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## Similac advertisement.

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

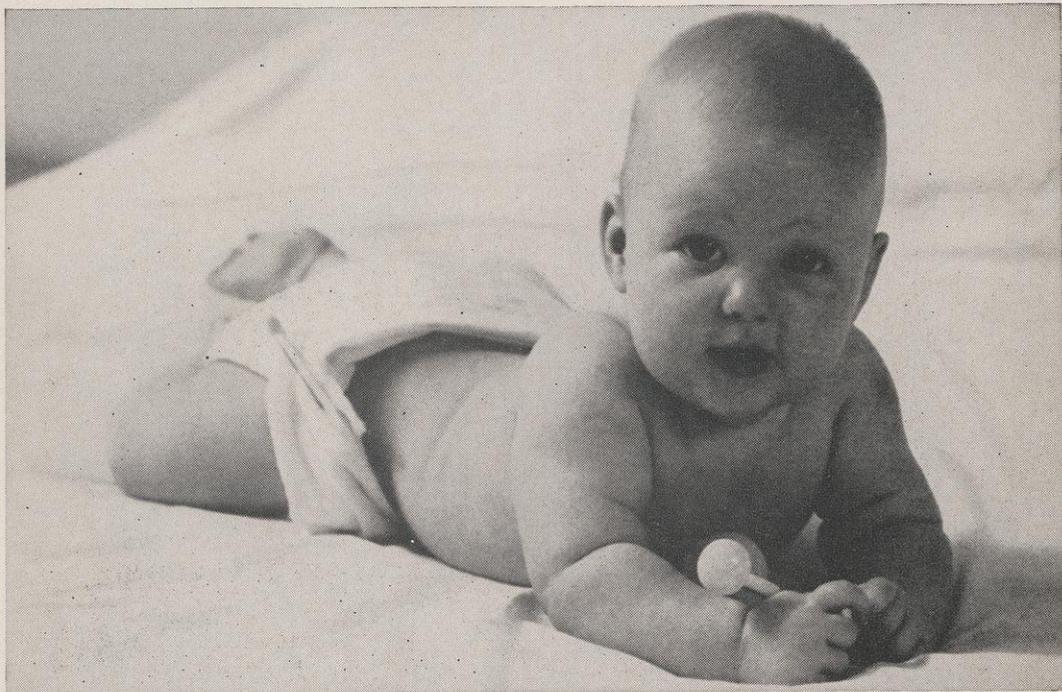
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When baby  
can rest  
on forearms,  
head high



It's time to assure his iron intake and meet the drain on iron stores.

Starting at about four months of age, "the supply of iron becomes strained with rapid growth, . . . becomes depleted unless the stores are replenished by exogenous iron from an adequate diet."<sup>1</sup> Mild or moderate iron depletion can easily evade detection on physical examination.<sup>2</sup>

Started by 4 months, 14 pounds or double birth weight, to meet the increased needs of the rapidly growing infant,

SOLID FOODS plus

**SIMILAC WITH IRON**<sup>®</sup> prophylactic  
iron at no  
extra cost

can assure the recommended iron intake.

1. Smith, C. H.: Blood Diseases of Infancy and Childhood, St. Louis, C. V. Mosby Co., 1960, p. 159.  
2. Guest, G. M., and Brown, E. W.: AMA J Dis Child 93:486 (May) 1957.

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