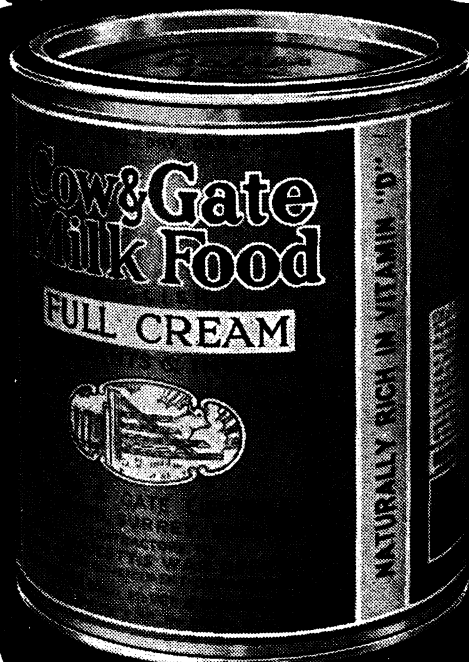


MODERN VIEWS OF INFANT FEEDING



"The best available substitute for human milk is a good variety of dried milk. Such milk is safe, in that it is free from tubercle bacilli and pathogenic organisms; its vitamin and iron content is adequate; it is quickly and easily prepared and thereby error is reduced to a minimum; and it has been made to resemble human milk to an extent that could never be achieved in the average home". —"Lancet" 3.7.37.

This view is now well established in Medical Practice, as is also the view that Cow & Gate Milk Food not only ensures bacteriological purity, provides adequate vitamins and minerals, is easily digestible and is simple to prepare, but also has been amply shown to provide the Medical Practitioner with the most responsive Milk Food for his difficult cases.

Cow & Gate Milk Food



ANALYSIS

	Dry Food	Reconstituted Milk (1 in 8)
	%	%
Fat	27.3	3.4
Protein	26.6	3.3
Lactose	37.6	4.7
Mineral Salts	6.0	0.7
Moisture	2.5	87.9
	<u>100.0</u>	<u>100.0</u>

Caloric value per oz. 147 18.4

Vitamin D content per pint 250 International Units.

COUPON

To COW & GATE LTD., Guildford, Surrey. Please send me, post free, literature and clinical samples of Cow & Gate Full Cream Milk Food.

Name

Address

(Block letters please)

8.M.J.27/9/41 ©2443