

How to help your baby before he is born

Secret reason why babies get cross

How old are most new mothers?



Having a baby? Here's what you and your husband can do now to help make sure your newborn will be healthy and happy.

● **See a doctor early.** He'll get you started on a good diet—*what you eat the first few weeks* supplies the foundation for a strong healthy baby! All during pregnancy, a well-balanced diet is of utmost importance.

● **Let your doctor—not your friends or relations—answer your questions.** Remember that fathers have worries too! Talking with the doctor helps your husband under-

stand more about the physical and emotional aspects of pregnancy. Happiness plays an important part in your health and your baby's.

● **Get further help free** from Heinz authoritative new book, "The ABC's of Prenatal Care." Includes information on beauty care, exercise, diet, layette needs, the "RH factor," hospital pointers—plus hundreds of babies' names! For your free copy, send your name, address, expectant date and ages of older children to Heinz Baby Foods, Box 28, D-12, Pittsburgh 30, Pa.

● **Add a party touch** to baby's menus by occasionally topping his Heinz Pre-cooked Cereal with a spoonful or so of Heinz Strained Peaches. Delicious tree-ripened free-stone peaches, smooth-textured and lightly sweetened, make cereal real party fare. Treat baby to other tasty "cereal sundaes," too—just add any Heinz Strained Fruit to any of the 5 Heinz Cereals. All Heinz Cereals are enriched with active iron—extra easy to digest.

● **When baby acts cross** and you can't figure out why, maybe he's trying to master a new skill—such as rolling over or sitting up. After he succeeds, his sunny disposition will shine again!



● **How do you compare "age-wise"** with other new mothers? According to the latest vital statistics, the median age of first-time mothers is 22.2 years. When the second baby appears, it's 24.9 years, and 27.6 years at the third baby's birth.

● **The lid is off** with one easy turn! Now Heinz Baby Foods bring you these convenient new screw-on caps—so simple to open and reseal. No pry-up tool needed. You'll find these handy screw-on caps now on a number of Heinz Junior favorites as well as many Heinz Strained Baby Foods. More soon.



First with screw-on caps

HEINZ Baby Foods

Over 100 strained and Junior varieties . . . including meats, cereals, juices

Quips and Quotes



For bringing a family closer together, there's nothing like a small foreign car.

—Gordon E. Thatcher

They Still Grow 'em, Don't They?

I'd like a baked potato.

Will someone give me one?

An Idaho potato

Just baked until it's done.

Not "luscious, white and fluffy,"

Not "piquant, topped with cheese"—

Just give me a baked potato,

And leave the skin on, please!

—Marion Leonard

The book agent called on a farmer in Iowa to interest him in buying a set of books on scientific agriculture. The farmer leafed through the volumes with obvious appreciation, but in the end he handed them back. "No, can't use them."

"But with this information you could farm twice as well as you're doing," the salesman insisted.

"Mister," the farmer replied, "these days I don't dare farm half as good as I know how to now!"

—E. M. Marshall

When you finally achieve a station in life where you no longer have to listen for the alarm clock, you start worrying about the calendar.

—Harold Coffin

Thanks from the Bottom of the Barrel

Dear Dr. and Mrs. Bee,

Dick and I want to thank you for the lovely wedding gift. How thoughtful of you! We hope to use the lazy susan often in our new home and to find you among the guests at our festive board.

Yours, Amy

Dear Mr. and Mrs. Dee,

How can I possibly describe my feelings upon opening your wedding gift and finding a lazy susan! You shouldn't have! We're quite overwhelmed.

Fondly, Amy

Dear Cousin Lola,

The lazy susan just arrived, and I can't think of a more original gift. Dick and I keep thinking of things to do with it.

Love, Amy

Dear Miss Leffingwell,

A lazy susan! And with so many loose pieces to remind us of you. It will have a special place in our home!

Cordially, Amy

Dear Alice,

Thanks for the lazy susan. And, by the way, just when are you and Frank getting married? We have just the gift!

Sincerely, Amy

Dear Patty,

Thanks for the lazy susan. Luckily it arrived broken. Have you got the receipt so we can exchange it for something we want?

Your old pal, Amy



"I couldn't persuade them to stop the noise, but there's one less instrument anyway."