

Portland's Famous Hotel
Noted for the Excellence
of its Cuisine. European plan
G. J. KAUFMANN, Manager

Protect Yourself!

Against Substitutes ... Against Imitations

Get the Well-Known Round Package

HORLICK'S MALTED MILK

Made in the largest, best equipped and sanitary Malted Milk plant in the world

We do not make "milk products"—Skim Milk, Condensed Milk, etc.

But the Original-Genuine
HORLICK'S MALTED MILK

Made from pure, full-cream milk and the extract of select malted grain, reduced to powder form, soluble in water. Best food-drink for all ages.

ASK FOR HORLICK'S
Used all over the Globe

at Home or Soda Fountain

The advertisement features a central illustration of a cylindrical metal can of Horlick's Malted Milk. The label on the can is detailed, showing the brand name 'HORLICK'S' at the top, followed by 'MALTED MILK'. Below this, it states 'FOR INFANTS, INVALIDS, AND TRAVELERS'. A circular logo in the center of the label contains the words 'HORLICK'S' and 'MILK'. At the bottom of the label, it says 'PREPARED BY DRUGGISTS & CHEMISTS, NEW YORK, N.Y.'. Above the main label, there is a smaller warning label that reads 'CAUTION' and 'READ INSTRUCTIONS'. The background of the advertisement is white, with black text and graphics. The overall style is typical of early 20th-century commercial advertising.