



## Pet Milk advertisement.

[s.l.]: [s.n.], 1956

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## THE PROOF OF THE PROTEIN IS IN THE GROWING

It is generally recommended that the protein intake of the formula-fed infant should be higher than that of his breast-fed contemporary.

The good growth made by 50 million babies raised on evaporated milk formulas during the past 30 years attests to the soundness of this recommendation. For evaporated milk *does* provide the higher level of protein recommended when formulas derived from cows' milk are fed to babies.

Beyond that, evaporated milk permits greater flexibility than any ready-made preparation for infant feeding. It gives the physician freedom to specify type and amount of carbohydrate . . . to adjust degree of dilution . . . in fact to fit the feeding mixture to the individual needs of each baby. And, *specially processed* for infants, evaporated milk is always safe, uniform, easily digested.

50 million times, physicians have specified evaporated milk for babies.



PET EVAPORATED MILK