



Carnation Evaporated Milk Infant Formula advertisement.

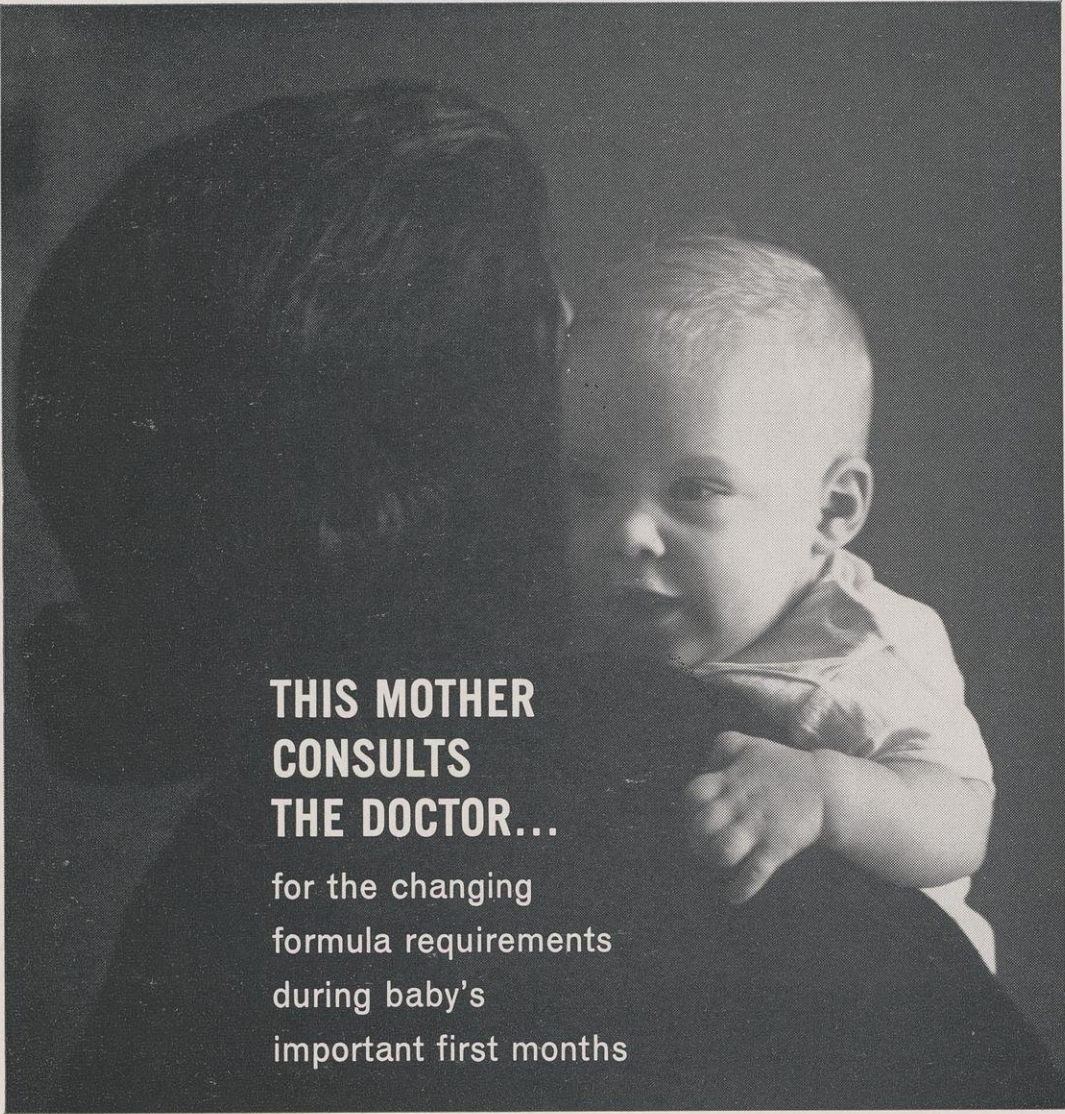
[s.l.]: [s.n.], 1959

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**THIS MOTHER
CONSULTS
THE DOCTOR...**

for the changing
formula requirements
during baby's
important first months



"from Contented Cows"

THE DOCTOR PRESCRIBES the dilution and carbohydrate adjustment for each baby's needs, with Carnation—the flexible formula milk.

THE DOCTOR DECIDES the proper time and amounts of iron, Vitamin C and other supplementation for each individual.

THE BABY THRIVES—as babies have for generations on natural cow's milk in its soft-curd form, with protein and other nutrients at levels proven adequate by 30 years of successful feeding with the Carnation Evaporated Milk formula.

Ready-prepared, for convenience. Carnalac is Carnation Evaporated Milk with its added Vitamin D, plus carbohydrate. The mother just adds water. Diluted 1:1, Carnalac provides 2.8% protein, 7.1% carbohydrate, 3.2% fat, 400 I. U. Vitamin D per reconstituted quart, 20 calories per fluid ounce.

