

Horlick's Malted Milk : the original : for all ages... / Horlick's Malted Milk Company.

Contributors

Horlick's Malted Milk Company.

Publication/Creation

Slough : Horlick's Malted Milk Company, [between 1900 and 1909?]

Persistent URL

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Horlick's Malted Milk.



"That's meat and drink to me"
"Shakespeare."

—THE ORIGINAL—



For All Ages.

PALATABLE, HIGHLY CONCENTRATED,
VERY NUTRITIOUS.
EASILY DIGESTED.

READY IN A MOMENT BY SIMPLY STIRRING
BRISKLY IN HOT OR COLD WATER.

NO COOKING OR MILK REQUIRED.

COMPOSITION.

HORLICK'S MALTED MILK is a complete food containing all the valuable nutrition of pure, full-cream milk, enriched and modified with the nutritive extracts of choice malted barley and wheat flour, reduced by our special methods and apparatus to a concentrated powder form. This unique food product was originated by us, and embodies the only scientific method by which pure milk can be preserved indefinitely and in a powder form available in all climates. An appetizing food-drink may be prepared in a moment by simply stirring the powder briskly in hot or cold water, no cooking or addition of milk being required.

GENERAL USES.

HORLICK'S MALTED MILK is more wholesome than tea or coffee, and more digestible than cocoa or chocolate. It answers the same general purposes, and, in addition, nourishes and sustains. Being tolerated by the weakest stomach, it is a valuable nutrient in dyspepsia for convalescents, nursing mothers and the aged, as well as in all fevers and wasting diseases. A cupful of this nourishing food, taken hot just before retiring, brings restful sleep. Very refreshing and recuperative when mentally or physically fatigued. In tablet form, dissolved in the mouth, it makes a delicious luncheon when other foods might cause distress, or when nourishment is required between meals or on retiring. As a means to physical fitness, and in sports, games, etc., *Horlick's Malted Milk, the original*, is recommended by leading experts.

FOR INFANTS.

HORLICK'S MALTED MILK supplies all the elements of nutrition in proper proportions for the perfect development of infants, and children fed upon it are notably free from Diarrhœa, Dysentery and other diseases, so often brought on by feeding impure or adulterated milk, or by using improperly constituted, semi-cooked or starchy food.

The milk contained in *Horlick's Malted Milk, the original*, is thoroughly pasteurised during the process of manufacture. In addition, the casein is so modified by our special methods that it will not coagulate in the stomach like raw cow's milk, but forms into a light, flocculent consistency similar to the proteids of mother's milk, and is as easily digested. The product contains no starch, cane sugar or preservatives, and will keep perfectly in the sealed glass bottles in which it is supplied.

Our files contain thousands of photographs and unsolicited testimonials from physicians, nurses and mothers, of cases in which *Horlick's Malted Milk, the original*, was successfully used when other methods of infant feeding failed, showing that our product sustains every claim made in its behalf as a reliable and nutritious food for infants and growing children.

Also in tablet form to be dissolved in the mouth ; for the Office or Home, for Travellers, Golfers, Athletes, Sportsmen, Cyclists and the Army and Navy, and extensively used during the Great War by all branches of both services.

Ask for *Horlick's, the original*, and refuse any substitute.

Write for information and booklet.

HORLICK'S MALTED MILK CO., LTD.,
SLOUGH, BUCKS., ENGLAND.

HORLICK'S MALTED MILK

— THE ORIGINAL —

FOR INFANTS, GROWING CHILDREN, INVALIDS,
CONVALESCENTS, TRAVELLERS, BUSINESS AND
PROFESSIONAL MEN, SPORTSMEN, ATHLETES AND
FOR GENERAL TABLE USE.

THE FACTORY AT
SLOUGH, BUCKS.,
ENGLAND.



15/-

SUPPLIED IN SEALED GLASS BOTTLES

8/6

OF ALL CHEMISTS & STORES.

KEEPS INDEFINITELY.



3/6



2/-



IN FOUR SIZES