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Similac advertisement.

[s.l.]: [s.n.], 1942

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Dependable Nourishment

DURING THAT
all-important
FIRST YEAR OF LIFE



The well nourished baby is more resistant to the common ills of infancy. Moreover it is during that all-important first year of life that the very foundation of *future* health and ruggedness is laid. Similac-fed infants are notably well nourished; for Similac provides breast milk proportions of fat, protein, carbohydrate and minerals, in forms that are physically and metabolically suited to the infant's requirements. Similac dependably nourishes the bottle fed infant — *from birth until weaning.*



A powdered, modified milk product especially prepared for infant feeding, made from tuberculin tested cow's milk (casein modified) from which part of the butter fat is removed and to which has been added lactose, olive oil, coconut oil, corn oil and fish liver oil concentrate.

SIMILAC }

SIMILAR TO HUMAN MILK

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