

PROTECT YOUR BABY



with Foods **57** you know  are **SAFE!**

GIVE baby the food values your doctor wants him to have! Give him Heinz Strained Foods—and play safe. For Heinz Baby Foods bear the Seal of Acceptance of the American Medical Association's Committee on Foods—and that's important. Ask your doctor. He knows the importance of this Seal. He knows that prepared foods which have been accepted by the Committee can be relied on for desired nutritional values.

If you could only watch Heinz Strained Foods being prepared, you would never again spend

long hours in your kitchen, cooking and straining baby's food! Luscious, garden-fresh vegetables—sun ripened beauties from model farms . . . immaculate Heinz kitchens with modern, scientific equipment glistening in cleanliness . . . and Heinz' famous cooks! What a combination! No wonder Heinz Strained Foods are so laden with flavor, so wholesome in nourishment, so rich and ripe in color!

You'll notice, too, that Heinz Strained Food tins are enamel-lined. That's for added protection of flavor. Even in cooking, Heinz excludes

flavor-robbing air. When you open a tin of Heinz Strained Foods, you'll know that these luscious puréed vegetables are just as fresh from the garden—possibly even fresher—than the foods you yourself prepare. And babies seem actually to prefer the Heinz taste!

Try Heinz Strained Foods today. Protect your baby's diet—and give yourself a much-needed rest from daily hours of kitchen toil. Your doctor will approve. Then, call your grocer and tell him to send you all nine kinds. They're surprisingly economical!

HEINZ *Accepted* **STRAINED FOODS**

9 KINDS—1. Strained Vegetable Soup. 2. Peas. 3. Green Beans. 4. Spinach. 5. Carrots. 6. Tomatoes. 7. Beets. 8. Prunes. 9. Cereal.



Heinz, 1935

▶ Karo, 1937 ▶▶ Swift's Brookfield Butter, 1934

Food & Beverage

All-American

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