



PROGRESS
in infant feeding



Is your baby enjoying

The Results of Progress

in infant feeding?



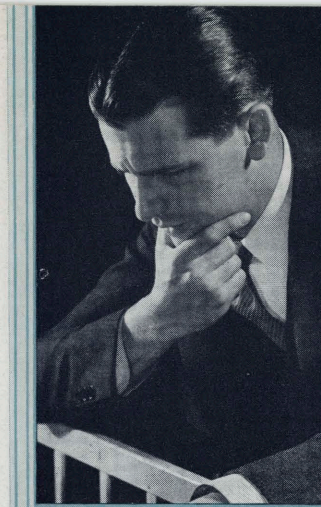
Advice on baby's diet is offered freely on every side to the point where it is confusing and conflicting.

It is not the intention of this book to add to the confusion. Instead, it tells simply how Gerber's foods for baby came into being and how they are prepared—the story of progress in infant feeding.

When you are confused about anything you do not understand, you ask someone who knows. Why not do this in the vitally important matter of food for your baby?

The doctor plans diets for lots of children. It's a simple, every-day matter to him. Give your baby the benefit of competent individual medical advice.

Dan Gerber



A Puzzled Father

seeking help for his wife
found the way
to make foods better
for baby



In Fremont, Michigan, five years ago, Mr. Dan Gerber faced a problem.

Like many other husbands, he found that he had had to exchange a charming young wife for a tired little mother who spent long hours in the kitchen cooking and straining vegetables for a tiny daughter.

Now Mr. Gerber knew a great deal about vegetables. His family had packed vegetables for generations. "Is it really necessary for mothers to spend these long hours over hot stoves?" he wondered. "Can't we pack ready-strained vegetables for their babies?"

As he pondered the problem, he began to realize that extra work and inconvenience for the mother is not the only objection to the home preparation of vegetables for babies.

In his own home, he saw how difficult it was to prepare vegetables with uniform texture and consistency—safeguards so necessary to baby.

Home cooking destroys vitamins

His canning experience pointed to an even more serious objection. Cooking vegetables in open vessels tends to destroy the vitamins and

the mineral salts—the very elements for which vegetables are included in baby's diet. Thus, despite the mother's hard work, the baby is denied the factors needed for growth and well-being. It is not the mother's fault. Her kitchen simply does not provide the proper facilities for cooking and straining vegetables so that all their goodness is retained.

Mr. Gerber took his ideas and his problems to the foremost specialists in infant feeding—nutritionists and pediatricians. Countless tests and experiments were made. These confirmed Mr. Gerber's belief that vitamins and mineral salts are lost to a great extent in home cooking and straining. And it was determined that this difficulty is easily overcome with proper, scientific cooking equipment.

Next came infant feeding tests in clinics and hospitals, enabling physicians to determine definitely the ideal consistency and other qualities to adapt vegetables to baby's needs.

Scientific preparation of baby's food

The final step was the creation of the modern Gerber plant, reproducing on a large scale the cooking apparatus used in scientific laboratories and equipped in every way to supply cooked and strained vegetables meeting requirements laid down by the physicians.

The problem was solved. No longer was it necessary for mothers to undertake the wearying work of home preparation of vegetables for baby. No longer was it necessary for baby to suffer the deficiencies that are inevitable in home cooking, despite all of mother's care and work. Gerber's Strained Foods for baby have ended all that.

Ask your doctor

From the very outset, Gerber has followed the policy of advising parents to consult their doctor about baby's diet. Better than anyone else, he knows what is best for baby and can help you to avoid the confusion and uncertainty that exist when advice is offered on all sides.

PAGE FOUR

Gerber goodness starts with

Vegetables Fresh and Crisp

from sunny fields



Only vegetables picked in your own garden and served immediately are as fresh as those used in making Gerber's Strained Vegetables for baby. They come to Gerber direct from the sunny fields of western Michigan, picked at just the right stage of ripeness. They have no chance to lose their crisp garden freshness.

Their fine quality is not a matter of chance. Gerber vegetables are grown from selected seeds, and the planting and cultivation are conducted under the direction of Gerber's trained field men.

Every vegetable is inspected

After being harvested and rushed to the Gerber plant, they are carefully inspected and washed, after which they are once more inspected to make certain that only the choicest will be prepared for baby.

These carefully selected sun-ripened vegetables are the foundation of Gerber goodness. They are prepared for baby's use by special Gerber methods that retain the many rich values that nature has stored in them—methods that cannot be duplicated even in the best-equipped home kitchen.





This whole plant, equipped with special scientific apparatus, has been established to prepare better foods for baby

How Gerber Cooking Process

makes foods better for baby



Even if you were able to obtain vegetables as crisp and fresh as Gerber obtains them, it would be impossible for you to prepare and retain all their vitamins and mineral salts, unless you possessed costly scientific cooking apparatus such as Gerber employs.

Authorities endorse cooking process

These facts have been established by many authorities. For instance, Dr. W. H. Eddy, Director of the Good Housekeeping Bureau of Foods, Sanitation, and Health, writes: "When vegetables are cooked and puréed in the home, the process usually leads to a considerable destruction of Vitamin C, owing to the access of air during the process. The canned puréed vegetables are more valuable than the home prepared in proportion, as care is taken during the process to exclude air."

Gerber process excludes air

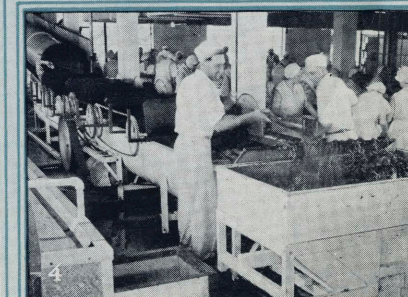
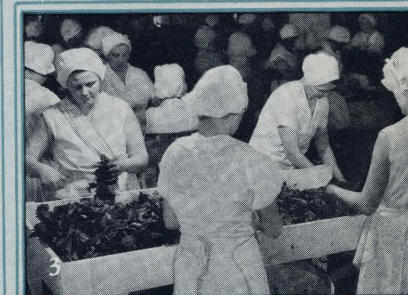
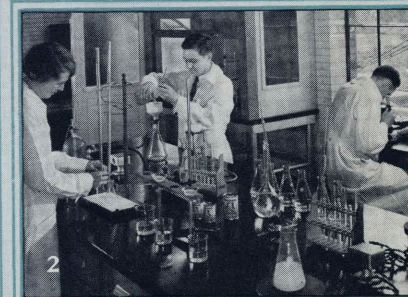
At the Gerber plant, vegetables, after being washed and inspected, are placed in large glass-lined retorts from which air is excluded and are steam cooked under pressure until thoroughly softened.

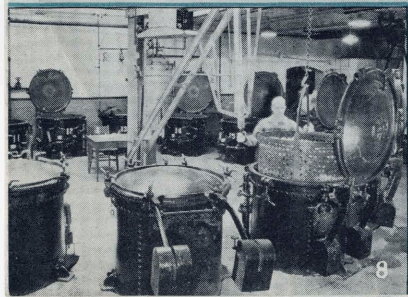
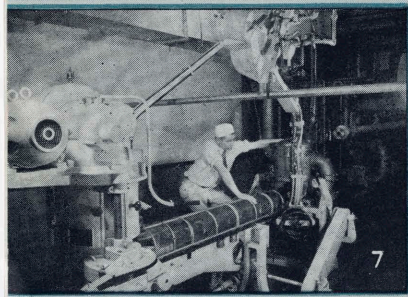
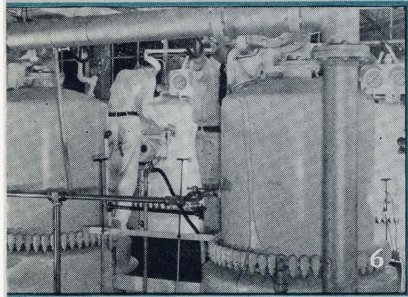
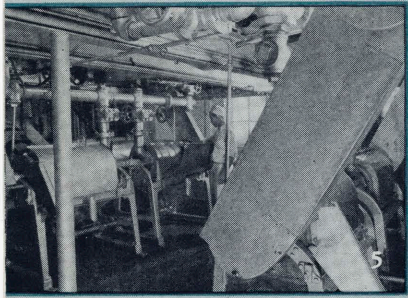
Under steam pressure, they are forced through monel metal strainers, removing the coarse fibre which might prove irritating to baby's sensitive digestive system, but retain the rich body-building substances. Air is completely excluded during this process. The monel metal screens are four times as fine as the ordinary kitchen sieve.

Mineral salts retained

In home cooking, the next step would be to pour off the water and with it mineral salts. But in the Gerber process the vegetables, after being strained, are conveyed to glass-lined vacuum kettles. Any excess moisture is evaporated in the vacuum so that the mineral salts are not lost, and the vegetables are brought to a uniform consistency.

1. Hand, nail, and general appearance inspection twice daily, morning and noon.
2. Research laboratories—controlling rigid Gerber standards.
3. Sorting and inspection before washing.
4. Washing in cold, clear artesian well water.





Sealed in steam-washed cans

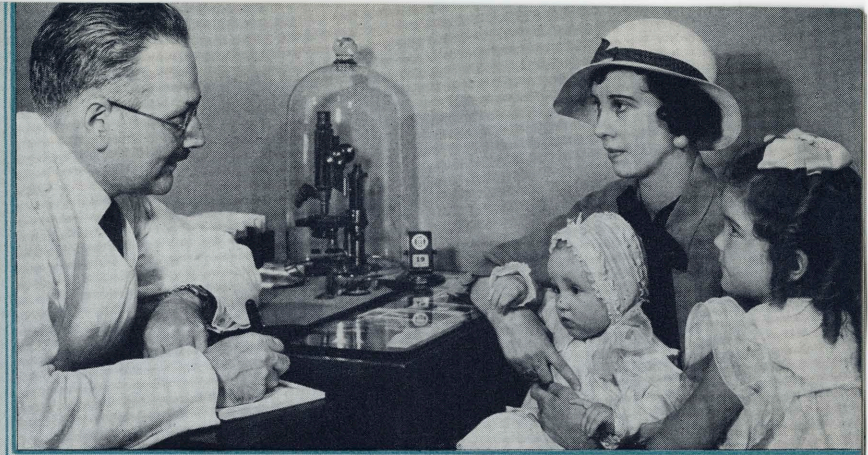
With air still completely excluded, the vegetables move on to monel metal automatic filling machines where they are sealed into cans that have been washed with water and steam.

The final step is one of the most important. The sealed cans are cooked for a period of time and at a temperature scientifically determined by research to be correct. This insures the product keeping in perfect condition. There is no danger of cracking as there might be with glass containers. Again, sealing is more positive with cans. A third advantage is the elimination of any danger of fragments of glass getting into baby's food.

Thus, at every step, from the planting of the vegetables to their final processing, scientific methods protect the food that is so important to baby's health and growth. Nothing is overlooked that would contribute in any way to making Gerber's Strained Foods better for baby.

5. *Cooking and straining in the absence of air.*
6. *Vacuum kettles remove excess moisture but retain all minerals.*
7. *Filling product in high-pressure steam-washed cans.*
8. *Each product cooked for a period of time and at a temperature determined by research to be correct.*

PAGE EIGHT



The wise course to follow for advice on baby's diet—ask your doctor

What Gerber products contribute to

Baby's Diet



Strained vegetables are among the first of baby's solid foods, and for a long time they continue to be one of the chief sources of nourishment. It is important, therefore, that they should offer as much variety as possible and that they should contribute a full measure of the food elements baby needs for health and growth.

Chief among these elements are vitamins and mineral salts.

Why baby needs vitamins

Science has established that there are several groups of vitamins and that each group makes an important contribution to the diet.

Careful studies have shown that foods lacking in certain vitamins fail to promote growth. As soon as the missing vitamins are restored to the diet, the condition is corrected. Similar studies have shown

PAGE NINE



Nothing could be simpler than preparing Gerber's Strained Vegetables. Simply warm and season as directed by your doctor

that vitamins strengthen the body and help to prevent disease.

Vitamins are particularly important to baby, because baby grows so much more rapidly than adults and any deficiency in the diet is likely to retard sound, sturdy development.

Vegetables are rich sources of vitamins, especially when they are preserved by scientific cooking methods such as Gerber employs.

Mineral salts are also vital

Of equal importance with vitamins in baby's diet are mineral salts, such as iron, calcium, and phosphorus. These help to promote the growth of teeth and

bones, and they supplement the nourishment received from milk.

Mineral salts are particularly rich in Gerber's Strained Vegetables because they are not drained away in cooking but are preserved by Gerber's scientific process.

There are nine Gerber's Strained Foods for baby.

Gerber's Strained Tomato—concentrated—is prepared from whole, fresh, ripe tomatoes, thoroughly strained to remove seeds and skins but retaining the pulp and its valuable food qualities. In this respect, it is far superior to tomato juice from which the pulp has been removed. In direct comparison, Gerber's Strained Tomato contains appreciable quantities of Vitamins A, B, C, G, calcium, phosphorus, and iron, whereas in tomato juice these qualities are relatively lower. Another important point is that Gerber's Strained Tomato is concentrated, which permits you to dilute with water as your doctor directs.

Gerber's Strained Beets contribute to the need for variety in baby's diet. They are a source of the mineral salts for sound teeth and strong bones and a fair source of Vitamins B and G.

Gerber's Strained Vegetable Soup combines a rich supply of vitamins and mineral salts from many sources—strained peas, carrots, spinach, rice, barley, beef, tomatoes, and celery mixed in a scientific formula. Because of its well-balanced nutritive qualities, it is not only one of the first of baby's more solid foods but is frequently one of baby's daily feedings throughout infancy.

Gerber's Strained Peas are the sweet wrinkled variety with an abundance of Vitamins A, B, and C, as well as the several essential minerals which help so much in the formation and development of baby's teeth and general well-being. Mothers should remember that peas are one of the green vegetables.

Gerber's Strained Carrots are especially rich in Vitamin A, as well as in the several minerals.

Gerber's Strained Prunes act as a gentle, natural laxative and give bulk to the diet. Their rich iron content makes them a good supplement to a milk diet, and they also supply Vitamins A and B.

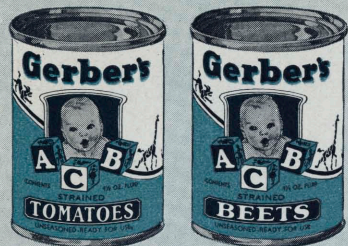
Gerber's Strained Spinach is another of the green vegetables so rich in vitamins and mineral content. It is quite generally recognized that spinach contributes in a major way to the general well-being of both babies and adults.

Gerber's Strained Green Beans is another green vegetable and, therefore, provides well-balanced supplies of Vitamins A, B, and G, as well as the several mineral salts. Consequently, beans should be used frequently in the diet.

Gerber's Strained Cereal is described on page thirteen.

Not only are Gerber's foods good for baby—but baby enjoys them





Fifteen cents at grocers and druggists.
Four-and-one-half-ounce cans

Look for the

Blue and White

Gerber label



Wherever you live, you will find a grocery or drug store conveniently near by to provide you with Gerber's Strained Foods for baby. Look for the blue and white Gerber label with the picture of the Gerber baby and the A B C blocks.

Your own doctor can advise the assortment and the quantities of the Gerber products best for your baby. He can also tell you the right time to introduce them into baby's diet.

Only the pure, natural vegetable, cooked and strained in the manner found best for baby, goes into the Gerber can. There is no seasoning, because many physicians prefer that baby's first vegetable feedings shall contain no salt or sugar.

These may be added on your physician's advice, but it is important to remember that less seasoning than really pleases adult taste is not only most acceptable to baby but most desirable as well.

Gerber's Strained Vegetables are packed in four-and-one-half-ounce cans, priced at fifteen cents.

Gerber's Strained Cereal for Baby

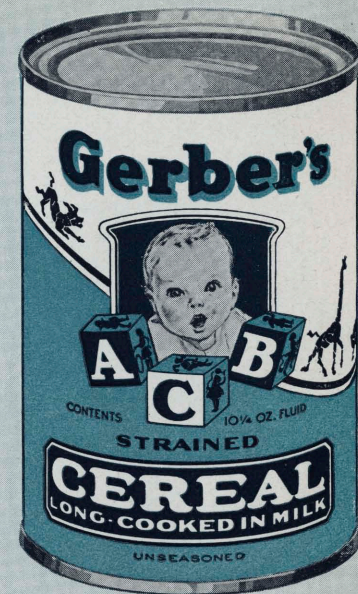
Thoroughly cooked in
whole milk . . . strained
. . . ready to serve



Just as baby's vegetables were long a problem and a task for mothers—so was baby's cereal. So the Gerber Products Company undertook to create a cereal especially made for baby use. Clinical and hospital tests were again conducted to set standards of proper consistency, flavor, and food value.

Baby's cereal

Gerber's Strained Cereal is an infant cereal, not an adaptation of a general purpose cereal. The combination of whole wheat, hulled oats, and added wheat germ, thoroughly cooked in whole, fresh milk, produces an ideal blending of important food values. The rich food values of the bran are first cooked into the cereal, after which the harsh bran hulls are strained out. Many babies who resist ordinary cereal eat Gerber's Strained Cereal with relish. Strained, thoroughly cooked, it's all ready to warm and use. It is an outstanding contribution to progress in infant feeding.





The Highest Authorities

endorse Gerber foods for baby



Each Gerber product has been accepted by the Committee on Foods of the American Medical Association. Each has been approved by leading national institutes, including the Good House-keeping Bureau of Foods, Sanitation, and Health, the Delineator Home Institute, Junior Home, Child Life, and Parents' Magazine.

More than 100,000 physicians have examined Gerber products. If you need advice on feeding baby—ask your doctor.

Special diets for adults

Many physicians have written to tell how helpful they find Gerber's Strained Foods in special diet for adults. The fact that the foods are unseasoned is very helpful in many cases. Other reasons why physicians recommend them are their smooth texture, their concentrated form, their ease of digestion, and their high content of vitamins and mineral salts.

PAGE FOURTEEN

Gerber's STRAINED FOODS VISITORS WELCOME

This invitation atop the Gerber plant beckons you to make a friendly visit

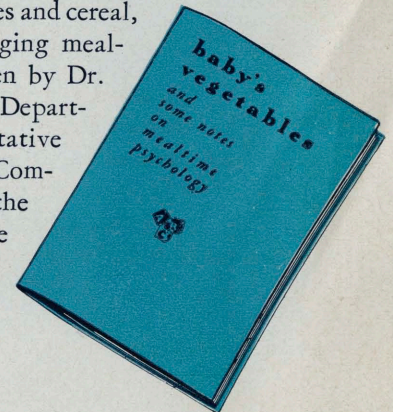
Visit the Gerber Plant

or send for the free Gerber book



Nothing would please us more than to have you extend your Century of Progress trip to include a visit to the Gerber plant at Fremont, Michigan, 45 miles north of Grand Rapids. We would like you to see for yourself the special equipment that is used in preparing foods for baby and the painstaking care that is taken with every detail.

If you cannot visit us, we hope that you will send for a helpful free booklet dealing with baby's vegetables and cereal, containing many helpful hints for bringing meal-time happiness to all the family. Written by Dr. Lillian B. Storms, Director of the Gerber Department of Nutrition, the book is authoritative and interesting. Write to Gerber Products Company, Fremont, Michigan, and ask for the book. If you live in Canada, write to Fine Foods of Canada, Ltd., Windsor, Ontario.



PAGE FIFTEEN



Gerber's
9 kinds of
Strained Foods
for Baby



Gerber Products Company
Fremont, Michigan

PRINTED IN U.S.A. BY
EVANS-WINTER-HEBB, DETROIT