

Quips and Quotes



No Carrying Charge

Behold, with her brood, the mother of three
Afoot in the park on a jamboree.
First she must carry Susan's coat;
And then it is Johnny's dripping boat.
Next it is apples in a sack,
A red balloon and some Crackerjack.
And surely before the end of the trip,
She'll trundle the baby on her hip.
Which all adds up, in the feminine code,
To what we label the "Mother Load."

—Georgie Starbuck Galbraith

The young lady was celebrating her 13th birthday and received many wonderful presents. One that bewildered her, however, was a diary from her grandmother.

"Gee, Gram," she said, "it's a wonderful diary, but it's kind of late for me to start one now. Everything has happened already."

—James Smason

Home Groan

*That the grass is so much greener on our
next-door neighbor's yard
Isn't due to extra work and gardening powers;
The reason that his lawn is quite the
show place of the block
Is because his kids play over here on ours.*

—Stephen Schlitzer

"Remember, you can't all be first," the high-school teacher told her class. "Even great men have to be second sometimes."

"What about George Washington?" a smart-aleck student asked. "He was the first President, first in war, first in peace, and first in the hearts of his countrymen."

"Yes, that's true," the quick-thinking teacher replied, "but he married a widow."

—Giles H. Runyon

*The older generation used to struggle to keep
body and soul together. Now their grandchil-
dren's biggest problem is keeping body and
fender together.*

—Anna Herbert

BRINGING UP BABY,* HINTS COLLECTED BY MRS. DAN GERBER, MOTHER OF FIVE



How to keep a date with sleep



Nothing delights a mother more than when her baby peacefully slips into the land of nod. But as babies grow older even natural sleepyheads have some periods when they balk at sleep. If your baby goes on a night-owl spree occasionally, you might try these tried-and-true tips:

- If baby is kept reasonably active with a few games plus mild exercise during waking hours, he may succumb to the sandman more quickly. Peace and quiet and a lazy pre-bedtime bath have a lulling effect.
- A split-supper feeding may encourage drowsiness. Serve the main part of baby's meal a bit before the regular time. Save his bottle and a bit of fruit for a pre-crib snack.

Rockabye rebels or self-styled sleepyheads, both are partial to the pleasures of Gerber Strained Fruit Juices. That's because their delicate, true-fruit flavors make sipping something extra-special. Nutritionally speaking, all Gerber Juices are equally rich in vitamin C, needed for sound gums and body tissues. Nine varieties make up the luscious list, including two new Gerber greets: Mixed Fruit Juice and Prune-Orange . . . both flavor delights.

Delicious afterthought to cure post-nap blues: cooling sips of any Gerber Juice.

Words on waking hours. Just as every baby works out his own particular sleeping schedule, so he develops his individual pattern of wakefulness. As you become familiar with his waking

hours (usually about the same times each day) your own schedule can be rearranged to spend part of these times encouraging him to try new things. When he must be alone, try to provide self-amusement which will keep him occupied.

On the grow from head to toe. Rapidly growing and increasingly active babies need protein to help the development of all body structures. Gerber Strained Meats are just the thing to provide that protein in the smoothest forms imaginable. Made from special cuts, selected by Armour, they're processed by an exclusive method which protects precious food values and insures that wonderfully smooth, moist texture.

For your baby's well-being: Gerber prepares over 100 baby foods—infant formulas, cereals, strained and junior foods—to meet your baby's nutritional needs. We're proud to say:

"Babies are our business . . . our only business!"



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