BEVERAGES AND DELICACIES MADE FROM HORLICK'S MALT MILK

"THAT'S MEAT AND DRINK TO ME"

SHAKESPEARE

HORLICK'S MALT MILK CO.
RACINE, WISCONSIN, U.S.A.
In presenting this booklet to their friends, Horlick's Malted Milk Company desire to express their appreciation of the generous patronage they have received during the past thirty years, and trust this little work may be of service in every household.

While Horlick's Malted Milk is well known as a delicious food-beverage for adults and children, yet there are undoubtedly many other valuable uses for it, which are yet to be made known. Its availability as a substitute for tea, coffee, and cocoa, (owing to its great convenience, since it can be prepared instantly,) its value as a tonic-food for growing school children, being far more healthful and superior to tea or coffee as a nutritive beverage during that trying age, and also its large use as a quick lunch, both in powder and tablet form, especially adapted as an office lunch, and for travelers,
sportsmen, golfers, and athletes generally, are among the many uses which its enthusiastic friends have found for Horlick's Malted Milk.

Again, it frequently happens that a necessity arises to prepare some delicate nutriment for the fevered stomach and parched lips of a loved one, and we can recommend the following recipes as furnishing beverages which are palatable and nutritious.

Horlick's Malted Milk Company take pleasure, therefore, in presenting this brochure to their many friends, in the hope that it may prove instrumental in maintaining the ruddy glow of health on the cheek of the growing youth and maiden, and supplying renewed vigor to the overtaxed brainworker, the busy housewife, as well as to the aged and infirm.

Should the reader desire fuller information concerning Horlick's Malted Milk or its preparation and uses, kindly write us.

Horlick's Malted Milk Company, Racine, Wis.
Malted Milk Combinations

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Horlick's Malted Milk

HOW TO PREPARE IT

(VERY IMPORTANT)

No. 1.

First—Place as much Horlick's Malted Milk as is desired in a cup, add just enough hot water to make a paste, and rub with a spoon for a minute until perfectly smooth. Then add the rest of the hot or cold water, with constant stirring. Or,

Second—Place all the water in a rather tall tumbler, and put all the Horlick's Malted Milk to be used on top of the water. Then introduce an ordinary rotary egg-beater and rotate for one-half minute. This method is preferred by many, as it aerates the beverage, and develops the aroma. Or,

Third—Place the Malted Milk in a soda water shaker and shake thoroughly.

To suit individual tastes and to obtain that delicious flavor 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. (Usually from one to two tablespoonfuls in a cupful of water is sufficient).

If desired, a little salt, celery salt, sugar, vanilla extract, cinnamon, etc. may be added to flavor as desired. The following recipes furnish more detailed information on this subject.
Horlick’s Malted Milk
Hot with Vanilla

Recipe No. 2—Horlick’s Malted Milk one tablespoonful, water to make a cup, sugar sufficient to sweeten, essence of vanilla ten drops.

Directions—Place the Horlick’s Malted Milk in an empty cup. Add hot water, mixing as in No. 1, page 6, until perfectly dissolved. Add the essence of vanilla, and serve hot with wafer crackers.

Tamarind Malted Milk

Recipe No. 3—Tamarinds one tablespoonful, Horlick’s Malted Milk two tablespoonfuls, water to make a cup, cracked ice.

Directions—Dissolve the Horlick’s Malted Milk as in No. 1, page 6, and with this mix the tamarinds.
Malted Milk and Currants

Recipe No. 4—Red currant jelly one tablespoonful, Horlick's Malted Milk one tablespoonful, water one cupful, cracked ice.

Directions—Dissolve the Horlick's Malted Milk as in No. 1, page 6, and with this mix the currants.

Horlick's Malted Milk
Ice Cream No. 1

Recipe No. 5—Horlick's Malted Milk one pound, granulated sugar one pound, water three quarts, essence of vanilla two ounces, powdered chocolate two ounces, gelatin one ounce [or the whites of two eggs].

Directions—Mix the Horlick's Malted Milk, sugar and water, stirring the same until dissolved. Add the essence of vanilla and the chocolate powder. Freeze in usual manner, in an ice cream freezer. If strawberry, coffee or other flavor is desired, it may be used in place of the vanilla.
SUGGESTIONS FOR PREPARING

Important in Preparing

Horlick's Malted Milk.

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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 added to each meal; or the Horlick's Malted Milk may be prepared with ricewater or arrowroot water, until conditions again become normal. In case of illness, the advice of a physician should be had.

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
Suggestions for Preparing Horlick's Malted Milk.

important end. In preparing these formulæ, a tablespoonful of water corresponds to half an ounce. Use only boiled water.

1. First and second weeks—Use from a half to a level teaspoonful of Horlick’s Malted Milk in from 1 to 1½ ounces of water, at intervals of 2 hours, with at least 10 feedings in the course of 24 hours.

2. Third and fourth weeks—Gradually increase to a rounded teaspoonful in from 1½ to 2 ounces of water, given at intervals of 2 hours, with about 10 feedings.

3. Second month—From 1 to 2 heaping teaspoonfuls in from 2½ to 3 ounces of water, at intervals of 2 hours, with about 10 feedings.

4. Third and fourth months—From 2 to 3 heaping teaspoonfuls in from 3½ to 4½ ounces of water, at intervals of 3 hours, with 8 feedings.

5. Fifth and sixth months—From 3 to 4 heaping teaspoonfuls in from 5 to 6 ounces of water, at intervals of 3 hours, with about 7 feedings.

6. Seventh, eighth and ninth months—From 4 to 5 heaping teaspoonfuls in from 6 to 7 ounces of water, at intervals of 3½ hours, with 6 feedings.

7. Tenth and twelfth months—Use from 5 to 6 heaping teaspoonfuls of Horlick’s Malted Milk in from 7 to 8 ounces of water, with about 6 feedings in the course of the day.

After the twelfth month—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, and as a rule, 2 tablespoonfuls dissolved in ½ pint of water will be sufficient, taken with regular meals and on two or three other occasions throughout the day.

As the above rules have been formulated from a careful study of normal, healthy infants, certain deviations may be necessary at times, in the amount of Horlick’s Malted Milk used or the intervals of feeding, depending upon individual constitutions which must be considered in the successful raising of children.
IN THE HOUSEHOLD.

A pure, delicious food drink can be made in a moment by simply stirring Horlick’s Malted Milk powder in water. It is more healthful than tea, coffee or cocoa, since it not only stimulates, 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. 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 lukewarm) makes at all times a delightful recuperative lunch, and taken hot just before retiring insures refreshing sleep.

Horlick’s Malted Milk is pure, full-cream milk, enriched and modified by the nutritive extracts of select malted grains, 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. Pure milk in this unique combination with cereals insures a complete food, requiring no further addition of milk and no cooking to prepare it.

PURITY. Our product is not made in the vitiated air of cities, but in the country, with abundance of pure air, and pure water from our natural springs. The milk is from our sanitary dairies, under the strict supervision of our veterinarian and chemist.
Suggestions for Preparing Horlick's Malted Milk.

**HOW TO PREPARE.** (Important.)

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 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, as it thoroughly dissolves and aerates it, and develops a delightful aroma.

3. To suit individual tastes, and to obtain that delicious flavor 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. (Usually two tablespoonfuls in a cupful of water suffices, but one's taste should regulate the quantity.

4. Any desired flavor may be had when preparing the solution: if too sweet, a little salt or celery salt may be added; or a little 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 favorite delicacy, or the powder may be sprinkled upon oatmeal and other breakfast foods, markedly improving the flavor and increasing the digestive and nutritive value.

   Our Lunch Tablets, with chocolate, 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, cafés, restaurants, dining cars and at soda fountains. A large number of business men depend upon it exclusively for their noon-day luncheon. It is very popular with ladies when shopping or calling, as its use removes the tired, jaded feeling incident to an afternoon's engagements.
Horlick’s Malted Milk Ice Cream No. 2

Recipe No. 6—Horlick’s Malted Milk one pound, granulated sugar one pound, pure cream one quart, water two quarts, essence of vanilla two ounces, powdered chocolate two ounces, gelatin one ounce [or the whites of two eggs].

Directions—Mix the Horlick’s Malted Milk, sugar and water, stirring the same until dissolved. Add the essence of vanilla and the chocolate powder. Freeze as usual, in an ice cream freezer. If strawberry, coffee or other flavor is desired, it may be used in place of the vanilla.

Hot Malted Milk Coffee

Recipe No. 7—Horlick’s Malted Milk one tablespoonful, ground coffee one teaspoonful, hot water to make a cup, sugar sufficient to sweeten if desired.

Directions—Mix the Horlick’s Malted Milk, coffee and water with vigorous stirring, and boil for three minutes. Add the sugar and serve hot, using a fine strainer. Or, one to four teaspoonfuls of Horlick’s Malted Milk are placed in a cup and ordinary hot coffee poured directly upon it with constant stirring.
Hot Malted Milk Cocoa or Chocolate

Recipe No. 8—Horlick’s Malted Milk one tablespoonful, powdered chocolate or powdered cocoa one teaspoonful, hot water to make a cup, sugar sufficient to sweeten.

Directions—Mix the Horlick’s Malted Milk, chocolate (or cocoa) and water, stirring well, and boil for three minutes. A drop or two of vanilla extract may be added as flavoring; add the sugar, also, if desired, and serve hot.

Malted Milk Custard

Recipe No. 9—Yolks of two eggs, Horlick’s Malted Milk two tablespoonfuls, water one cupful, salt and pepper to flavor.

Directions—Dissolve the Horlick’s Malted Milk in the water with stirring, and to this add the yolks of two eggs. Butter a large cup or jampot, pour the mixture into it and let it stand in a pan of boiling water until the custard is set.
Malted Milk Blancmange

*Recipe No. 10*—Essence of vanilla one-quarter teaspoonful, Horlick’s Malted Milk two tablespoonfuls, powdered arrowroot two tablespoonfuls, sugar one tablespoonful, water three-quarters pint.

*Directions*—Mix the arrowroot and Horlick’s Malted Milk with a little water into a paste. Add gradually the balance of the water; bring the same to a boil, stirring it until it thickens sufficiently. Put it into a mold until quite cold.

Malted Milk Chocolate Blancmange

*Recipe No. 11*—Sugar one tablespoonful, Horlick’s Malted Milk two tablespoonfuls, powdered arrowroot two tablespoonfuls, chocolate one teaspoonful, essence of vanilla one-quarter teaspoonful, water to make two cups.

*Directions*—Mix the arrowroot and Horlick’s Malted Milk with a little water into a paste. Add gradually the balance of the water; bring the same to a boil, stirring it until it thickens sufficiently. Put it into a mold until quite cold.
Malted Milk  
Cocoa Blancmange or Malted Milk Coffee Blancmange

*Recipe No. 12*—Horlick's Malted Milk two tablespoonfuls, arrowroot two tablespoonfuls, powdered coffee or cocoa one teaspoonful, sugar one tablespoonful, water to make two cups.

*Directions*—Mix the arrowroot and Horlick's Malted Milk with a little water into a paste. Add gradually the balance of the water; bring the same to a boil, stirring it until it thickens sufficiently. Put it into a mold until quite cold.
Horlick's Malted Milk Demulcent

FOR IRRITATED THROAT, FOR VOCALISTS, PUBLIC SPEAKERS, CLERGYMEN

Recipe No. 13—Essence of vanilla twenty drops, isinglass (best) a pinch, three lumps of sugar, one dozen bruised sweet almonds, water one-half pint, Horlick's Malted Milk one tablespoonful.

Directions—1. Bring to a boil the isinglass, sugar, almonds and water. 2. Mix the Horlick’s Malted Milk with a little of the water into a paste. Gradually mix No. 1 with No. 2 and stir constantly. Flavor with twenty drops of vanilla.

Horlick's Malted Milk Jelly

Recipe No. 14—Phosphated gelatin one tablespoonful, Horlick’s Malted Milk two to four teaspoonfuls, sugar and flavoring to suit.

Directions—Soak the gelatin in cold water for one hour, then dissolve in just sufficient hot water. Add the Horlick’s Malted Milk dissolved in two cups of hot water, and sweeten and flavor to taste.
Horlick's Malted Milk with Iced Fruit

Recipe No. 15—Horlick's Malted Milk one heaping teaspoonful, crushed fruit one tablespoonful, crushed ice one tablespoonful, one egg, acid phosphate twenty drops, grated nutmeg to flavor, water to make a cup.

Directions—Mix the Horlick's Malted Milk, crushed fruit and egg, beating the same for five minutes. Add the phosphate and crushed ice, stirring all for several minutes. Strain and add ice-cold water, or cold carbonated water, and grated nutmeg to flavor.

Horlick's Malted Milk with Wine

Recipe No. 16—Horlick's Malted Milk one tablespoonful, water one cupful, port or sherry wine one teaspoonful, sugar if desired.

Directions—Dissolve the Horlick's Malted Milk in the hot water as directed in No. 1, page 6, then add the wine, and sugar if desired.
Horlick's Malted Milk Tablets

No. 17—Travelers, sportsmen, golfers and athletes generally, find Horlick’s Malted Milk in tablet form a very convenient, ever-ready lunch, identical in composition with powdered Horlick’s Malted Milk. The tablets are to be slowly dissolved in the mouth.

Horlick’s Malted Milk Company also manufacture Horlick’s Food, the best Liebig food made, requiring only the addition of pure, rich milk. When prepared according to directions it makes a food beverage second only to Horlick’s Malted Milk.

Horlick’s Malted Milk Company also manufacture Horlick’s Diastoid, a dry extract of malt, of value for dyspepsia, and far superior to the thick, molasses-like extracts, or semi-beer products, which are useless, since they have no starch-converting power.

Samples of any of the above products will be sent free upon application to Horlick’s Malted Milk Company, Racine, Wisconsin.
Another Shakespearean Problem

Did Shakespeare have in mind the beneficent properties of Horlick's Malted Milk? It would seem so upon reading the following quotations; for it will be noted that the first letters of the quotations, when read from top to bottom, form the words "Horlick's Malted Milk."

Held precious in the world's esteem

Love's Labor's Lost, Act 2, Scene 1

O, your desert speaks loud.

Measure for Measure, Act 5, Scene 1

Repair me with thy presence.

Two Gentlemen of Verona, Act 5, Scene 4

Loved of all.

Much Ado About Nothing, Act 1, Scene 1

I wish it, love it, long for it.

Midsummer Night's Dream, Act 4, Scene 1

Chief nourisher in life's feast

Macbeth, Act 2, Scene 2

Know how well I have deserved.

Merchant of Venice, Act 4, Scene 1

So perfect and so peerless.

Tempest, Act 3, Scene 1

Meat sweet-savored in thy taste.

Comedy of Errors, Act 2, Scene 2

As wholesome as sweet.

Hamlet, Act 2, Scene 2

Leading need.

King Lear, Act 4, Scene 1

Tis sweet and commendable.

Hamlet, Act 1, Scene 2

Excellence did earn it.

Much Ado About Nothing, Act 3, Scene 1

Deserve'd the praise o' the world.

Cymbeline, Act 5, Scene 4

Most convenient

King Lear, Act 5, Scene 1

I have done the state some service.

Othello, Act 5, Scene 3

Little is the cost.

Merchant of Venice, Act 3, Scene 4

Know naught but fame.

Love's Labor's Lost, Act 1, Scene 1

P.S.—And again he says, "That's Meat and Drink to Me." Not only his, but the endorsement of thousands of physicians, in all parts of the world, should convince the most skeptical of the phenomenal success of Horlick's Malted Milk as an invaluable nutrient.
Where Horlick's Malted Milk Company's Products Are Made—Racine, Wisconsin, U. S. A.