

LHJ 12/44

If your baby was born
after November 1941—



please read this

In these first years of your baby's life, his diet is strictly limited.

He must depend on his cereal for many of the elements which grownups can get in other foods.

It's natural, therefore, that doctors consider cereal one of the most important foods a baby eats.

And they've devoted a lot of study and research to finding out what grains are the best sources of starch for en-

ergy and protein for tissue-building... which vitamins and minerals are most important... what is the best way of fortifying natural grains with extra nutrients.

So when the Clapp Company decided to make a special baby's cereal, they first consulted a group of leading doctors. And on the basis of medical recommendations, Clapp's Instant Cereal was developed—like this...



1. "Cereal should introduce a baby to the flavor of natural grains."

1. Clapp's Instant Cereal is made of natural whole grains—fine-milled whole wheat, golden cornmeal.

2. "Vitamin B₁ and iron may be inadequate in an infant's diet. Provide extra amounts of these nutrients in your cereal."

2. In Clapp's Instant Cereal there's 2½ times as much Vitamin B₁, 3 times as much iron as in unfortified home-cooked cereals.

3. "Natural fortifying substances are preferable to pure chemicals, since they contain extra minerals, proteins, and still other as yet unknown nutrients."

3. Important natural substances such as wheat germ, dry skim milk, and brewers' yeast are used to increase the vitamin and mineral content of Clapp's Instant Cereal.

4. "The texture of a baby's cereal should be a definite step in advance from a liquid diet. Make it coarse enough, but *not too coarse!*"

4. The texture of Clapp's Instant Cereal is *granular*—easy for a baby's tongue to manage.

5. "Make a cereal that requires no lengthy preparation. Mothers are busy people!"

5. Clapp's Instant Cereal is *already* cooked. You just add formula or milk right in the serving dish.

6. "Make the price moderate—so all mothers can afford it."

6. Clapp's Instant Cereal costs just about a penny a serving!

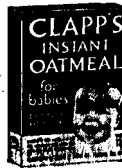
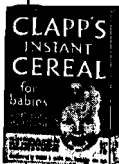
CLAPP'S BABY CEREALS

Ask your doctor!

Every ounce of Clapp's Instant Cereal gives your baby:

Thiamin, 0.3 mg.	Riboflavin, 0.18 mg.
Iron, 6 mg.	Calcium, 96 mg.
Copper, 0.6 mg.	Protein, 6.5 gm.
Carbohydrate, 20.2 gm.	Fat, 0.3 gm.
Calories, 102	Ash, 1.1 gm.

Ask your doctor his opinion of Clapp's Instant Cereal. He'll tell you; we're sure, that you couldn't get a finer cereal for your baby!

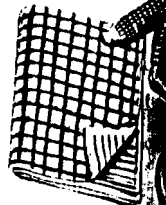


Knitting
44 AB

FOR THE CHILD

A hand-knitted sweater is one of the things a little boy or girl can wear. Knitted and practical. A knitted coat of wool is something you couldn't make. They are quick to finish—and so ready to wear and wearing quality, you'll want to spare time will allow. (194)

Bathrobe in shell stitch, to crochet; pink or blue, braid ornaments. 2112.



Matching sweater and carriage robe, to knit; crossbar design. Sweater, 2143; carriage robe, 2114.



Brother-and-sister jumpers to knit, 2119; to wear with crisp white cotton blouses.

Carriage legging hood

Contrasting the sweaters

Knitted coat, double-breasted, belted back, lined with plaid wool; matching Scotch cap. 2151.



Argyle sweaters for little boys; shorts in the dark of design. 2152, in three colors.



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