

**Important in preparing the original Horlick's Malted Milk for infants /  
Horlick's Malted Milk Co.**

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**IMPORTANT IN PREPARING  
THE ORIGINAL**

# Horlick's Malted Milk

## FOR INFANTS

1. Horlick's Malted Milk should be given to a baby at blood heat, about 100 F., and when using it for the first time with an infant of any age, the minimum amount should be administered, gradually increasing the strength and quantity, until that is attained which suffices for a child of its age and development. (See Feeding Schedule.)

2. A laxative condition of the bowels is sometimes brought about by overfeeding, and when such exists the amount of Horlick's Malted Milk should be reduced, and the mixture, as ready for feeding, brought to the boiling point, then cooled and a pinch of salt, or bicarbonate of soda, added to each meal; or the Horlick's Malted Milk may be prepared with barley, rice or arrowroot water, until conditions again become normal. In case of illness, the advice of a physician should be obtained.

3. Constipation in babies can be relieved by using an increased quantity of Horlick's Malted Milk, by adding sweet cream for a time to each meal, or by using oatmeal water in making the solution.

4. Do not dissolve more than is needed for a meal, nor use any left over or re-warmed. Keep all utensils scrupulously clean.

## FEEDING SCHEDULE

As feeding a baby the proper amount of Horlick's Malted Milk, at regular intervals, has much influence upon its temper and health, we believe the following schedule will be found helpful in attaining this very important end. In these formulæ, a tablespoonful of water corresponds to half an ounce. Use only boiled water.

*First and Second Weeks.*— $1\frac{1}{2}$  level teaspoonfuls of "Horlick's" dissolved in 2 ounces (4 *tablespoonfuls*) of water; this amount fed every 2 hours, making 10 meals in the course of 24 hours.

*Third and Fourth Weeks.*—Gradually increase to  $2\frac{1}{2}$  level teaspoonfuls dissolved in  $2\frac{1}{2}$  ounces (5 *tablespoonfuls*) of water, at intervals of 2 hours, making 10 meals in 24 hours.

*Second Month.*—Use 4 to 5 level teaspoonfuls in 3 to  $3\frac{1}{2}$  ounces of water, at intervals of  $2\frac{1}{2}$  hours, with 8 meals in 24 hours.

*Third and Fourth Months.*—Use 2 to  $2\frac{1}{2}$  level *tablespoonfuls* in 4 to  $4\frac{1}{2}$  ounces of water, at intervals of 3 hours, making 7 meals daily.

*Fifth and Sixth Months.*—Use 3 to  $3\frac{1}{2}$  level *tablespoonfuls* in 5 to 6 ounces of water, at intervals of 3 to  $3\frac{1}{2}$  hours, making 6 or 7 meals daily.

*Seventh to Ninth Month.*—Use 4 level *tablespoonfuls* in 7 ounces of water, at intervals of  $3\frac{1}{2}$  hours, making 6 meals daily.

*Tenth to Twelfth Month.*—Use 5 level *tablespoonfuls* of "Horlick's" in 8 ounces of water, making 5 or 6 meals daily.

*During the second year,* and especially during teething, Horlick's Malted Milk should be continued as the main portion of the diet of a child; as a rule 5 to 6 level *tablespoonfuls* dissolved in  $\frac{1}{2}$ -pint of water (10 oz.) will be sufficient, taken with regular meals and on two or three other occasions, throughout the day. (Use a knife to level off the tea—or table—spoonfuls.)

While the above rules have been formulated from a careful study of normal, healthy infants, certain deviations may be desirable at times. Care and discretion should be exercised to use weaker solutions than indicated above when first starting to feed a baby on Horlick's Malted Milk. The amount may then be slowly and gradually increased until the child can tolerate stronger mixtures.

Ask for "HORLICK'S" the Original; avoid Imitations.

**Horlick's Malted Milk Co., Ltd.,  
SLOUGH, BUCKS., ENGLAND.**

THE ORIGINAL

# Horlick's Malted Milk

IN THE HOUSEHOLD

A delicious food drink can be made in a moment by simply stirring Horlick's Malted Milk powder briskly in hot or cold water. Superior to ordinary table beverages, since it not only invigorates, but also nourishes and sustains. It makes a delicious quick lunch when a full meal would ordinarily cause distress, and is very refreshing for those mentally or physically fatigued. It is well adapted as a nutritious food for those in delicate health, and especially valuable in impaired digestion, typhoid and low fevers, for convalescents, for nursing mothers and the aged, since, because of its high nutritive value and the rapidity and ease of its assimilation, it does not unduly tax the digestive tract. A glassful, hot or cold (not luke-warm), makes at all times a delightful recuperative lunch, and taken hot just before retiring induces refreshing sleep.

Horlick's Malted Milk is full-cream milk, enriched and modified by the nutritive extract of select malted grain, combined and concentrated in vacuo to a powder form, soluble in water. These nutritious ingredients are so treated by our special process, originated by ourselves, that the product is very easily digested and assimilated. Milk, in this unique combination with cereals, insures a complete food, requiring no further addition of milk and no cooking to prepare it.

Our product is not made in the vitiated air of a city, but in the country, where there is an abundance of pure air, and clean water from our natural springs. The milk is from sanitary dairies, which are under the strict supervision of our veterinarians and chemists.

## HOW TO PREPARE (For Adults)

1. A perfect solution is always obtained if sufficient Horlick's Malted Milk powder be placed in a cup or glass, and first made into a smooth paste by rubbing with a spoon or stirring with a fork with a little water (preferably warm), and then stirring briskly while sufficient water, hot or cold, is added to suit the taste.

2. It is very desirable, instead of a spoon, to use a lemonade shaker or rotary egg beater in preparing Horlick's Malted Milk, in order thoroughly to dissolve and aerate it, and fully to develop its delightful aroma. (Our Speedy Mixer sent post free, 6d.)

3. To suit individual tastes, and to obtain that delicious flavour so much appreciated by those who know how to prepare Horlick's Malted Milk properly, it is of the greatest importance that a sufficient quantity of the powder be used. One to two table-spoonfuls in a cupful of water suffices, but one's taste should regulate the quantity.

4. Any desired flavour may be had when preparing the solution; if too sweet, a little salt or celery-salt may be added, or some vanilla, cinnamon, chocolate, etc., or a little sweet cream; or it may be mixed with an egg.

5. In many homes, Horlick's Malted Milk, in the form of an ice-cream is a favourite delicacy; or the powder may be sprinkled upon oatmeal and other breakfast foods, markedly improving their flavour, and increasing their digestive and nutritive value.

Our Lunch Tablets, natural flavour, are a very convenient form of Horlick's Malted Milk, since they may be kept at hand, and a few dissolved in the mouth when faint or hungry.

Horlick's Malted Milk is served in many delicious combinations in hotels, cafes, restaurants, dining cars, and at soda fountains. A large number of business men depend upon it exclusively for their mid-day refreshment. It is very popular with ladies when shopping or calling, as its use removes the tired, jaded feeling sometimes incident to an afternoon's engagements.

Ask for "HORLICK'S" the Original; everywhere; avoid Imitations.

**Horlick's Malted Milk Co., Ltd.,**  
**SLOUGH, BUCKS., ENGLAND.**