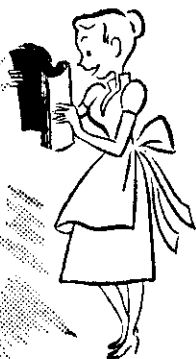




ISSUED BY THE NEW ZEALAND DEPARTMENT OF HEALTH

FOOD FALLACIES



QUESTION: "It is true, isn't it, that cream is better for a delicate child than milk?"

ANSWER: "No. It is not true, far from it!" Whole milk is made up of fat which is the cream, and a mixture of proteins, milk sugar and minerals of which the most important is calcium. Together with the fat are two fat soluble vitamins which certainly are valuable. And, of course, water is present.

If whole milk is given to a delicate child it receives

- Valuable protein for building tissue.
- Sugar of milk which is the source of energy.
- Calcium which is the mineral needed for the bones and teeth.
- Cream which is fat which provides heat and energy.
- The fat soluble vitamins.

If cream only is given, the child receives only fat for heat and energy and the fat soluble vitamins.

SO . . . GIVE ALL YOUR CHILDREN WHOLE MILK AND USE IT YOURSELF — a PINT a day for everyone but MORE for the children.

If the children have been ill you cannot build them up on cream but you can build them up with milk.

QUESTION: "It is true that tomatoes, lemons, oranges and grapefruit make the blood acid?"

ANSWER: "No. It is not true." Your body has a mechanism for keeping your blood alkaline no matter how much acid food you eat. The taste has nothing to do with the effect on the blood!

In fact it is the acid tasting fruits which help this mechanism to function.

SO . . . EAT ALL THE ACID TASTING FRUITS YOU CAN GET — in addition they contain Vitamin C. The blood can take care of itself!

11.1

Star Your Own Beauty WITH A CLEAN, CLEAR SKIN

INSIST UPON

Max Factor HOLLYWOOD CLEANSING CREAM



YVONNE De CARLO
Universal International Star

Perfect for Delicate Star Skins
... Perfect for Your Skin, Too

★ Gently But Thoroughly
Cleanses Every Type of
Skin...

★ Quickly Removes
Every trace of
Make-up, Dirt,
and Grime...

For a lovelier, clearer complexion, base your beauty care on thorough, careful cleansing. Equally effective for normal, dry, or oily skins, *Max Factor Hollywood Cleansing Cream* quickly dissolves every trace of make-up, dirt and grime . . . leaves your skin feeling softer, smoother, and refreshingly clean. Use it night and morning as part of your daily beauty routine. You'll soon see and feel the amazing difference.

AT LEADING CHEMISTS AND
DEPARTMENT STORES



**SCREEN STAR
SKIN CLEANSING TIP:**
Give yourself a professional 'facial' at home. Apply *Max Factor Hollywood Cleansing Cream* and gently massage it into your skin with a small, natural sponge.

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