



Why malted milk was originated

—because of the impossibility of obtaining good milk at all times and in all places

To the North and South Poles
"Horlick's Malted Milk," writes Captain Peary, "was always on the firing line; no field party was dispatched without it, and it never failed to make good promptly and satisfactorily." Captain Amundsen, discoverer of the South Pole, writes: "Our way to the pole is littered with boxes stamped 'Horlick's,' giving full evidence of the liberal use made of your splendid Malted Milk." Also taken by Steffansen and the Scott polar expedition.



PREVIOUS to 1883 it was necessary to add milk to all prepared foods for the infant and invalid, in order to make a properly balanced diet. But it was difficult and often impossible to obtain good milk in cities and tropical climates.

The vital problem of how to supply a reliable milk for people of all ages in any climate that would be available at all times, was finally solved by HORLICK of Racine, Wis., U. S. A., after years of labor and experiment.

HORLICK discovered a process of reducing fresh milk by careful evaporation in a vacuum to a powder form, which contained all the valuable constituents of fresh milk, would keep indefinitely in any climate, and yet be soluble in hot or cold water.

This was the first time in history that milk was reduced to a powder form, soluble in water, retaining its natural qualities when dissolved, and with all the valuable *Vitamines*

(which are destroyed by ordinary cooking) preserved intact.

To good rich milk HORLICK added the valuable extract of *Malted Barley and Wheat*, containing all the nutrition of these grains, and reduced them to a powder form, with permanent keeping qualities, and soluble in water. It was found that by the action of the Malt ferments on the milk, its digestibility was markedly increased over ordinary milk, so as to render it easily assimilated by the weak stomach of the infant, the invalid, and the aged.

This well balanced milk food was thus perfected, which a third of a century's experience has amply proved capable in itself of supporting infant and adult life.

This new milk food HORLICK named *Malted Milk*; it has proved a boon to thousands upon thousands, from infancy to old age, of every race and clime, and is to be found in every city in the civilized world.

A blessing to the aged
Nutrition with digestibility makes Horlick's Malted Milk the ideal food for the aged. Maximum nourishment with a minimum tax on the digestion



In Europe's great war hospitals
Large quantities of Horlick's Malted Milk are being used in the war hospital service of the various allied nations, to the alleviation of much suffering. In hospitals all over the world, as well as in the sick room, Horlick's is endorsed and used by the medical profession as a standard diet for invalids and convalescents. Sample package mailed free upon request.



The standard food for babies
Hundreds of thousands of infants, deprived of mother's milk, have been reared on Horlick's to robust childhood. Thousands of photographs and testimonials from all parts of the world are on file in our offices. Sample package mailed free upon request.



Used by thousands of business workers
Walk into any soda fountain anywhere, at noon, and you will see business men and women partaking of Horlick's Malted Milk. More and more, business workers, professional men, and students are coming to realize how heavy foods at luncheon dull mental alertness and impair efficiency.
Horlick's Malted Milk is also put up in Tablet form. Very convenient for business men, travelers, aviators, ladies when shopping, etc., since a small package, sufficient for a lunch or two, or a day's ration, may be kept on the desk, in the home, or in the pocket.



HORLICK'S MALTED MILK COMPANY

Racine, Wisconsin, U. S. A.

Slough, Bucks, England