

Catherine Burns

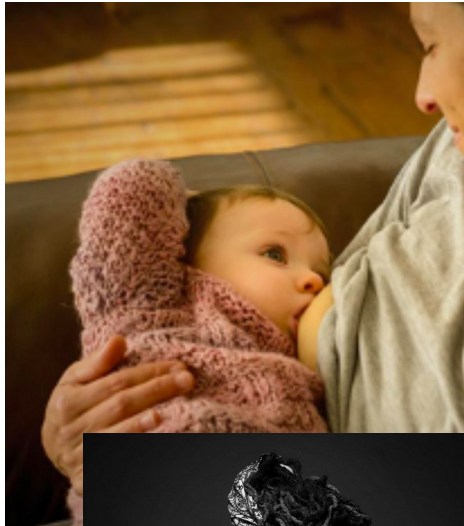
University of Johannesburg

DOH Breastfeeding Week

“The Historical Influence of
Commercial Interests in Infant
and Child Feeding in SA ”



Historical & Contemporary Perspectives -- Breastfeeding



1900-1940s -- at first gradual and then intensifying commercial food production -- and the related South African Historical Adverts directed at women and through them their children

I'm so BIG and STRONG...

Lactogen is the food to give your baby when breast feeding is not providing enough milk. Lactogen is most like mother's milk and makes your baby grow big, strong and happy. Just mix it with previously boiled water.



Coca-Cola
world-famous drink.. delicious and refreshing.. COMES TO BLANTYRE

Nyasaland Bottling Company Limited proudly announces that they have been appointed authorized bottlers of Coca-Cola, the world's most popular refreshing drink, in Blantyre and vicinity.

For a long time now, people all over the world have been enjoying the incomparable flavour, the life and zest of Coca-Cola. From now on you will be able to buy Coca-Cola in your town -- at restaurants, at cafes, food stores and many other places. If Coca-Cola is new to you, try it soon. A wonderful new taste delight awaits you. It's so delicious, so refreshing -- so different from anything you have ever tasted. It's truly the finest refreshment you can buy. Yet Coca-Cola is popularly priced, so you can enjoy it often.

Drink **Coca-Cola** Delicious and Refreshing



BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY NYASALAND BOTTLING COMPANY LIMITED BLANTYRE

31VALO LA NYASALAND 14-2-56.

LACTOGEN has made a well-known name for itself and is popular throughout the world as a food made to resemble the milk of a mother. Children brought up with this food are fine babies, enjoying good health and happiness.



NEVER FORGET TO BUY

LACTOGEN

What an Imp!

When little Dennis had been on Nestlé's Milk a week, Dad was saying they were through the wood with him now. Mother was happier too! Good, rich nourishing milk--milk which a baby could digest made a change that anybody could see.

And that is exactly what Nestlé's Milk is--it is milk full of cream--full of good natural nourishment. But the Nestlé's process has made one difference! It has turned this milk into a real beautiful baby milk--has made it so light and kind and innocent that it all but digests itself. Now if you are in any trouble about your baby's food--be advised--try Nestlé's Milk.



First steps!

When you get the right food for a baby everything else comes right. But if your baby is like lots of others and can't take ordinary milk, try Nestlé's Milk. He will take milk then. Over and over again that is proved to be true.

Nestlé's Milk is rich country milk. All the vitamins in it. All the cream. But it's different in one very important way. The Nestlé process makes the curd light and flaky. Any baby can digest Nestlé's. And the rest follows. Contentment. A steady gain in weight. Colour coming in the cheeks! Firmness in the limbs.

If you are in any difficulty about Baby's food, try Nestlé's Milk.



During Critical Periods
in early child life there is no food so qualified to meet every dietary need as


NESTLÉ'S Milk Food.

The exceptional purity and quality of the materials from which this food is manufactured, its well-balanced formula, digestibility, ease of assimilation, ready adaptation to digestive or assimilative capacity, and actual high nutritional value, make it the most serviceable and dependable substitute for mother's milk that the painstaking physician can employ.

The teething baby, the convalescent baby, the so-called marasmus infant, the child with rickets--very little use as fact, whose digestion and nutrition is faulty, should be placed on Nestlé's Milk Food. Properly used this ideal nutrient readily leads to improved lardy nutrition with a promptness as gratifying as it is desirable.

Sample of Food and Feeding method -- The Care and Feeding of Infants -- send free to any mother on request.

To ensure perfect safety for Baby use only the Nestlé's Patent Hygienic Feeder. Sold by all Chemists.



NESTLÉ'S, P.O. Box 1566, Cape Town.

GOLD CROSS
EXTRA RICHNESS
BUILDS... STRONG HEALTHY BABIES

Like its big brothers and sisters, this happy baby will grow up to be healthy and strong, for its wise mother knows how good GOLD CROSS MILK is for it. GOLD CROSS is extra rich, extra strong... and baby, like every one else, just loves that GOLD CROSS taste!

Let the little baby enjoy GOLD CROSS MILK with some strength... there is no doubt, something with you as just for health. (Always keep it in the GOLD CROSS MILK tin, not the tin.)



GOLD CROSS
FULL CREAM SWEETENED CONDENSED MILK
gives you more strength and energy

20th MAY 1946.

Give your family **NESTLÉ'S MILK**
... it's very good for them!

Nestlé's Milk is good food... it gives energy and strength for hard work and play. Nestlé's Milk is safe, pure milk... adds rich sweetness to your tea, coffee and porridge. The children's favourite is Nestlé's Milk spread on bread.

good for you -- and good for baby




THE WORLD MAY 12, 1946.

Some things are basic. Like children. And porridge.

Some prove very basic, too. Not many do when it comes to breakfast. But the big, satisfying thing, healthy and happy food, is the one that's basic. It's the one that's basic to the vitamin and minerals... they're all right there in Jungle. From Jungle's basic porridge grain, the oat, and an egg, we have got something that they do, they find every instance of it good. Every morning.


JUNGLE OATS
SOUTH AFRICA'S CHAMPION BREAKFAST
only 1 cent a serve!



NESTLÉ'S MILK
Prepared in South Africa

NESTLÉ'S MILK FOOD... When baby has been well built up by Nestlé's Milk you won't be half wondering what to do next. Nestlé's Milk Food--for bigger babies--will carry the good work on. We will willingly send you our booklet "Time for Nestlé's Food" and a free sample of Nestlé's Milk Food. Please note baby's age. Forward a Postcard to NESTLÉ (S.A.) LTD. (Dept. D.M.), P.O. Box 797, DURBAN.


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JUNGLE OATS
SOUTH AFRICA'S CHAMPION BREAKFAST
only 1 cent a serve!



NESTLÉ'S MILK
Prepared in South Africa

NESTLÉ'S MILK FOOD... Later on will come the time when Baby requires a follow-up food--something more than milk. And it is here that Nestlé's Milk Food comes in. Nestlé's Milk Food will carry on the good work which Nestlé's Milk has begun. We will willingly send you our booklet "Time for Nestlé's Food" and a free sample of Nestlé's Milk Food. Please note baby's age. Forward a Postcard to NESTLÉ (S.A.) LTD. (Dept. D.M.), P.O. Box 797, DURBAN.

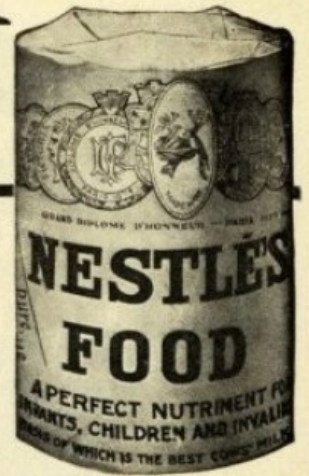
NESTLÉ (S.A.) LTD. (Dept. D.M.), P.O. Box 797, DURBAN.

from
The Rand Daily Mail and
The Bantu World
William Cullen Archives



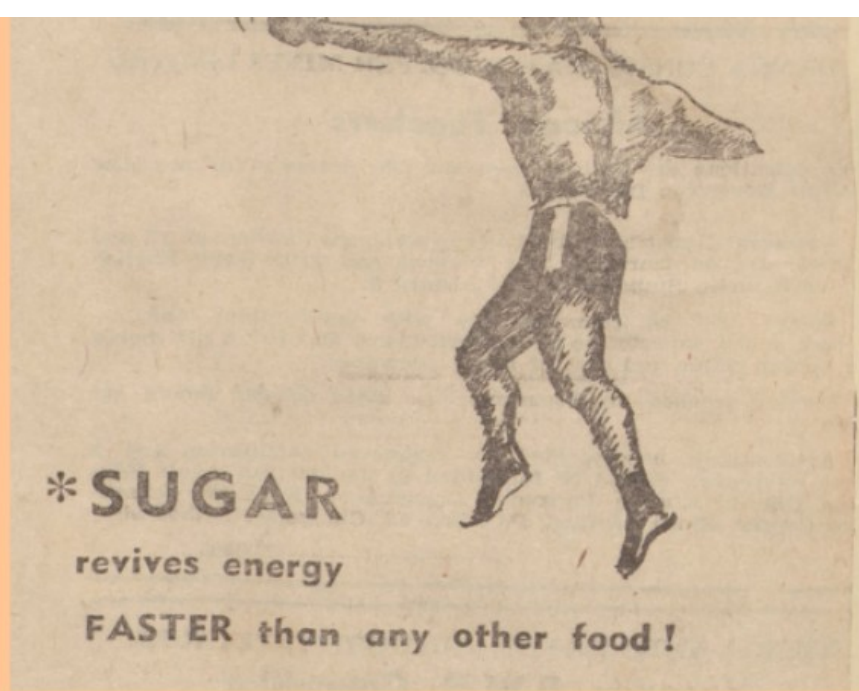
Baby Pieper
Hartford, Conn.

"RAISED ON IT"

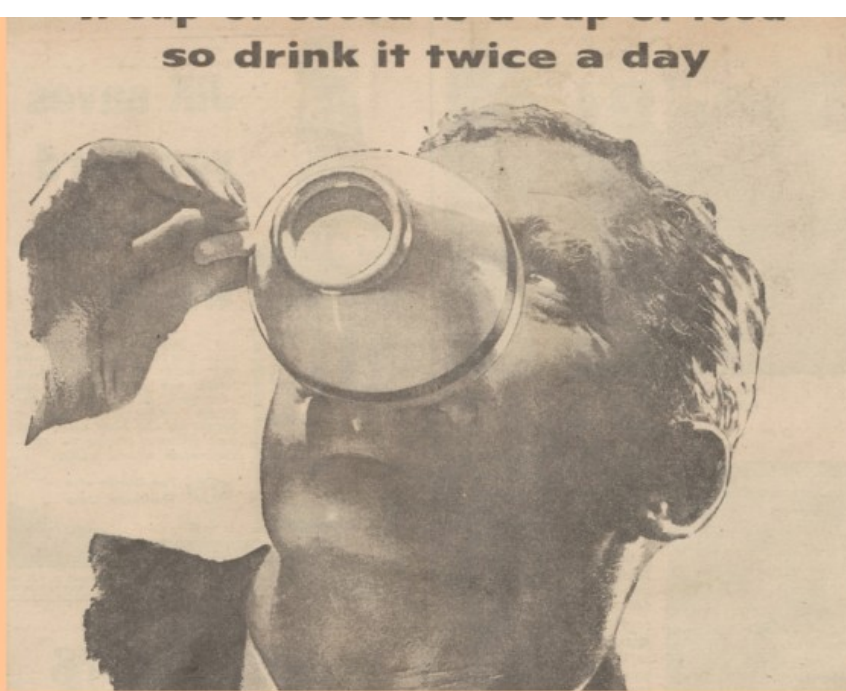


Don't Wait Too Long Before You Wean the Baby

IF YOU do the little one is likely to be weak and anemic. Mother's milk is, of course, the best food for young babies, but the time comes when it isn't sufficient for the fast-growing body. Doctors say that this is when the baby is about six months old. That's the time to begin using NESTLÉ'S FOOD, because NESTLÉ'S is so like mother's milk that the tiny stomach won't notice the difference. At about the sixth month, then begin to give the baby NESTLÉ'S once a day in place of



* **SUGAR**
revives energy
FASTER than any other food!



so drink it twice a day



Use It in the Birthday Cake

FOR making those dainty cake icings there is no better milk than Carnation. In this as in all other forms of cooking it is most economical and convenient. Just cows' milk evaporated to the thickness of cream, and sterilized. Use Carnation also as cream for coffee, desserts and cereals. Write for our Cook Book. We will send it free.



From contented cows.
Green grass the year round -
on the North Pacific Coast

Carnation Milk

EVAPORATED — STERILIZED

"The Modern Milkman"

FREE!

THE FAMOUS BOTTLE FOR COCA-COLA in the piccanin-size

for 8 of these RED caps

"This is a GREAT offer", says Jake Toll. All you have to do to get a free, piccanin-size copy of the famous bottle for Coca-Cola is this! Collect 8 of the new red caps for Coca-Cola. Take them to the name and address on the cap, or to any of the well-known Coca-Cola trucks that you see on the road, or to any shop that sells Coca-Cola, and ask for your free "miniature", as the piccanin-size bottles are called. Or, if you like you can get one penny for the 8 red caps.

"Everyone is collecting 'miniatures', says Jake. So join the fun! Every time you enjoy a Coca-Cola, ask for the red cap. Collect these lovely little bottles for your home... for your children!

Like this or Like this?

GIVE THEM **apie** PEANUT BUTTER

Apie Peanut Butter con-



NESTLÉ'S FOOD

Is Especially Suitable for Infants in Hot Weather.
Requires no Milk in its Preparation,
and is very Effective in the Prevention of
Cholera Infantum.

"Ziemssen's Cyclopaedia of the Practice of Medicine," Vol. VII., the standard authority, says: "In cases of Cholera-Infantum Nestle's Milk Food is alone to be recommended." Because the gastro-intestinal disorders to which infants are so subject are provided for by presenting only the *nourishing* properties of cow's milk in a digestible form. "Cow's milk produces a coagulated mass of curd or cheese, which the immature gastric juice is utterly unable to dispose of."

This is one of several reasons why infant foods requiring the addition of cow's milk fail as a diet in hot weather.

Pamphlet by Prof. Lebert and sample sent on application.

THOS. LEEMING & CO., Sole Agents, New York.

Figure 1.2. Nestlé's Food advertisement. Sources: *Babyhood*, 4 (44) (1888), viii, and *American Analyst*, 4 (1888), 178

The Improved NESTLÉ'S MILK FOOD

An anti-rachitic polycarbohydrate
milk modifier

1. The Improved Nestlé's Milk Food, prepared with equal parts of fresh cow's milk and water, provides an ideal feeding for the normal infant—properly balanced in fat, protein, carbohydrate and mineral salts—and of excellent digestibility. The carbohydrate—being a mixture of lactose, saccharose, maltose, dextrin and starch—modifies the milk ideally.
2. The milk content of the Improved Nestlé's Milk Food has been made adequate for the infant's milk needs even when the Food is prepared with water only. It is, therefore, especially valuable (1) when infants do not tolerate fresh cow's milk, (2) when the milk supply is of doubtful purity, or (3) when it is advisable to give a feeding relatively low in fat and protein and high in carbohydrate.
3. Prepared with water only, it is an excellent aid in correcting constipation.
4. Small proportion of starch in it aids digestion and helps pave the way for introduction of cereals into diet later.
5. Mineral contents have been reinforced, especially in the needed calcium and phosphate.
6. It is an excellent supplementary food for breast-fed infants because of its nourishing qualities and digestibility.
7. It PROTECTS AGAINST RICKETS, because there has been added to it the vitamin-content of cod-liver oil without the disagreeable taste and odor.



Helen L. Fales, formerly research chemist and nutritional worker at the Babies' Hospital, under the direction of Dr. L. Emmett Holt, has prepared an interesting and helpful booklet on the composition, properties and uses of the Improved Nestlé's Milk Food. If you have not yet received your copy, mail coupon below.

For samples of the Improved Nestlé's Milk Food, booklet and celluloid feeding table calculator, mail coupon below to Nestlé's Food Co., Inc., 2 Lafayette St., New York City.

NESTLÉ'S
Milk
FOOD

Dept. 1-F-6A
Nestlé's Food Co., Inc.,
2 Lafayette St., New York City.
Please send me without charge or obligation, the booklet checked below:
[] Samples of Improved Nestlé's Milk Food
[] Celluloid feeding table calculator
[] Booklet for Physicians by H. L. Fales

Name
Address
City

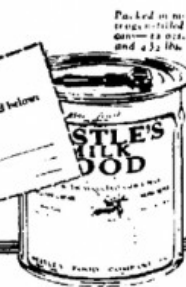
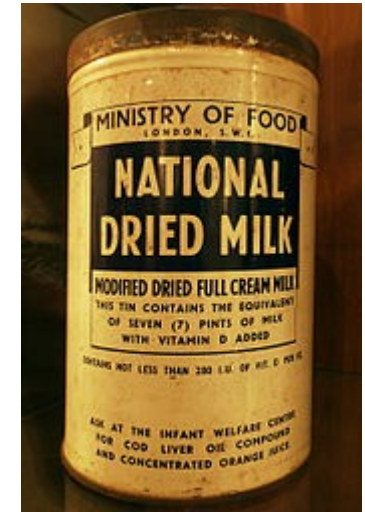


Figure 3.3. Nestlé's Milk Food advertisement. Source: *JAMA*, 90 (26) (1928), adv. 8. Courtesy of the Archive, American Medical Association



“Beautiful Baby” started in the 1920s – gifts and competitions



A Neglected Viewpoint in Infant Feeding

That the modern scientific system of infant feeding is theoretically excellent is undoubted. It is perhaps a little regrettable, however, that the learned gentlemen who evolved this elaborate technique did not pay a little more attention to the point of view of the people actually charged with its execution, viz. the parents of the infant. This brief note is intended to call attention to this error.

The argument may best be presented in the words of a distant relative of mine, who somewhat foolishly decided to get married shortly before the Civil Service went off the wife standard. The other day he came round to call, complete with wife and infant. Having duly inspected the phenomenon, and noted that it had a hypsi-sphaeroid skull, showed a negative Babinski's sign, and made unintelligible noises, I embarked on conversation with the proud parents. Having attended our admirable course in Infant Feeding I was content to let the conversation drift in that direction.

"Believe me," remarked the mother, "feeding this infant is a full-time twenty-four hour job just now."

"Are you still feeding according to the Yellow Book?" I queried intelligently.

"No, we've been promoted to Monthly Diet Sheets," asserted the father. "You should see the one for next month. It looks like an Organic Chemistry exam, paper!"

"You'll have to work it out in office hours, then," I retorted, "and be careful not to use the Railway mathematical system—you know, the one that slides up and down like a concertina, according to whether you're paying or being paid."

"Oh, I've solved most of the problems already," he replied. "It comes out something like this. You take two milligrams of — I've forgotten the name of the wretched stuff, anyway it came out in a tin—, add to 2 ccs. of water and boil for five hours. Then you take a steak, grill it nicely on both sides, incise it and express half a cc. of juice, add it to the mixture and boil for two hours. Take a

potato, hit it on the head with a tack-hammer, gather up the splinters, add them to the brew and boil for another two hours. Boil an egg for two and a half minutes precisely, measure out $\frac{1}{2}$ cc. of yolk, and add that to the ingredients of the cauldron. Then if the total volume doesn't amount to five ccs. you dilute it with water."

"Don't worry," I assured him, "one of these fine days you'll be able to go along to the chemist, get a nice bottle of tabloids each representing one meal for Baby, dissolve one in the requisite amount of water and there you are."

"Well," quoth he, "did you hear the story of the chemist who prepared a tabloid plum pudding. You just put it in water and it expanded to the correct size. Well, one night just before bedtime the baby got hold of a bottle of a hundred tabloids and swallowed the lot. During the night the parents heard a mysterious rumbling and then a loud crash. When they got up they discovered that the baby had expanded to such an extent that it had forced the roof off the house."

L. H. W.

An Infallible Cure FOR DEPRESSION

Dance your troubles away and experience Life's Joys and Fun, afforded by the most popular and attractive ranges of Carnival Hats, Balloons, Decorations, Crepe-paper, Bon-Bon Crackers, Joke Articles, Novelties, Toys, Theatrical "Make-Ups," Masks, Art Requirements, Table Paperware, Fireworks, Fancy-Dress Costumes, Materials, Decorations and Ornaments, etc., etc.

OBTAINABLE AT

The Carnival Novelty Depot

62 PRITCHARD STREET

Tel. Add.: "CARNOVAL" P.O. Box 6721

JOHANNESBURG

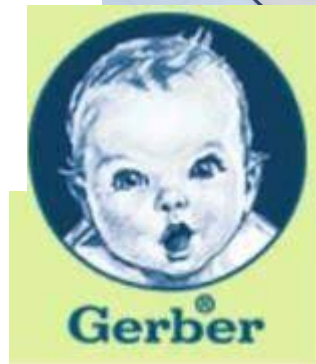
The Leech in 1932 -- a later professor of Medicine at WITS -- still a student -- wrote a spoof about the excesses concerning commercial infant food.

Later on it was the endorsement by medical Doctors in SA (mainly white men) -- following a global trend -- that pushed highly processed commercial food replacements -- incentivized the doctors with pseudo scientific claims and by gifts and advertisement revenues.



Mothers who want the best for their babies trust the natural goodness of Purity.

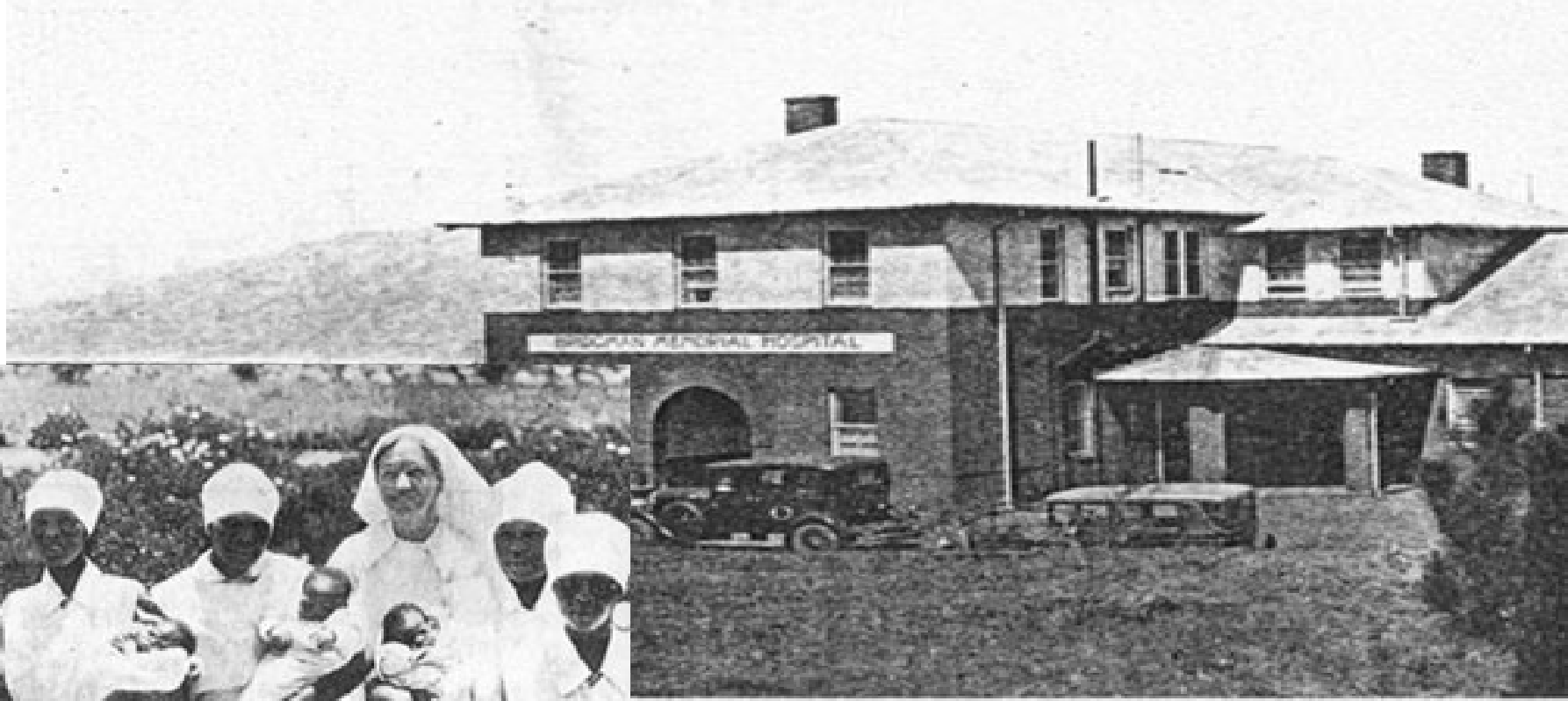
Only the best goes into Purity baby food. Fresh garden vegetables. Juicy Fruit. Tender meat cuts. All finely blended to just the right softness for your baby's taste. And there is no preservative or artificial colouring and flavouring in Purity. Just natural goodness. Made exactly the way you would want it made. Babies thrive on love and Purity. It's naturally good.



Triplets: Bridgman Memorial and later Baragwanath (CHBAH) Specialized in, and were justly proud of, difficult labours (triplets in this case) and quick recovery



Dr. Evans, the present Medical Superintendent with triplets born in the Hospital.



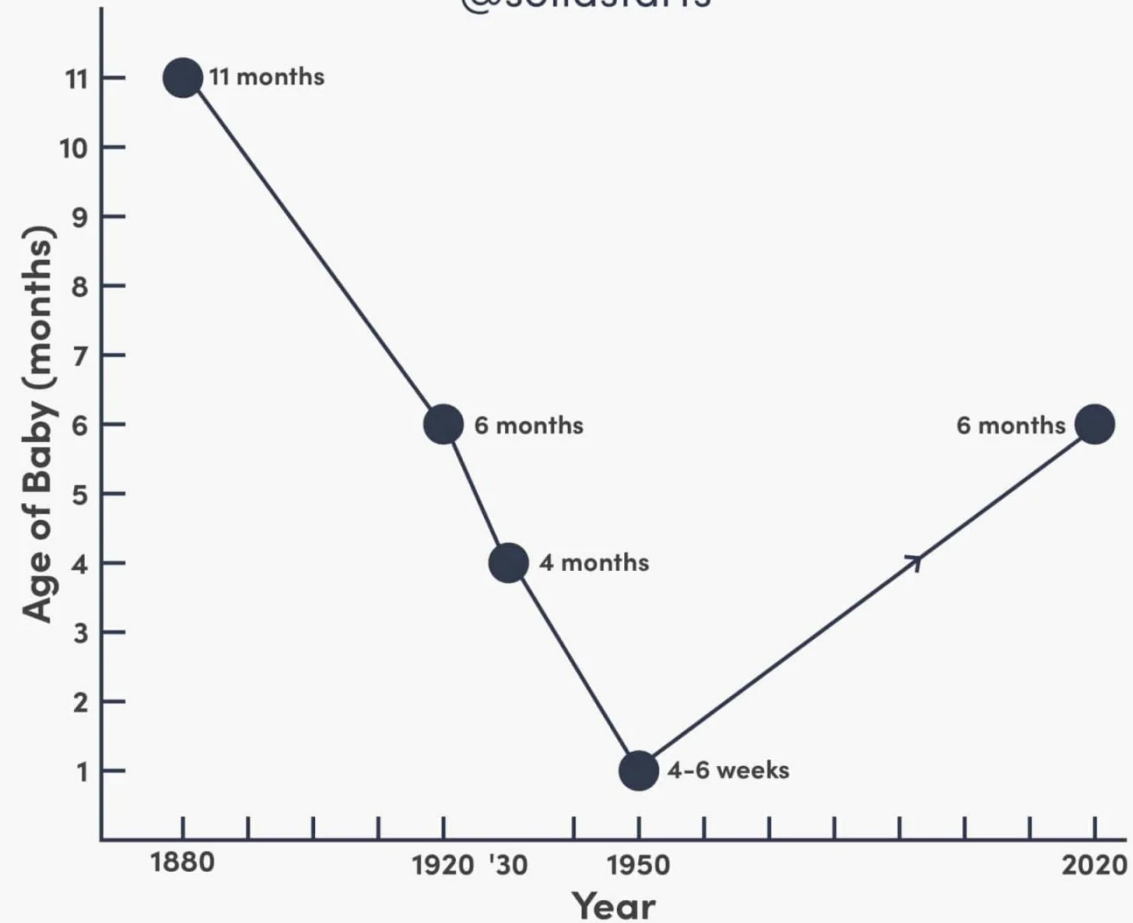
BISHOP MEMORIAL HOSPITAL.

OUR DOUBLE SERVICE.

(The Hospital not only provides Maternity Service, but also trains Midwives.)

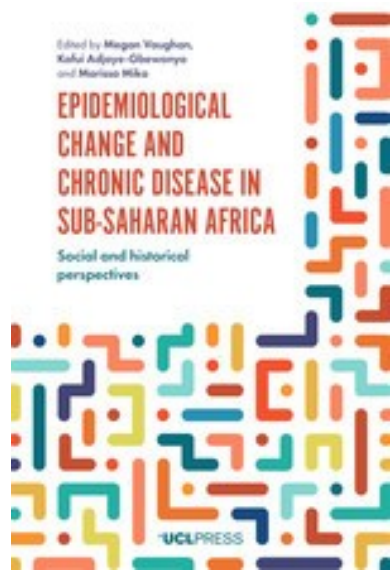
Age of Introducing Solids

@solidstarts



Reference: Amy Bentley, *Inventing Baby Food*, 2014

South African followed a similar pattern as showed in my chapter:

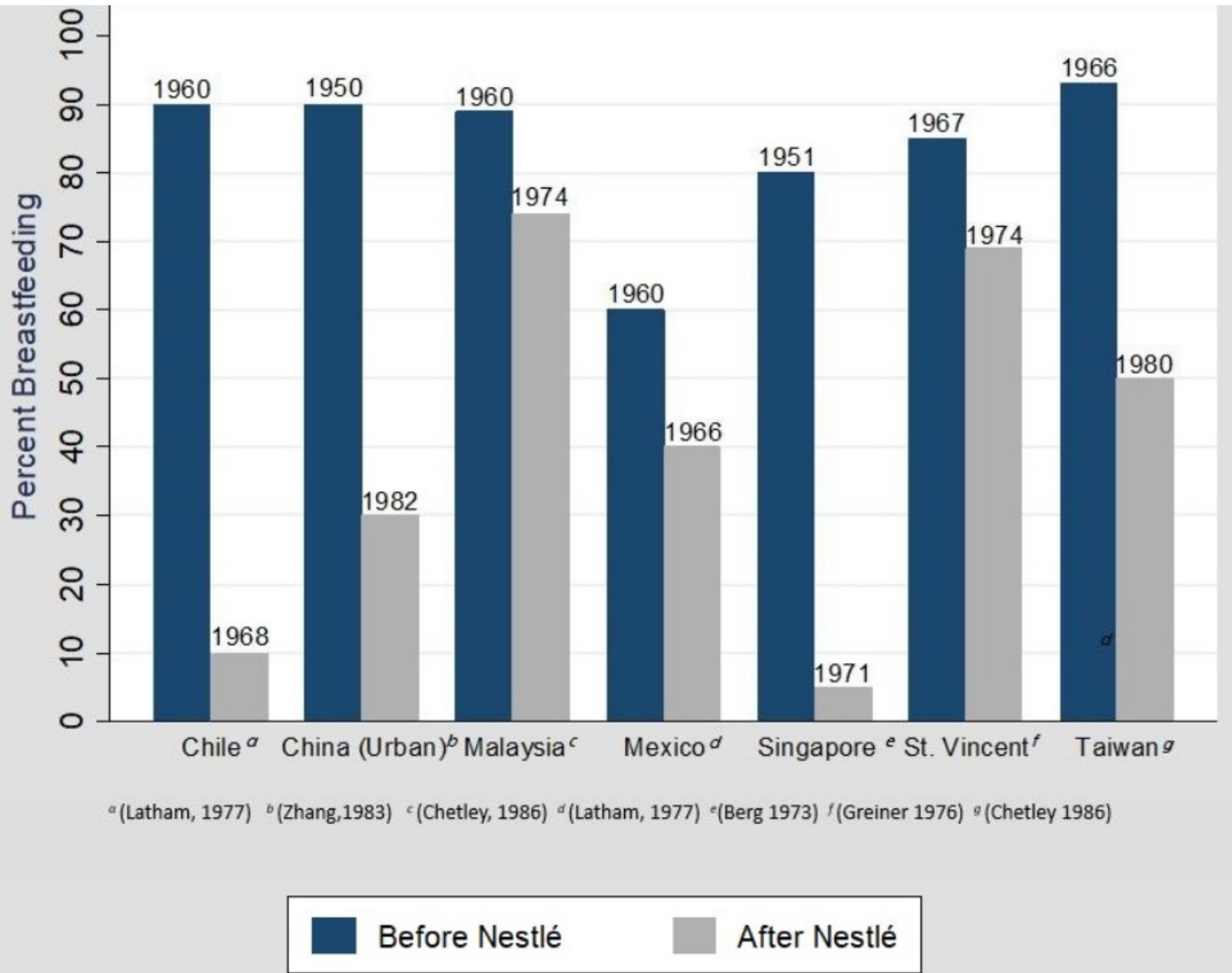


“In tandem: Breastfeeding knowledge and thinking from Southern Africa”
(pp. 276-297)

Catherine Burns

<https://www.jstor.org/stable/j.ctv14t4769.16>

OPEN ACCESS



Antilla-Hughes, J. et al

“ The deadly toll of marketing infant formula in low- and middle-income countries”

Vox Dev October 2023



Nestlé Milk
nurses in
South Africa,
c. 1950.



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S.A. TYDSKRIF VIR OBSTETRIE EN GINEKOLOGIE

4 September 1965

IMMEDIATELY AFTER BIRTH PRESCRIBE PRODIETON

NESTLÉ'S new powdered 'milk food' for feeding infants during the **FIRST FEW MONTHS.**

PRODIETON is a half cream cultured (acidified) powdered milk with added dextrin-maltose and sucrose.

ADVANTAGES:

- Excellent digestibility
- Perfect tolerance (antidyspeptic effect of lactic acid)
- Balanced composition
- Hypo allergenic
- Ready to use and simple constant reconstitution of 1 level measure (5 gm.) of powder to 1 fl. oz. of water

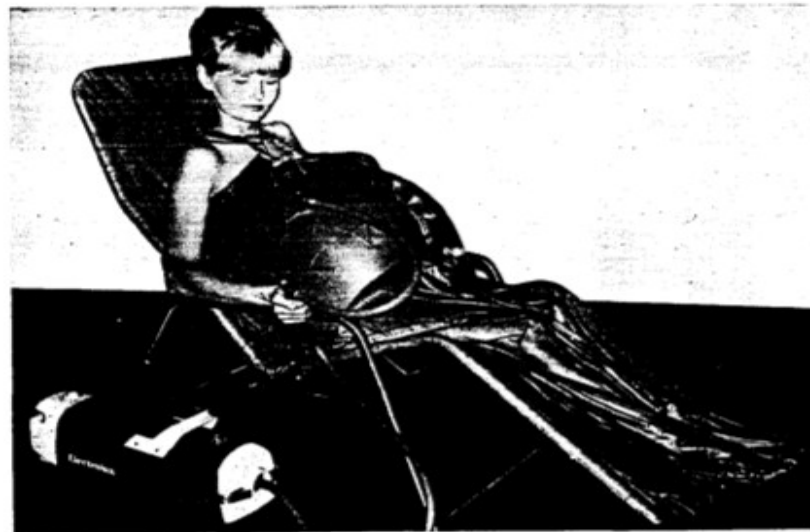
NESPRAY—Nestlé's full cream powdered milk is an excellent follow-on to Prodieton.



September 1965

S.A. JOURNAL OF OBSTETRICS AND GYNAECOLOGY

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We have pleasure in advising the profession of our new

DECOMPRESSION CLINIC

The Clinic offers Decompression treatment for pregnant women in the last trimester, and preferably also on occasions from mid-pregnancy.

The chief indications are:

Improvement of foetal circulation and oxygenation which enhances the quality of foetus and infant; Shortening of the first stage; and Pain relief during labour.

Facilities can be provided for treatment of women resident away from Johannesburg.

Decompression treatment has also been found to be highly effective in many cases of Backache and Dysmenorrhoea and the Clinic is able to accept patients.

All enquiries should be addressed to:

THE DECOMPRESSION CLINIC

5th FLOOR • INGRAMS CORNER • TWIST STREET • JOHANNESBURG
TELEPHONE 724-4809 • P.O. BOX 25 • JOHANNESBURG