

# ALLEN & HANBURY'S Foods for Infants.

## A New Departure in Infant Feeding.

IT is not infrequently necessary for children to be taken from the breast owing to insufficient supply or poor quality of the mother's milk and to be fed entirely or in part by bottle. In such cases it is of the greatest importance that the food supplied should be easy of digestion and not likely to cause gastric or intestinal troubles, which are so liable in children to end fatally. While there exist many foods of more or less value for the use of children of more than seven or eight months of age, hitherto there has been no food which could safely be given to infants from birth up to the age mentioned. As a rule, cow's milk, more or less sterilised and diluted with water, barley water or lime water, and sweetened, has been given, but through ignorance or carelessness of nurse or mother the baby often fails to thrive, and though it may pull through and live, its constitution is permanently weakened. Influenced by these and other considerations ALLEN & HANBURY'S have instituted a series of experiments under the advice and direction of physicians specially skilled in the ailments of children, and are now able to offer certain foods adapted on sound physiological principles for rearing infants from birth up to six or eight months of age, after which time ALLEN & HANBURY'S well-known "MALTERED FOOD" answers admirably.

### First Food for Infants.

Is specially adapted for delicate Infants from birth up to three months of age, and is prepared from fresh and carefully selected cow's milk. The approximate composition of this milk having been determined, it is brought up as nearly as possible to the standard of human milk in casein, fat (cream) and sugar. It is then sterilised, concentrated *in vacuo* and preserved in hermetically closed vessels. It contains no starch, and does not clot in large curds as ordinary cow's milk does.

In Jars at 1s. 9d. each.

### Mothers Milk Food.

Is designed for Infants under seven months. It consists of No. 1 Food, with the addition of small quantities of Maltose and Dextrine, together with soluble Phosphates resulting from the mashing crushed whole meal with barley malt. Thus a slight stimulus is supplied to the digestive powers, and as there is no unconverted starch present the whole of the Food can be well digested. It is sterilised, concentrated, and preserved as in the case of No. 1 Food. This Food will be found to answer perfectly for all ordinarily healthy children from birth onwards, as all the ingredients can be readily digested. It is only in the case of very weakly or delicate children that No. 1 Food need be given.

In Jars at 1s. 9d. and 3s. 6d. each.

*N.B.*—Both the above Foods are complete in themselves, containing the Milk needed, only requiring the addition of hot water; this is an important point to be borne in mind when considering the cost. Further important points are (1) that the food is completely sterilised and (2) that its composition is uniform.

### Malted Food.

Is designed for Children of seven months old and upwards as well as for Invalids, and is the Food we have made for many years. Its basis is fine Wheaten Flour, specially rich in nitrogenous matter, and this is subject to careful heating and to the action of such an amount of Malt Extract as shall ensure the conversion of a large proportion of the starch. Surprisingly beneficial results have attended the use of this Food, and it only requires a trial to be permanently adopted for the rearing of children. Prepared with fresh milk it affords a most valuable Food, rich in all the elements required for the nutrition of the growing tissues of the body and perfectly easy of assimilation.

In Tins at 6d., 1s., 2s., 5s. and 10s. each.

## Allen & Hanburys, Plough Court, Lombard Street, London.

West-end House: 7, VERE ST., CAVENDISH SQ. Laboratories & Warehouse: BETHNAL GREEN, LONDON, E.  
Cod Liver Oil Factories: LONGVA & KJERSTAD, NORWAY. Australian Agency, 484, COLLINS ST., MELBOURNE.

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