



Feeding without tears . . .

Lucozade may be safely recommended whenever there is difficulty in persuading an invalid child to take nourishment. Lucozade contains the energising and restorative properties of glucose but with an attractive sparkling flavour which conquers any dislike of ordinary glucose. Children love Lucozade and because it is so eagerly accepted, the full value of glucose therapy is ensured.

Lucozade

An improved form of **GLUCOSE** therapy

LUCOZADE LTD · GREAT WEST ROAD · BRENTFORD · MIDDLESEX

M22

The importance of protein during pregnancy and the nursing period

CLINICAL observation shows that the increased protein anabolism during the latter part of pregnancy, and particularly during the nursing period, requires more protein than was at first considered necessary. Adequate protein is, therefore, desirable to ensure the ample supply of breast milk.

The inclusion of high-grade protein foods in the diet of pregnant women is now a standard practice. In cases where there is loss of appetite

or a general feeling of exhaustion, the diet can be effectively supplemented by protein foods in a form which is easy to assimilate.

Brand's Essence is a first-class protein of animal origin. Being partly hydrolysed, it is capable of easy ingestion, digestion and absorption. It is extremely palatable, and may be taken either as a jelly or as a liquid. It helps to support convalescence and assists in

restoring a positive nitrogen balance.



**BRAND'S
ESSENCE**
(OF MEAT)

MOTHERS!
Stop this Scandal!



CHILDREN'S FEET DEFORMED BY SHODDY, ILL-FITTING FOOTWEAR

It's true. More children than not are having foot-troubles stored up for them by careless shoe-buying. Shoes should be fitted more carefully than any other article of dress. **Clarks Children's Shoes** are exceptional. Have your child fitted by Clarks Footgauge for length, breadth and girth. Know that his feet will stay straight and strong.

Clarks

CHILDREN'S SHOES
promise healthy feet



strong medicine . . .

This is the advertisement Clarks are publishing in national magazines and newspapers during July and August. Strong medicine, expressing how strongly Clarks feel about the importance of healthy feet healthfully shod.