New mothers everywhere received promotional material for formula. Besides handing out pamphlets and samples to new mothers, companies hired "sales girls in nurses' uniforms (sometimes qualified, sometimes not)" to drop by their homes unannounced and sell them on baby formula, said War on Want.

Here, one mother recounts a Nestlé "milk nurse's" sales pitch:

"The nurse began by saying ... breastfeeding was best. She then went on detail the supplementary foods that the breastfed baby would need ... The nurse was implying that it was possible to start with a proprietary baby milk from birth, which would avoid these unnecessary problems."

*Source: Baby Milk Action*