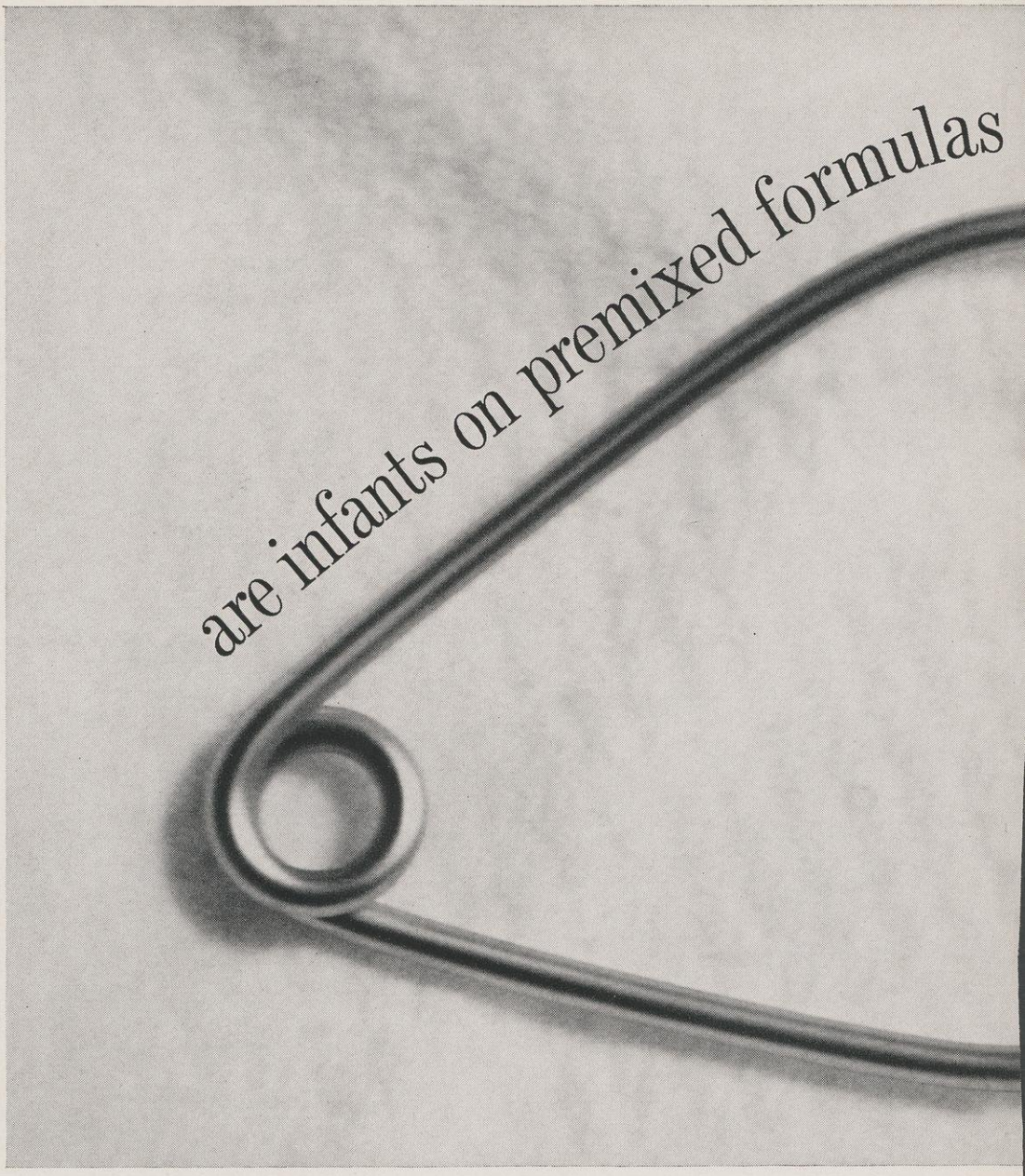
Carnation Evaporated Milk Infant Formula advertisement.

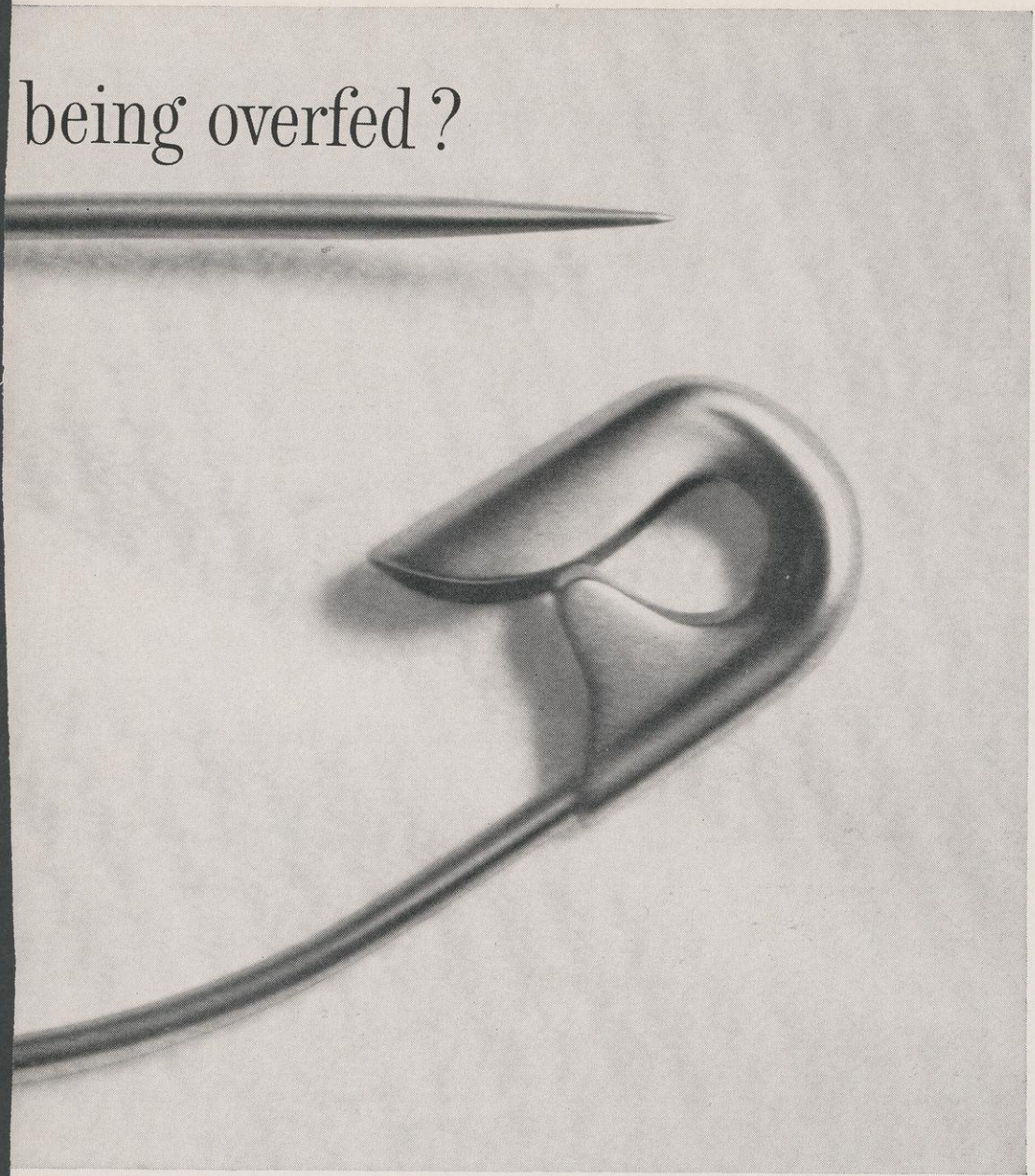
[s.l.]: [s.n.], 1962



Infants, fed on premixed formulas containing a low percentage of protein calories, may be left unsatisfied; thus, they demand more feedings. And, with this ingestion of significantly larger amounts of formula, there is an accompanying *increased intake of each fixed ingredient*—more carbohydrate, more fat, and more unnecessary vitamins. It is no surprise, therefore, that the resultant added weight of the infant is composed more of a deposition of fat rather than a deposition of new protein-rich tissue. "Overnutrition has become a more important problem than undernutrition in this country," is a recent clinical opinion. "...excessive intake as well as deficiency" must be considered in the choice of an infant formula.[1]

Carnation Milk lets you

being overfed?



☐ CARNATION MILK is known to meet protein requirements. 16 to 20 percent of its caloric content is supplied by protein. The infant's weight gain is the result of a protein-based caloric intake and is manifested in physiologic growth—growth which the infant requires for normal tissue and bone formation.

☐ CARNATION MILK supplies basic nutrients for normal infant feeding

☐ CARNATION MILK permits guided supplementation—when needed

References: 1. Woodruff, C.W.: Protein Requirements of Full-Term Infants, J.A.M.A. 175:138 (Jan.) 1961. 2. Holt, Jr., L.E. and Snyderman, S.E.: The Amino Acid Requirements of Infants, J.A.M.A. 175:124 (Jan.) 1961. 3. Forbes, G.B.: Editorial, J. of Ped. 52:496 (April) 1958. 4. Lubchenco, L.O.: Formulas and Nutrition, Amer. J. of Nursing 61:73 (May) 1961. 5. Birdsong, M.: Infant Feeding, W.Va. M.J. 57:51 (Feb.) 1961. 6. Goalwin, A. and Pomeranze, J.: Arch. of Ped. 78:104 (March) 1961. 7. May, C.D.: Editorial, Pediatrics 23:833 (May) 1959.

"from Contented Cows"

fit the formula to the infant