, the new series of nutritional analyses of all our soups will be very useful. Write today for your copy — Campbell Soup Company, Dept. 23, Camden, New Jersey.

There's a soup for almost every patient and diet, for every meal.
the new high-potency multivitamin from Robins

a good old-fashioned value: Adabee

When they go to buy vitamins, patients may pay a penny per tablet more (nearly two cents in most comparisons) for other therapeutic formulas than they do for equally potent Adabee. Why? Just this. Adabee purchasers pay only for high-potency doses of the vitamins A, B, C, and D. Not for folic acid, or costly B₁₂, hormones, amino acids, enzymes, yeast, or other price-raising factors. Give your patient the nutrition he needs with the economy he appreciates. Next time, try it. Each yellow, capsule-shaped tablet contains: Vitamin A, 25,000 USP units; Vitamin D, 1,000 USP units; Thiamine mononitrate (B₁), 15 mg.; Riboflavin (B₂), 10 mg.; Pyridoxine HCl (B₆), 5 mg.; Nicotinamide, 50 mg.; Calcium pantothenate, 10 mg.; and Ascorbic acid (Vitamin C), 250 mg. For minerals too, write Adabee®-M.

AH Robins Company, inc.—Richmond, Va
WEIGHT CONTROL

When the investment pays off...

IN OUR LATER YEARS we inherit a legacy from the eating habits that we have followed during all the years that have gone before. If these habits have been moderate and sound, there is a greater likelihood that there will be many full and active years ahead.

OVER-WEIGHT is the most prevalent nutritional problem of middle-age. Any long-term solution to this problem requires changing eating habits to reduce calorie intake while maintaining an adequate supply of essential nutrients. This can be accomplished without resorting to drugs or monotonous "fad" diets. How it can be done is outlined in instruction sheets for calorie-restricted diets which may be obtained by mailing the coupon below.

DAIRY FOODS, when combined with moderate portions of meat and eggs, vegetables and fruits, bread and cereals, offer an excellent source of protein, vitamins and minerals which may be limiting in reducing diets. When a marked reduction in energy intake is recommended by the physician, low-calorie dairy products are particularly useful in supplying the necessary amounts of these nutrients.

IN OLDER PERSONS WHO ARE UNDERWEIGHT, protein, calcium and certain vitamins are the nutrients often consumed in amounts below recommended allowances. For such persons, the concentrations of these nutrients found in milk and dairy products make these foods ideal components of the rehabilitation diet.

NOT ONLY FOR OLDER ADULTS, but for people of all ages, weight control diets should include milk and other dairy foods each day.

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

NATIONAL DAIRY COUNCIL, 111 North Canal Street, Chicago 6, Illinois

Since 1915... promoting better health through nutrition research and education... a non-profit organization.

Please send me without cost or obligation, pads of new, physicians' diet sheets at the following calorie levels:

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