

Lactol with added vitamin "D" : the ideal food for puppies and other young mammals / A.F. Sherley & Co. Ltd.

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A well-known rabbit breeder and exhibitor who has used Lactol very successfully for rearing young rabbits, also writes with regard to adult rabbits: "Lactol is a very good conditioner for the coat and I have also found it an excellent substitute for green food during the winter months."

Lactol can, with advantage, be included in the daily diet of all cats, as being rich in fats, casein, etc., it is much more nourishing than cow's milk.

LACTOL

IN TINS, 1/8, 6/- and 25/-

LACTOL BISCUITS. (Pure, Wholesome and Nourishing.)

All puppies and dogs love Sherley's Lactol Biscuits—so pure they're fit even for human consumption. Included in the daily diet, they ensure sweet breath, sound teeth, a clean mouth and healthy digestion, and as they contain no meat, cannot possibly cause worms. They are specially recommended for delicate and backward dogs, in fact in all cases where really good nourishing food is required. The ideal first solid food for all puppies.

IN CARTONS, 1/8, 6/- and 11/6

SHERLEY'S DOG AND CAT BOOKS. "Hints to Dog Owners" and "Hints to Cat Lovers" written by a leading Canine and Feline Specialist (M.R.C.V.S.), whose experience extends over half a century, these books are of the greatest value to all owners of dogs and cats. They contain chapters on the general care of the animals, breeding, showing, parasites and treatment of all common ailments and diseases. Price 2d.

A. F. SHERLEY & CO., Ltd.,
18, MARSHALSEA ROAD, LONDON, S.E.1.



LACTOL

WITH ADDED VITAMIN "D."

The Ideal Food for Puppies and other Young Mammals.



THE percentage of deaths amongst puppies is enormous, and the chief cause of this great mortality is improper feeding. Bitch's milk is a highly concentrated food, rich in casein and cream, being more than three times as strong as cow's milk, which contains a much larger percentage of water. In addition, cow's milk is liable to some variation, and a great deal of trouble is often experienced in keeping it fresh for use, more especially during hot and thundery weather.

Lactol never varies in its composition and is an ideal food containing every essential for the successful rearing of all young mammals from birth.

The addition of Vitamin D in scientific proportions makes Lactol rich in the necessary food factor that is so valuable as a preventative of rickets, and an aid to the growth of strong, sound bone and teeth. In utilising this modern discovery at no extra cost to the purchaser, the proprietors are confident that one of the chief obstacles in the way of successful puppy-rearing has been removed.

A puppy's digestive organs are small, being adapted to the digestion of bitch's milk, and become seriously deranged if the puppy is weaned on cow's milk, of which he must take three times as much as of his natural food to get an equal amount of nourishment. When cow's milk is given, the stomach gets over-distended, indigestion, with persistent diarrhoea often accompanied by fits, follows, and the puppy loses condition. The kidneys also often get out of order owing to the extra amount of work thrown on them by their having to excrete from the system such an unnatural quantity of water as is contained in cow's milk, as compared with bitch's milk.

These troubles may be avoided by giving Lactol, a practical and scientific food that only requires the addition of hot water to make it ready for use, and when mixed as directed, is practically identical with bitch's milk in taste, appearance and analysis. Puppies love Lactol and the tiniest of them will take it readily from the day they are born, some even preferring it to their mother's milk. Lactol is now used in nearly every kennel of importance and no one who has tried it would think of rearing puppies on anything else.

When the bitch has not a large family to rear, and provided she has plenty of good milk, no other food is required until the puppies are about five weeks old. After five weeks of age, or at three weeks, when there is a large litter, a little Lactol may be given four or five times a day; at six weeks old, when first weaned, six times a day; and at two months old, four times a day is often enough. Small and delicate puppies should continue with the Lactol for some time, together with meals of scraped raw meat, but strong puppies at two months old will do well on the following diet:—

Lactol, Broth and Lactol Biscuits, Lactol Biscuits and Lactol, and Minced Raw or Underdone Meat, given alternately four times a day in small quantities.

From four to eight months, three meals a day will be sufficient, consisting of Lactol Biscuits and Lactol (mixed as for invalids) in the morning, Raw or Underdone Meat with soaked stale Bread at noon, and in the evening Lactol Biscuits; but for the large breeds give meat at two of the three meals, and delicate puppies may have four meals a day.

Through circumstances over which the owner may have no control, it is frequently necessary to resort to artificial means for the rearing of a litter. In such cases the owner should provide himself with a supply of Lactol which can be given to puppies and other mammals from birth. For this purpose we supply feeding bottles and feeding spoons.

LACTOL FOR BROOD BITCHES. Breeders of experience give the dam a breakfast of Lactol for two or three weeks before the birth of her litter, as it invariably improves both the quantity and quality of her milk. For the first two days after the litter is born the mother should be fed entirely on Lactol, and afterwards the daily breakfast of Lactol continued as long as she is nursing her litter; during this period, many breeders, in fact, give Lactol to the dam three times a day, with a small amount of raw meat. This nourishes the litter and greatly relieves the strain on the mother.

LACTOL FOR DOGS. All dogs require some meat, but should not be fed entirely on this food. Biscuits should also form part of the daily diet of every dog, and there are no better biscuits than Lactol Biscuits. They contain a high degree of nourishment and if given regularly will also help to keep the teeth clean and sound, the breath sweet and, in addition, assist digestion.

A daily drink of Lactol every morning helps to keep all adult dogs in rare condition. It can be given alone or with Lactol Biscuits. Being a concentrated food, and containing more nourishment than three times the quantity of cow's milk, makes it an ideal food for all dogs as their digestive organs are small. By supplying an adequate daily dose of Vitamin D, Lactol nourishes the animal and ensures the assimilation of the vital calcium salts and phosphorus. It is also helpful in preventing attacks of hysteria that are so distressing. Toy dogs, as everyone knows, require more careful feeding than the hardier breeds. Lactol should never be absent from their daily menu, used in conjunction with a little meat, fish, Lactol Biscuits, etc. Polished rice should be avoided. There is nothing like Lactol and Lactol Biscuits for maintaining the standard of health.

LACTOL IN SICKNESS. Lactol is also invaluable for invalids, especially for dogs suffering from distemper or other feverish complaints, when a strong, non-stimulating food is required. Being a pure, natural, and highly concentrated food, Lactol nourishes a dog as much as raw meat, whilst not having its stimulating qualities, and most dogs, however ill, take it readily. In the case of bad doers and dogs in poor condition, a breakfast of Lactol very soon picks them up and increases their weight—it being very rich in cream—or it may be added dry to their ordinary food. Should a dog show the least signs of being off colour or finicky with his food, a change of diet to Lactol will be found very beneficial.

LACTOL AND SHOWS. Dogs, particularly toys, and other animals which are exhibited at shows are frequently a little off colour for a few days after the show. This trouble, however, can generally be avoided by giving Lactol for a day or two before showing and for a similar period after they return.

LACTOL FOR CATS, RABBITS, etc. All that has been said with reference to the special suitability of Lactol for puppies applies equally to other young mammals. Testimonials received show that kittens, rabbits, foals, lambs, pigs, silver foxes, etc., are being reared on it with excellent results.