

Baby's heritage / Horlick's Malted Milk Co.

Contributors

Horlick's Malted Milk Company.

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*Baby's
Heritage*

Breast fed is best fed

AN old saying and a true one is "Breast fed is best fed." Yet how many mothers feel keenly their inability to give their little ones this all important start in life!

But there is a way, which has enabled many thousands of mothers to feed their babies naturally throughout the whole nursing period, even when breast milk has failed on former occasions. It is to take a cup of Horlick's Malted Milk at mid-morning and another, hot, on retiring, during pregnancy and lactation. Simple, yet wonderfully efficient, for Horlick's fully meets the nutritive needs of the occasion, and thus aids Nature to perform her normal function—the provision of baby's food during that important period, the first few months of life.

Morning Sickness.

Taken during pregnancy Horlick's also proves its value to expectant mothers in another way. Many suffer considerably from the discomforts due to morning sickness, but because Horlick's Malted Milk possesses a high percentage of valuable malt-sugars, it is very efficacious in the relief and prevention of this distressing condition if taken hot about half an hour before rising and also before bed time.

Artificial Feeding.

When from any cause baby must be bottle-fed Horlick's may be used with confidence. For well over fifty years infants have been reared on it with great success, and many thousands of letters from grateful parents have been received as testimony to this proud record. It is especially valuable in complementary or supplementary feeding, and for premature, delicate and under-nourished babies generally.

A Feeding Schedule for an average child is given on page 2. It may be necessary to alter the amounts per feed and number and frequency of feeds, according to the requirements of each individual child upon the advice of the Physician or a qualified Nurse. When using Horlick's (or any new food)

for the first time, give it to the baby for several feeds slightly more diluted than the directions specify, and gradually increase the strength of the solution till it complies with the Schedule.

Feeding Schedule (in relation to age)

Age.	Amount per Feeding.		Number of Feeds in 24 hours	Suggested times of Feedings.
	Horlick's Malted Milk.	Water in Fluid ozs.		
Weeks	level teaspoonfuls			
*1st & 2nd	2½-3	3-3½	7	6 a.m., 9 a.m., 12 noon, 3 p.m., 6 p.m., 9 p.m. & 12 midnight.
3rd & 4th	3½	3-3½	7	
5th & 6th	4½	3½	7	
7th & 8th	6	3½	7	
Months	level tablespoonfuls			
3rd	2	4	7	6 a.m., 9.30 a.m. 1 p.m., 4.30 p.m. 8 p.m. and 11.30 p.m. 6 and 10 a.m., 2, 6 and 10 p.m.
4th	3	4½	6	
5th	3¼	5	6	
6th	3½	6	6	
7th, 8th, 9th	4	7	6	
10th 11th 12th	5	8	5	

Note.—2 *tablespoonfuls of water* = 1 oz.

* Feed 2 oz. of the prepared food during 1st week, increasing to 3 oz. during second week.
After the first few days a little orange juice should be given diluted and sweetened if necessary.

Weaning

Horlick's is also an excellent food for baby during the weaning period. Weaning should be a gradual process. At first one bottle per day should be substituted for one breast feed. This should be continued for a week before a second bottle is substituted for a second breast feed, and so on. The total number of feeds per day during the weaning period should not be more than five.

Once or twice a week the yolk of a lightly boiled egg may be added with advantage, and veal broth, potato or other vegetable puree should occasionally be substituted. During this period baby must learn to chew, and starchy or farinaceous foods must be introduced into the diet. Horlick's Rusks are

excellent for this purpose—babies love them, and they are shaped so that chubby little hands can hold them easily. They are crisp and very nourishing; they promote the flow of saliva, assist the cutting of the teeth and yet are not so hard as to injure the tender gums.

Diseases of Children.

The constitution of Horlick's Malted Milk makes it an ideal food in the case of older children who are suffering from any of the diseases peculiar to children. It has proved of special value in the treatment of summer diarrhoea and dysentery, marasmus, acidosis, cœliac disease and in any case where fat is not well tolerated, and for debilitated and under-weight children.

Chemists and grocers stock Horlick's Malted Milk in sealed glass bottles in four sizes—2/-, 3/6, 8/6 & 15/-

Horlick's Mixer

To prepare Horlick's Malted Milk in the quickest way, use the handy Horlick's Mixer. Mixing takes only a few seconds, and a delightfully smooth, creamy drink is ensured.

Horlick's Mixers will also be found invaluable for whipping cream and beating eggs.

In two sizes 6d. and 1/- each.

Horlick's Rusks

Crisply baked, crunchy, delicately browned and specially shaped to enable tiny hands to hold them comfortably. They possess a very high food value because they contain 11% of Horlick's Malted Milk, which also makes them extra tempting.

Sold in attractive tins at 1/- and 2/-

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