

Why Dinneford's is different...

Contributors

Dinneford & Co.

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Why DINNEFORD'S is different . . .

The reason why you see DINNEFORD'S Pure Fluid Magnesia recommended so often for babies is partly on account of its SAFETY and partly because it can be TRUSTED to achieve the desired effect without causing any disturbance to baby's inside.



- 1 DINNEFORD'S is not "drugging"—there is nothing in it to make a child drowsy.
- 2 DINNEFORD'S is not habit-forming, like so many laxatives.
- 3 DINNEFORD'S is not a "strong" laxative: it is just right for baby or, indeed, anyone with a delicate stomach.
- 4 DINNEFORD'S does not create loose, watery motions.
- 5 DINNEFORD'S does not interfere with normal digestion.
- 6 DINNEFORD'S does not spoil the appetite.

EARLY DAYS. From the first few weeks a baby may be given occasional teaspoonfuls of DINNEFORD'S to keep the bowels gently open. A teaspoonful after feeding will let up baby's wind before putting down to sleep.

DINNEFORD'S may be given to both bottle fed and breast fed babies.

TEETHING TIME. Baby will have a lot to contend with immediately his teeth-cutting begins. Sore hot little gums will try his temper. He may have digestive upsets, and you may well be very glad to have your DINNEFORD'S handy. It is wonderful how pacifying a sip or two of DINNEFORD'S can be to a fretful, restless, sleepless child.

You will find **DINNEFORD'S** helpful in the treatment of

BILIOUSNESS

DINNEFORD'S is a great help in allaying sickness—and in biliousness.

CHILLS

During Colds and Chills it is wise to keep the bowels gently open with DINNEFORD'S.

COLIC

These severe pains can be due to wind. By dispersing the wind DINNEFORD'S brings relief.

CROUP.

A mild laxative and antacid, such as DINNEFORD'S, given as soon as possible after an attack helps to mitigate the effects.

DIARRHOEA

If this is due to unwise feeding DINNEFORD'S will help to remove the offending cause.

HICCOUGH

Hiccoughing is air-swallowing (commonly called "wind"). A teaspoonful of DINNEFORD'S, warmed, to sip, will generally bring relief.

N.B.—During any infectious disease it is wise to keep the bowels gently open with DINNEFORD'S.

DURING PREGNANCY even more than at any other time it is better to avoid drastic medicines. DINNEFORD'S Pure Fluid Magnesia will keep the system gently regular. Neglect to do this may play its part in bringing on morning sickness. You can also relieve heartburn, flatulence or stomach acidity by sipping a little DINNEFORD'S—the excess acid in your stomach which causes these symptoms is quickly deprived of its "sting" by the DINNEFORD'S which, while relieving the discomfort, will not interfere with your normal digestion. *If you would like another copy of the DINNEFORD'S "Dictionary for Mothers," to pass to a friend please send a postcard to :—*

DINNEFORD & CO., LTD., WATFORD, HERTS.

The word 'DINNEFORD'S' is a registered Trade Mark.

INDIGESTION

When this is caused by over-feeding, or by unsuitable feeding, DINNEFORD'S will settle the little stomach.

NAPKIN RASH

Few things can be more worrying—but if baby's rash is caused by acidity, as well it may be—you can relieve it and even prevent it by adding a little DINNEFORD'S to the feeds.

HEAT RASHES, PRICKLY HEAT, NETTLE RASH

These intense irritations will respond to the soothing effect of DINNEFORD'S, which cools the blood.

SKIN ERUPTIONS

These may be caused by impurities in the bloodstream. Keeping the system regular with DINNEFORD'S helps to clear them up.

THRUSH

Internal upsets often accompany these greyish little mouth ulcers—and DINNEFORD'S will help to overcome them.