

What if baby won't listen to "No"?

Differences in same-age babies Heard about Heinz Instant Cereals?



Next time your little rascal laughs at or just plain ignores your *No*, ask yourself: Was that *No* necessary? Even a "little angel" needs guidance and protection to make him feel secure and happy. But many a lovable baby can be turned into an unlovable, spoiled child by *too much* discipline, as well as too little! A few simple tips:

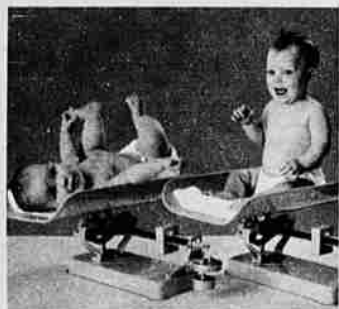
- **Arrange your baby's life** and living quarters to cut down the need for so many *No's*. The fewer he hears, the more he'll pay attention to. Don't you find distracting is easier—and works better—than scolding?
- **Once you've said *No***, stick with it. You'd be surprised how soon baby knows whether you mean business!
- **Make sure your rules fit your child's capabilities.** A curious little explorer can't stay clean; a baby learning to feed himself can't learn table manners, too. Prediction: the older your baby gets, the more often he'll try to please—by copying you. Self-discipline develops best through loving imitation!



● **Easy riddle:** What is pleasantly sweet, almost as easy to swallow as milk, and a favorite with babies just beginning solid food? Right!—Heinz Strained Fruits. For instance—velvety Bananas, nice juicy Applesauce, mellow Pears, wholesome Prunes, tangy Plums—plus tasty twosomes, such as Applesauce and Apricots, Pears and Pineapple. All are *specialty processed* to preserve precious vitamins and minerals.

● **Cheerful news:** smiling and laughing, having fun and making friends are about the earliest skills your baby learns. Keep baby care and discipline on the light side; you'll get cooperation from baby's built-in funny bone!

● **The instant you mix** Heinz exclusive new *Instant Cereals*, you'll decide these satisfying foods deserve their name. In 5 seconds flat you have smooth, easy-to-feed cereal—and it *stays* that way! Nutritious new Heinz Cereals are packed in colorful new boxes—extra easy to find at your food store. 5 delicious flavors: Oatmeal, Rice, Barley, Mixed Cereals, and High Protein.



● **Fun to compare babies!** These two were born 5 days apart. Regina (left) weighed 7 lbs., 6 oz. Jean (right) 7 lbs., 1 oz. Not quite seven months later, Regina tips the scales at 18 lbs., Jean at 16. Both eat about the same, but Regina drinks twice as much liquid. Phacid Regina doesn't creep, can't sit well alone, likes 2-hour naps. Wiry Jean sits unassisted, creeps, thrives on half-hour cut naps. Both are healthy, but see how *different* same-age babies can be!

● **Newest mother's helper**—convenient new screw-on caps that come off with a turn, *reseal airtight* just as easily. Introduced by Heinz—now on *all* Heinz Baby Foods—Strained and Junior. Aren't screw-on caps great?

First with screw-on caps



Over 100 strained and junior varieties including meats, cereals, juices



Quips and Quotes

It's a Mystery to Me

*Our house key burglars could not find,
I hide it so astutely,
I checked on spots of every kind
Before I cached it cutely.*

*I scorned as commonplace the mat,
The window sill, the shelf,
No burglar knows where it is at,
And I'm not sure myself.*

—Richard Armour

Striking Development

*Wives who have trouble opening cartons,
Unscrewing bottle caps and all,
Somehow perform like a band of Spartans,
Given a team and a bowling ball.*

—Robert Bech

The wealthy man wheeled his huge, chrome-heavy sedan into a parking space only to discover he had no change for the parking meter. But farther up the block he spotted a vacant spot with a few minutes still left on the meter, so he quickly pulled into it.

As he stepped out, he heard a boy behind him say to his little brother: "See. That's how you get to own big cars."

—Frances Benson



"How do you turn it on?"

One of the most popular attractions at the church bazaar was the fortuneteller, a local matron dressed up in a gypsy costume. The more outlandish the things she predicted, the more neighbors flocked to her tent. When a stranger sat opposite her, she was a little confused but tried to bluff it through.

"I see a buried treasure," she said mysteriously.

"Oh, yes, I know about that," the stranger replied, "that would be my wife's first husband."

proved only that the patient was probably a hypochondriac, but the doctor gave him some pills just the same.

Several weeks later, the patient returned in high spirits. "Those pills were wonderful," he said. "Cleared up all my trouble."

"Those pills," the doctor replied sarcastically, "were nothing but little balls of bread."

"Good heavens," yelled the patient, turning pale. "White or whole-wheat?"

Advice to Young Men

*If you go Dutch on dates,
You won't go much on dates.*

—D. O. Flynn