

# WARTIME MEDICAL NEWS

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## THE SELF-EVIDENT STANDARD

It is self-evident that the best standard by which an infant's diet can be judged is the infant's normal food—breast milk. The composition of average breast milk is well known and any food which varies in any of its proportions, with very little other evidence against it, must be condemned.

—Editorial Article by Pediatric Agent, 1937

Milk prepared with the **PEPTOGENIC POWDER** conforms in all respects to the accepted standard of infant food—normal average mothers milk.

There is one means available to put present into practice in infant feeding, and that is **FRANCHELL'S LEP-TOGENIC MILK POWDER** for preparing perfect cow milk.

Patrollets and specimens sent upon request.

FRANCHELL BROS. & CO. LTD.  
NEW YORK

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