

Hooker's Malted Milk (in soluble powder) : delicious & nutritious, highest quality / Thew, Hooker & Gilbey, Ltd.

Contributors

Thew, Hooker & Gilbey.

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Hooker's



Malted Milk

(In Soluble Powder.)

Delicious & Nutritious.

Highest Quality.

SOLE MANUFACTURERS:

Chew, Hooker & Gilbey, Ltd.,

BUCKINGHAM.



WALFORD & SON BUCKINGHAM.

HOOKER'S Malted Milk. (In Soluble Powder.)

MANUFACTURE.

HOOKER'S MALTED MILK is a most delicious food beverage prepared by a special scientific process, from pure, fresh, full-cream milk, combined with the extractives of barley and wheat, in such a manner that the resultant product provides an evenly balanced food of the highest order. The whole of the nourishing properties of the materials used are available in a perfectly soluble form, and are capable of being readily assimilated by the weakest digestion.

The greatest possible care is exercised in regard to cleanliness during manufacture, which is carried out in our Factory, situated in the Vale of Aylesbury, amidst green fields, in pure country air and hygienic surroundings.

The milk used is drawn from neighbouring farms (which are under our own supervision) and is carefully examined and tested before use.

ANALYSIS.

(Extract from "The Lancet," Nov. 28th, 1914).

HOOKER'S MALTED MILK.

(THEW, HOOKER & GILBEY, LTD., BUCKINGHAM.)

"The effect of the enzymes of malt upon milk in rendering it decidedly more easily digested is very obvious in this preparation. The powder forms with water a regular emulsion with a milky appearance, the fat thus being uniformly distributed. On adding acid to the fluid a coagulation of casein takes place, but it does not separate in curds but in fine particles. This is a valuable characteristic in infant feeding. According to our examination the preparation still shows enzymic activity and is quite free from starch. Its flavour is pleasantly malty and milky. Our analysis was as follows: Moisture, 1.50 per cent.; mineral salts, 3.50 per cent.; maltose and lactose, 55.80 per cent.; dextrine, 16.00 per cent.; protein, 14.00 per cent.; and fat, 9.20 per cent. From these figures it will be seen that this preparation furnishes a complete food which, owing to its careful method of production, is readily assimilated."

It will be observed that HOOKER'S MALTED MILK contains neither cane sugar nor starch, but is a food product having the necessary amount of proteids, carbohydrates, fat and mineral matter combined in such manner and proportion, as to provide a high-class complete food for the building up and sustenance of all bodily requirements.

Besides this, the process of manufacture ensures the thorough destruction of all pathogenic organisms, thus rendering it bacteriologically pure.

USES AND ADVANTAGES.

HOOKER'S MALTED MILK requires no cooking but merely to be dissolved in either hot or cold water.

Infant Feeding. It contains neither cane sugar nor starch, and may therefore be given to infants from birth, and provides an almost perfect substitute for mother's milk, when the latter is not available. Nursing mothers are strongly recommended to make it part of their regular dietary, as by so doing both mother and infant will be strengthened.

Sick Nursing. For the sick room it is invaluable, as it provides an agreeable form of nourishment vastly superior in every way to beef tea, and is especially useful when any kind of milk-food is ordered to be taken.


General Uses. It is especially useful as a food beverage in cases of severe bodily fatigue or mental strain, as its recuperating and sustaining effects are very quickly felt and appreciated.

It may also be used with advantage in place of tea or coffee, as it provides nourishment in addition to its stimulating action, and promotes sleep, if taken warm before going to bed.

It also forms a most valuable food for persons of all ages, whether in health or sickness, as it contains all the alimentary substances in proper proportion which are necessary for perfect nutrition, and the maintenance of robust health.

HOOKER'S MALTED MILK is, in fact, a most delicious and vitalising beverage, and may be regularly taken with great advantage to health without the least risk of causing distress or discomfort.

HOOKER'S MALTED MILK is put up in sterilised glass bottles, hermetically sealed and capped, and sold by all chemists and grocers.

 **Always demand HOOKER'S and secure the best quality.**

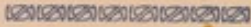
HOOKER'S Malted Milk

IS A

COMPLETE FOOD,

AND ESPECIALLY USEFUL FOR

BUSINESS MEN, TRAVELLERS,
SPORTSMEN, CYCLISTS,
CRICKETERS, FOOTBALLERS, &c.

IT IS ALSO AN INVALUABLE FOOD
IN ILLNESS AND A RESTORATIVE
IN CONVALESCENCE. 

NURSING MOTHERS & CHILDREN derive
great benefit from its use.



SOLE MANUFACTURERS:

Thew, Hooker & Gilbey, Ltd.,
BUCKINGHAM.