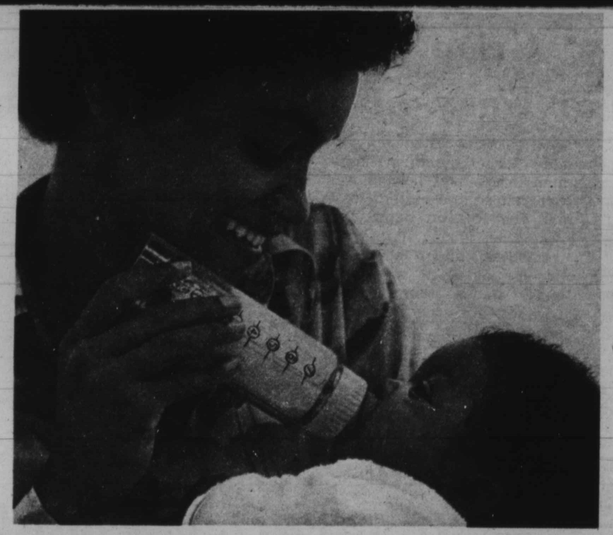


We print ounce markings on our nurser bags to help take the guesswork out of feeding.

Only Gerber prints the ounce markings right on the nurser bags, so you can accurately measure your baby's formula. And they're as easy to read as a measuring cup.

With Gerber Disposable Nurser Bags, you won't have to struggle with an adapter, either. Each Gerber bag slips right in, and fits snugly inside the nurser holder, whether you're using our own Gerber nurser bag holder or another brand.

You'll also be happy to know that Gerber offers a complete system of nursing equipment—nurser bottles and nurser bag holders (each with its own nipple, collar and hood); bottle brushes; and replacement nipples, collars and hoods.

Starting baby on baby foods. When the doctor says it's time for your baby to start solids, Gerber will be ready with a wide variety of strained foods. Gerber strained foods are famous for their smooth, nice-to-the-tongue texture. And, of course, they're prepared with your baby's special nutritional needs in mind.

Gerber custom cooking. The best way to protect precious vitamins and minerals is to cook and strain foods with the least possible water loss, and with controlled exposure to oxygen and heat.

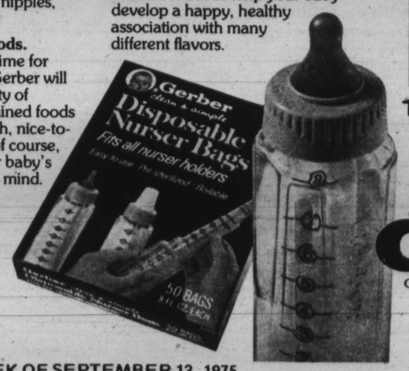
Gerber has developed processes that do just that. "Custom cooking" each food according to its own requirements brings out the best in flavor and food values.

As further protection for your baby, all Gerber foods must meet and pass tests for safety, purity and nutritive values—tests which could not be duplicated in home preparation.

An appetizing menu awaits baby. Gerber offers over 60 varieties of strained foods to help your baby develop a happy, healthy association with many different flavors.

Many of our vegetable varieties were developed exclusively for Gerber, and are grown to meet specifications set by our agricultural experts . . . like Gerber Strained Carrots and Vitamin A-rich Gerber Strained Squash.

Gerber takes this special care in preparing baby foods because we're concerned with the health and well-being of babies. Babies are our business. And have been for almost 50 years.



Babies are our business...

Gerber

Gerber Products Company, Fremont, Mich. 49412

Food Habits Are Learned

By Norma C. Maiden
Associate Professor,
Foods and Nutrition,
Morgan State College

Food habits, good or bad, are acquired, learned from the persons providing the food and the experiences associated with the feeding. Lessons in eating behavior begin with baby's first feeding and continue with each eating experience.

The quality of these experiences can be measured in terms of their ability to promote ready food acceptance and desirable eating behavior. The stronger the habits formed, the harder they are to break.

Infants react favorably to those things around them that make them comfortable and secure, and unfavorably to experiences that make them uncomfortable. Feeding practices can stimulate either of these reactions. Negative attitudes toward food can develop from feeding practices that provide unpleasant experiences.

Rigid feeding schedules, formulas that fail to satisfy hunger, overfeeding, food offered in an atmosphere of tension or haste, substituting the bottle for personal attention and care, or using food as a reward or punishment may make food a symbol of discomfort, unhappiness, rejection and even conflict.

But the baby who is fed when he is hungry, food that satisfies his needs, while held securely and lovingly in familiar arms that are responsive to his needs will relate food, and later mealtimes, with comfort, contentment, love and security.

The attitudes toward and acceptance of food established can form eating behavior which is the foundation of good food habits.

Eating behavior begins with baby's first feeding

Ideally, feeding time should be a sociable time for the infant — a time when baby gets to know his family better while enjoying the satisfaction of eating.

Avoid any evidence of making the child feel rejected

The feeding situation should be relaxed and pleasant, never hurried nor harried.

Comfortably held or securely seated in a quiet, comfortable room should set the stage for the mealtime. Talk to your child. He may not understand, but he will surely respond to a quiet, soothing voice. His interest and acceptance of you will increase his acceptance of food.

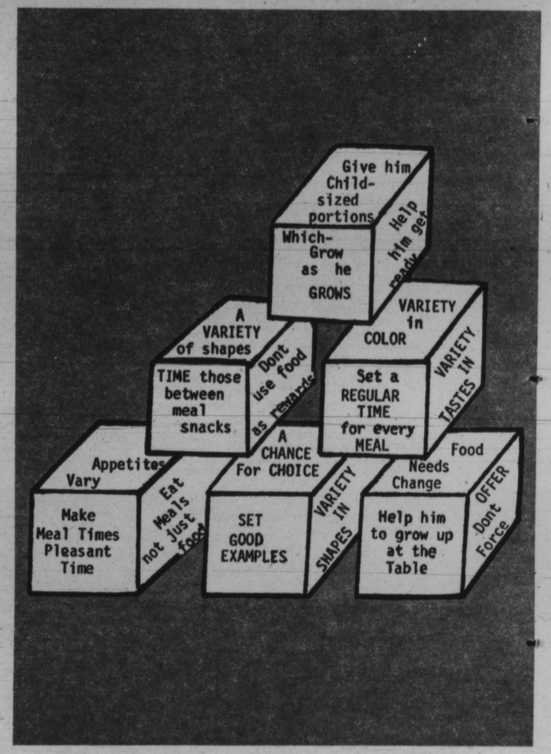
Hold the infant while feeding, but as your child develops, gradually allow the physical freedom to feed himself. However, continue to be at least a passive part of the feeding process.

The bottle propped on a pillow or the high chair, excluded in the corner, may be evidence to the child of your rejection.

The infant senses the need for food as soon as he feels hunger. He expects his cry to bring both food and feeder. Changes in the routine feeding process can be distressful. However, when mother, father and other family members are expected feeders, and when new foods and weaning are introduced with empathy, change becomes less traumatic.

Because of the relationship between food and comfort and security, infants and children are most content with familiar, well-liked foods and may feel threatened by the unfamiliar. Food preferences are to be expected. Help your child to have many.

Offer a wide variety of foods, but do not force them. Introduce new foods, one at a time, in very small amounts until each becomes one of the familiar.



Building Blocks To Good Food Habits

Appropriate foods, served with attention to color, shape and taste combinations create interest in food. Child-sized portions, which the child can finish, can provide a sense of accomplishment.

The wise parent can feel relaxed about the quantity of food the baby eats at each meal and avoids urging him to continue to eat after his need is apparently satisfied and his interest has waned.

This urging to eat more — "to clean his plate" — is frequently the prelude to overeating or to a regular pattern of conflict at meals. The child soon learns that refusal to eat may be a weapon to be used to get his own way.

We parents, either deliberately or unconsciously, teach our children how to behave toward food and eating each time we feed them or ourselves. Let's teach good lessons. Make each meal a pleasant experience.

Let feeding satisfy physical needs through the provision of the proper foods in the proper amounts, while providing the loving physical contact so important to emotional needs.

The quiet, guiding hand of informed understanding parents is essential to forming and encouraging positive interest in food and eating. And remember — the most elemental method of influencing food habits is through example.