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Baker's Infant Formula advertisement.

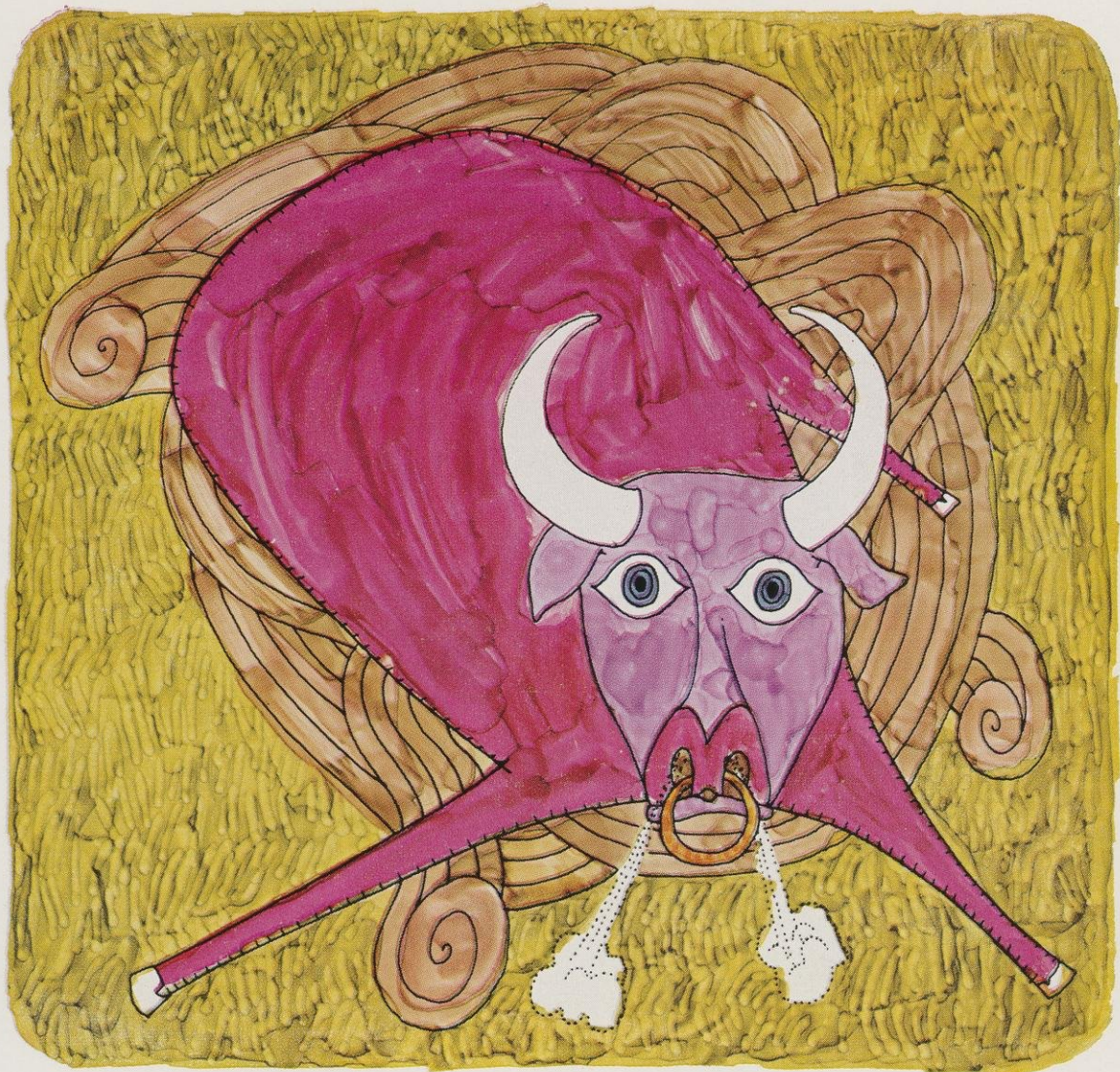
[s.l.]: [s.n.], 1965

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We took the bull by the horns

Nature designed mother's milk to meet the nutritional needs of the infant. But what are the ideal criteria for *artificial* formulas? Some authorities favor an arbitrary 'standard mother's milk' as a model. Others point out that no alchemy yet devised can transform cow's milk into its human counterpart.

We took the bull by the horns, and chose to duplicate the nutritional results rather than the chemical analysis of human milk. Our inspiration comes from the babies rather than test-tubes.

Infants on Baker's validate this decision with good weight gains without excess fat, minimal digestive disturbances, and satiety. In short, babies thrive on Baker's. **BAKER'S INFANT FORMULA SUPPLIES: a clinically proven protein level / multiple sugars with overlapping rates of digestion / highly refined vegetable oils for improved fat absorption / ample linoleic acid / essential vitamins at recommended levels / prophylactic iron / the extra quality of Grade A milk.**



J. B. ROERIC AND COMPANY
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BAKER'S INFANT FORMULA™