



It's really a treat for a baby's relatives to hear his mother say, "Dear-dear! I just can't get him to eat his vegetables!"

At this signal, they're off, each with a screamingly good trick, guaranteed to charm a baby into eating. Usual upshot: a tantrum.

And it's so unnecessary—you don't need tricks if he likes the taste! Try him on the flavors and textures that have made a hit with so many babies—try him on Clapp's! Watch him eat when he gets food that he likes!

Dodge those family pow-wows... BABIES TAKE TO CLAPP'S!



Get your baby's advisory council to make a taste test—they'll soon find out why babies like Clapp's so well. Vegetables are more pleasant to *anybody's* taste when they're canned at the peak of freshness and lightly salted according to doctors' directions.

And with Clapp's rich flavor goes a growth-producing supply of vitamins and minerals, too.



Yes, and it's the feel as well as the taste! Clapp's Strained Foods feel smooth—though not liquid. Clapp's Chopped Foods are uniformly cut.

For 19 years, Clapp's have been getting tips from doctors and mothers... you learn a lot in 19 years! Clapp's were first to make both Strained and Chopped Foods commercially, and they make nothing *but* baby foods.



17 Strained Foods for Babies

Soups—Vegetable Soup • Beef Broth • Liver Soup • Unstrained Baby Soup • Vegetables with Beef • **Vegetables**—Asparagus • Spinach • Peas • Beets • Carrots • Green Beans • Mixed Greens • **Fruits**—Apricots • Prunes • Applesauce • Pears-and-Peaches • **Cereal**—Baby Cereal.

12 Chopped Foods for Toddlers

Soup—Vegetable Soup • **Combination Dinners**—Vegetables with Beef • Vegetables with Lamb • Vegetables with Liver • **Vegetables**—Carrots • Spinach • Beets • Green Beans • Mixed Greens • **Fruits**—Applesauce • Prunes • **Dessert**—Pineapple Rice Dessert with Raisins.

Clapp's Baby Foods

OKAYED BY DOCTORS AND BABIES