

Clapp's
ORIGINAL APPROVED
BABY SOUP
AND
**STRAINED
VEGETABLES**



The Badge of Health Foods

In Glass Jars

For Infant Feeding

Ask Your Doctor

HAROLD H. CLAPP, INC.

ROCHESTER, N. Y.

PEDIATRICIANS for years have been advising the use of various combinations of food stuffs to supplement the milk diet which, after a while becomes insufficient to supply the elements needed for a growing baby.

On August 28, 1921, my first boy was born, and it was during the course of our attendance on him, that the idea of a line of baby vegetable foods originated. One of our leading specialists here in Rochester advised such a combination as I have now called "Baby Soup." We found we could not purchase a product in the market and, therefore, undertook to make it ourselves.

After considerable experimenting and with the help of doctors and agencies in and around Rochester, I was convinced that I had made as valuable a combination of beef juice, cereals and vegetables as possible, considering the problem from all angles.

By laboratory control methods Clapp's Approved Baby Products are produced so standardized in value that the products are as uniform as those prepared on prescription.

The choicest of materials and the most up to date machinery are used. Steam cooking is done in closed Pfaudler glass lined tanks and any metal coming in contact with the product is Monel, which is 98% nickel. There is absolutely no chance for chemical contamination of the materials.

The deadly Botulinus germ is a menace unless precautions are taken. No home cooking methods can cope with it. In our kitchen we reach a temperature of 242 degrees fahrenheit, which has been demonstrated to be the point which will completely eliminate all danger from Botulinus.

Every pediatrician knows that ordinary prepared foods have their definite values, but the necessity for foods of the nature of Clapp's Approved Baby Products arises from the fact that only in this way can one secure the necessary mineral salts; calcium, potassium and phosphorus, which go to make up the osseous structure in the baby's growth.

My foods are, in the long run, less expensive—all costs considered—than those prepared in the home. They come in convenient size glass containers in amounts suitable for baby needs, and it is not necessary for others in the family to eat up what is not used by the baby, in order to save spoilage.

In my products all possible food values are retained and the least amount of water is used in cooking, so that when the product is delivered the mother is getting substance and not water.

Mothers find that my foods are immensely liked by the babies themselves, and that as they are easily carried and ready to serve except for diluting and heating, they save an unbelievable amount of time and solve the feeding problems while traveling as readily as they do at home.

When a mother is saved twenty-four to thirty hours of time a week which she would have to spend in the kitchen if she prepared her own materials, it means that she has that much more time for other necessary care of the baby. The most important of these is getting the baby out in the fresh air and sunshine without which no baby can advance normally. Any lessening of the countless duties that devolve on the mother of every baby, makes a less nervous mother and consequently a less nervous baby.

PRICE LIST

Clapp's Original Approved Baby Foods

Generally used, starting at five or six months in amounts of about two ounces, gradually increasing



feedings until six to eight ounces to a feeding are used at about one year of age and thereafter.

BABY SOUP

A combination of beef juice, vegetables and cereals.

14 oz., strained, for infants 45c

4 oz., strained, for infants 25c

14 oz., unstrained, for older children 45c

WHEATHEART SOUP

A combination of wheat germ, vegetables and cereals. 14 oz. jar 45c 4 oz. jar 25c

STRAINED VEGETABLES

Packed in 4 ounce jars

Spinach	25c	Peas	- - -	20c
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String Beans	25c	Beets	- - -	20c
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Carrots	20c	Prune Pulp		20c
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Asparagus	30c	Apricot Pulp		25c
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Tomatoes	15c			
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Distributed by

CLAPP'S BABY SHOP

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Rochester, N. Y.

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