

ATTABOY, PAL!...NO MORE MEALTIME MONKEY BUSINESS!



Babies take to Clapp's!



He's our first baby, so naturally my wife and I got worried when he didn't seem to care about some of his vegetables. Sometimes we begged and pleaded, and sometimes we'd play games and try to sneak a spoonful in while he wasn't looking. One night I got annoyed and tried to force it down him. In the scuffle, the whole dish landed upside down on the floor.



Just that minute in comes our neighbor, Mrs. Blake, and her little boy. "I don't know how it will work with you," she said, when she heard about our troubles, "but I always had very good luck with Clapp's. Richard seemed to take to Clapp's, right away, and just see how well he's grown and thrived. And when he outgrew Strained, he went on Clapp's Junior Foods as slick as a whistle."



"It's Clapp's textures that babies like, as well as flavors. They're not too coarse or thick, nor so thin a child doesn't learn to eat. "You see, Clapp's don't make anything but baby foods. And my land! They've been making them most 20 years, lots longer than anyone else, and getting tips from doctors and mothers all the time—no wonder they know what will make a hit with babies!"

17 Strained Foods for Young Babies

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



14 Junior Foods for Toddlers

Soup—Vegetable Soup • Combination Dishes—Vegetables with Beef • Vegetables with Lamb • Vegetables with Liver • Vegetables with Chicken • Vegetables—Carrots • Spinach • Beets • Green Beans • Mixed Greens • Creamed Vegetables • Fruits—Apple Sauce Prunes • Dessert—Pineapple Rice with Raisins.



Clapp's Baby Foods

OKAYED BY DOCTORS AND BABIES