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## Similac Powder advertisement.

[s.l.]: [s.n.], 1953

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the economy of good growth  
and uncomplicated development



**SIMILAC POWDER**—*physiologic food during the first year of life*—

To assure sound growth and reduce many of the complications commonly encountered in the first year of life, the full, balanced Similac formula provides: fat, protein and carbohydrate closely approximating the content of human breast milk in quality and quantity; a full complement of known essential vitamins in adequate amounts; an adjusted mineral content; a soft, fluid curd with zero tension, assuring rapid and easy digestion.

**SIMILAC POWDER**—*stable in price . . . an economy in feeding*—

With food costs at or near an all-time high, the price of Similac has remained relatively constant since 1923. Similac with its complete modification and added vitamins is virtually the same in price as vitamin-supplemented whole-milk feeding — and in many instances actually affords greater economy.

**SIMILAC** powder 

*There is no closer equivalent to the milk of healthy, well-nourished mothers*

**SUPPLIED:**  
Tins of 1 lb., with measuring cup.  
Similac is also available as concentrated liquid in tins of 13 fl. oz.



**M & R LABORATORIES**, Columbus 16, Ohio