An Energy Food

A PLEASANT CONFECTION

A SUSTAINING LUNCHEON

Horlick's Malted Milk

LUNCH TABLETS

Natural and Chocolate Flavors

Offering in concentrated form all of the well-known nourishing and remarkably digestible qualities of Horlick's the Original Malted Milk.

DELICIOUS—READY TO EAT

In Flasks, Glass Jars and Ration Tins
A Convenient Quick Lunch For The Home or Office!

A few, dissolved in the mouth, relieve hunger and lessen fatigue.

1 ROUND TABLET — 6 CALORIES
1 SQUARE TABLET — 11 CALORIES

For Office Use Business and professional people who keep a supply of Horlick’s Tablets on their desks are rendered independent of irregular hours and of hastily eaten, heavy luncheons.

For the Sick Their easy digestibility makes them useful in wasting diseases, or whenever a readily assimilated nutritious food is required. The Tablets are a pleasing variant to the liquid diet.

For Travelers Carried in the pocket or handbag, the Tablets provide light lunches and tide over during motor delays and in awkward places. They are of particular value in eliminating a tendency to nausea.

For Students and Athletes A few Tablets, eaten while studying, are refreshing, and add to one’s mental and physical alertness. Athletes take them before and during contests, as they provide energy and maintain strength.

For Aviators The world’s most renowned aviators use Horlick’s Tablets—compact, appetizing, nourishing, digestible even under mental and physical strain, convenient to eat while flying.

REMARKABLY SUSTAINING FOR THE ATHLETE OR SPORTSMAN as they may be eaten without discomfort while exercising, hiking or motoring.
RATION TIN
Sufficient nourishment in each tin to sustain one person for 24 hours.

In larger glass jars
50c, $1.00, $3.75

Specify Natural or Chocolate Flavor.

ORDER BLANK
If unable to obtain these Tablets from your dealer, they will be sent, postpaid, if you will forward this order blank with cash or stamps, to Horlick’s Malted Milk Corp., Racine, Wis.

--- Emergency Ration Tins @ 25c ---
--- 10c Flasks (for pocket or handbag) ---
--- 25c Flasks --- --- ---
--- 8 oz. jars @ 50c --- --- ---
--- 16 oz. jars @ $1.00 --- --- ---
--- 5 lb. jars @ $3.75 --- --- ---

Total remitted $___

Name _______________________
Address _____________________
City ___________________ State _________

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