



A letter from Persia

THE GERBER baby has had numerous interesting adventures in foreign lands. We have secured special permission from Dr. Lichtwardt to publish this letter and have been prompted to do so for the mutual appreciation it should further encourage between the American Doctor and the American Mother, and the keener appreciation it must give any reader of those heroic figures who carry the battle of science into lone frontiers.

AMERICAN HOSPITAL
MESHED, PERSIA

August 28, 1931.

Gerber Products Division
Fremont Canning Co.
Fremont, Mich., U. S. A.

Attention Mr. Dan Gerber, Vice-President.

Gentlemen:

I wish to thank you very much for the "Gerber Babies" which arrived yesterday after a long journey from America. Thanks to your care in packing the pictures all came thru fine, and I already have one hung in my office. It was very kind of you to send them to us.

The Persian baby, when first born is just as attractive and healthy looking as an American child, but in many cases they soon become weak and pale, due to the lack of knowledge of hygiene, sanitation, feeding, child-care, etc., etc. It is estimated that three out of four children die before they reach the age of five.

Vegetables are plentiful and cheap in this land, but unfortunately the parents do not realize their value to children. So instead of giving the one-year-old tomatoes, spinach or carrots, one sees him eating a cucumber just off the vine, skin and all. There is of course much malnutrition and anemia of various sorts. Rickets is surprisingly rare, possibly on account of the prevalent sunshine, but tuberculosis of the glands and bones is distressingly common.

Things however are gradually improving, even in this ancient land, and some parents are learning that to bathe their child before it is a month old, is NOT dangerous—and that small-pox vaccination IS efficacious—and that to give water to a child with fever is not detrimental. I am sure that your products are a real aid in reducing infant mortality and morbidity in America—just as we in this land are trying to make the life of the child longer and healthier.

Yours very cordially,

H. A. Lichtwardt M.D.

May We Send You a Gerber baby?

Send 10c in stamps or coin for a copy of the original Gerber baby drawing by Dorothy Hope Smith. Also indicate if you would like a free copy of Dr. Storms' booklet "Baby's Vegetables."

15c at Grocers and Druggists

- Strained Vegetable Soup—
- Strained Carrots—Strained Prunes—Strained Spinach—
- Strained Tomatoes—Strained Peas—Strained Green Beans.



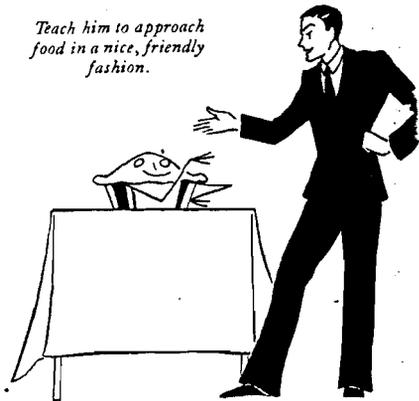
Gerber's

STRAINED VEGETABLES



GERBER PRODUCTS DIVISION,
Fremont Canning Company,

Teach him to approach food in a nice, friendly fashion.



THE crying need of the time is not so much an added complexity of nutrition information as a simple mental attitude—namely, a free, friendly and unself-conscious attitude toward food.

It isn't so important whether you get Dick to eat spinach or liver or carrots. They're good for him. Or could be. But the finest thing that you can do from the standpoint of Dick's health, your family's future well-being and your peace of mind is to teach Dick to approach food, just any well-prepared food, in the nice, friendly, unprejudiced fashion he'd meet a new business acquaintance.

Do that! Then keep your market basket full of eggs and milk and fresh fruits and vegetables. And you'll have tackled the adult nutrition problem pretty much in the light of our present knowledge.

Lifetime habits cannot be changed overnight. Nor is there any known reason why everyone should eat everything. But constantly increasing discoveries in nutrition stress a constantly increasing number of foods and corresponding body needs.

To train the family into a fine friendly attitude toward a variety of foods—that is the problem.

How shall we attack it?

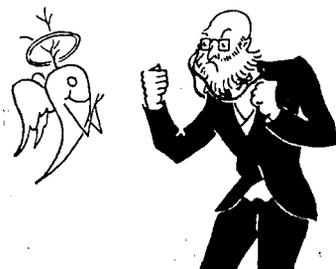
Assuredly, by pouncing upon our food prejudices first. Do I, the homemaker, have a normally wholesome attitude toward any food which is well prepared and attractively served? Or do I have a horror of shellfish, lean strongly toward cream puddings and abominate squash?

Shed Prejudices

THE longer we have had our food prejudices, the harder it is to shed them. But I have seen repeated tastings together with the right mental attitude weaken so many food dislikes that it would be easy for me to say that it will always do so.

Food aversions formed during serious illnesses are often physical in nature and had better not be tampered with. And strawberries may lead occasionally to hives. But with few exceptions, there is no reason why most of us cannot approach a plurality of foods in an accepting fashion.

Tracking a food prejudice to its origin will often put it to flight. Upon discovering the basis for a violent dislike of a



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