

# Methods of Stimulating the Metabolic Rate

*There are three methods of stimulating the metabolic rate in patients suffering from depressed metabolism:*



*Brand's Essence is still at pre-war prices.*

1. The injection of thyroxin intravenously.
2. The administration of thyroid or other compounds of the nitro-phenol group by mouth.
3. The prescription of foods such as broths, meat extracts, etc.

SINCE the first two methods involve interference with the normal mechanism of the body, practitioners usually prefer the third method.

It will therefore be of interest to them to know that one well-known meat preparation is outstandingly effective in stimulating the metabolic rate. It is Brand's Essence.

After the ingestion of Brand's

Essence there is a sharp increase in the heat output, reaching a peak at the end of half an hour, and still appreciable six hours later.

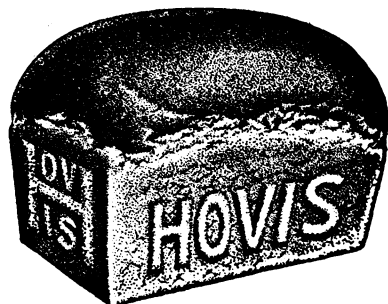
Doctors can therefore prescribe Brand's Essence with confidence in cases of depressed metabolism. It will be found of special convenience in those cases in which the patient cannot tolerate sufficient protein.

## BRAND'S ESSENCE

# HōVIS

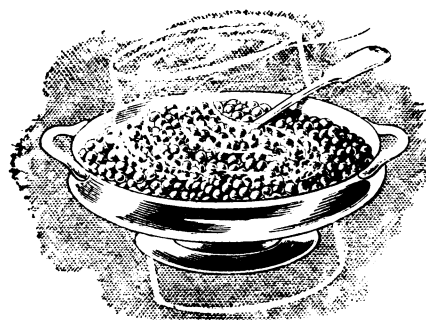
TRADE MARK

contains the full complement of the natural accessory food substances of wheat including Vitamins B<sub>1</sub> and B<sub>2</sub> without synthetic additions. Further, it contains the whole protein content and mineral constituents of the grain, more especially iron. In addition, these essentials are in an assimilable form and especially important as a food to-day in view of the recent increase of the anaemias. Neither is it so subject to the objectionable incidence of "rope" that may be experienced in wheatmeal or wholemeal flours in warm weather that may be soon anticipated.



BEST  
BAKERS  
BAKE  
IT

*Macclesfield*



The value of Batchelor's Canned Vegetables in solving the novel food problems of wartime no longer stands in need of argument.

Rich in vitamins, in mineral salts, palatable, digestible and of dietetic purity and wholesomeness, Batchelor's Canned Products are contributing effectively to national well-being.

*Batchelor's*  
**CANNED VEGETABLES**  
**PEAS BEANS CARROTS Etc.**

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