

Pat-a-cake, pat-a-cake, baker's man... The games Daddy plays with Baby are an important part of Baby's well-being.



Mrs. Dan Gerber
Mother of Five

Long before baby can pat-a-cake or peek-a-boo he or she can bounce on Daddy's knee. And enjoy such simple "games" as playing with Daddy's hand — or his necktie. The closer Daddy and baby are, the happier is baby. And Daddy!



When Daddy feeds baby

That, too, brings Daddy and baby closer together. On weekend cereal feeding, Daddy-style, how about Gerber® Cereals with Fruit, in the jar? Ready to serve.

Rice Cereal, Oatmeal or Mixed Cereal, with applesauce and bananas for delicate flavor. Important B-vitamins in each.



Suited to a baby's taste

Are your taste and baby's the same? Most physicians and child psychologists think not. That's the reason for the extensive Gerber program of product testing by babies in the babies' own homes.

We process vegetables and fruits at the peak of natural flavor. Gerber Sweet Potatoes, for instance, are given a slow-cook to develop their natural sweetness to suit baby's taste.



Baby's best friend

If you're in doubt about when to start baby on a new food, your baby's doctor is the one to ask.

As the baby specialists, we too rely regularly on the guidance of the medical profession. As a matter of fact, among numerous professional consultants, we have a pediatrician on our Board of Directors. That's the extra assurance you get when you buy Gerber foods for your baby.

Sweet Potato Custard

(A toddler treat Dad might like, too!)

Gerber Strained Sweet Potatoes

1 egg, slightly beaten • ½ tsp. sugar

½ tsp. butter or margarine, melted

Salt, to taste • Bits of crisp bacon

Combine all ingredients except bacon. Pour into 2 greased custard cups and place in gently boiling water. Cover and cook 20 minutes. Sprinkle bacon over and serve. Gerber Sweet Potatoes, like Gerber Carrots, are high in vitamin-A value.



Important: Gerber has 127 nourishing foods, created especially for baby.

Babywear, too. Durable, dependable... yet comfy and soft.

Babies are our business... our only business!

Gerber Baby Products, Box 33, Fremont, Michigan 49412

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