

The Nation Gives Its Annual Salute To Our Future Citizens, May 1 To 8



SEZ WHO? ASKS HAYLEY MILLS

Required baby diet changes with growth

Keeping babies on liquid and strained foods beyond the first year is an invitation to later feeding problems, cautions Edna Mac McIntosh, nutritionist for Gerber Products Company.

A gradual shift from strained to junior foods when babies are eight to ten months old is recommended by most doctors, Miss MacIntosh points out. "The 'muced' texture of junior foods is safe at even earlier ages if a doctor thinks an individual baby is ready for coarser foods," she says.

Almost all of the strained foods also are available in the junior texture and it is well for mothers to begin the change with these. Miss MacIntosh suggests starting with the softer junior foods like fruits. Vegetables, soups, high meat dinners and meats should follow. Later, the "casserole" type of junior foods which cater to the growing-up tastes of toddlers should be added to expand baby's diet.

While the pre-cooked baby cereals are not important from the standpoint of texture during the toddler years, they offer much in the way of nutritional advantages because of their generous fortification with iron and B vitamins. During the toddler stage when a smaller volume of food is generally eaten, these higher nutritive values can be especially important. Nutritionally, high protein cereal is particularly adapted to the needs of older babies and toddlers. Its appealing flavor makes it a real favorite.

About the time a baby starts teething, the first attempts at self-feeding are also made. Sometimes the baby will grab the hand that is feeding him and gnaw on mother's knuckle or baby will just grab any object that fits its mouth. A hard-baked biscuit has been developed especially to assist babies through this teething time. The shape of the biscuits makes them easy for baby to hold, and they are hard-baked to give biting satisfaction and to prevent crumbling. Extra-hard animal shaped cookies with twice the average protein content as ordinary cookies are developed for the toddler. These cookies are thinly glazed with a icing containing important B vitamins.

When Teenagers Take Care of Children" include getting along with parents, getting along with children, hints on play, hints on feeding, baby care and putting children to bed and keeping them there!)

The guide's concluding advice to the young baby-sitter is: "You may be a teenager and a baby-sitter today, but chances are that in not too many years' time you will be a parent. It's not too early for you to begin learning more about what makes children tick, how to make a good home for them, and how to handle special problems of childhood."

Responsible role of teenage sitters

Baby-sitting is proving to be the most important source of income to the American teenager. Teenagers now earn at least 50 per cent of their spending money tending for children.

These young people must shoulder a tremendous responsibility when they "stand-in" for parents.

To aid teenagers in meeting such responsibility and to help them make a success of their baby-sitting business, a special guide entitled "When Teenagers Take Care of Children" has been prepared by the Children's Bureau of the Department of Health, Education and Welfare. It is written by Ivor Kraft, specialist on parent education and child development for the Bureau.

Helpful hints offered in the introductory chapter include special pointers for both the teenage girl and boy baby-sitter. Girls are warned against long personal phone calls (which tie up the line in case the parents attempt to call home) and placing socializing activities over sitting responsibilities. Girls should always make sure they are seen home after late sitting appointments.

Boys are warned against over-doing refrigerator privileges — "It's okay to make a sandwich, but don't eat the whole ham" — and excess roughing with the children.

All sitters are warned to check out ads for baby-sitting jobs very carefully.

When Teenagers Take Care of Children" places its heaviest emphasis on the things the sitter must know to ensure the safety of babies and young children. The primary rule is "Safety through Prevention." In other words, don't wait for things to happen. Always be on top of the situation.

Sitters are reminded to keep children away from hot stoves, electric appliances and cords, to keep matches and sharp kitchen instruments out of reach, to keep the child away from the medicine cabinet and to never leave a child alone — even for a few seconds — when he is being bathed.

Whenever the situation looks as if it might be serious, do not waste time. Get in touch with the parents or the doctor at once.

Other topics discussed in "When Teenagers Take Care of Children" include getting along with parents, getting along with children, hints on play, hints on feeding, baby care and putting children to bed and keeping them there!)

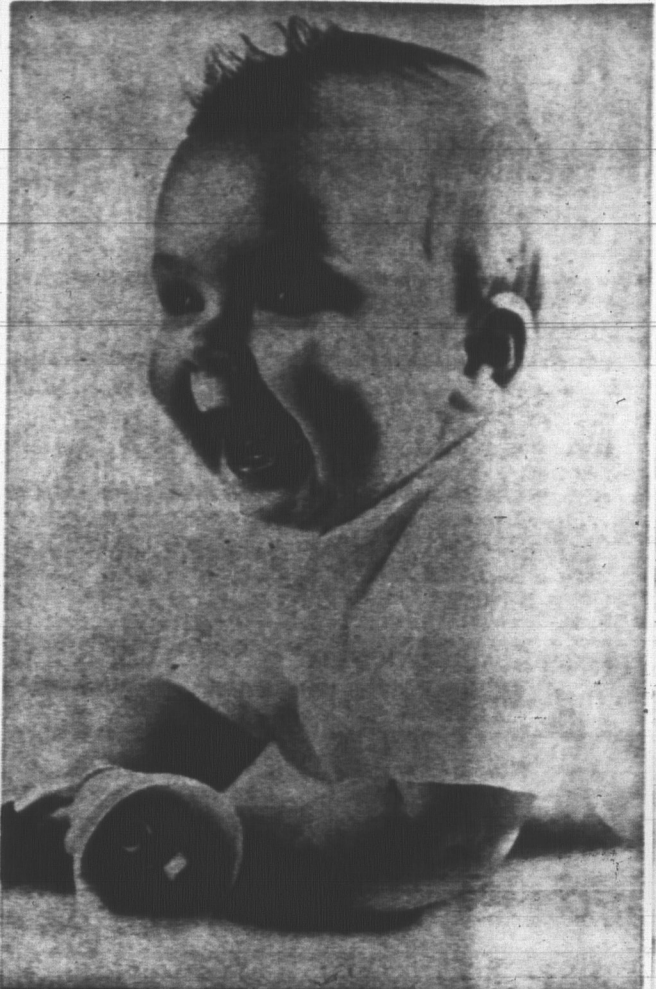
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YEAH, YEAH, YEAH!

Frances-Davies, Photo

'Basketful of happiness honored by Baby Week

The 33rd anniversary of Baby Week will be observed from May 1-8 this year. The week is set aside by the makers of baby foods and other baby products to focus attention on all the good things available for babies.

Many industries devoted to baby needs and services have flourished to become national and international in scope.

One such firm is Gerber Products Company which had been making baby foods in its Fremont, Mich., plant for less than five years when Baby Week first was promoted in the food field.

In the book "Business Decisions That Changed Our Lives" published a year ago by Random House, Dan Gerber tells how the baby Week promotion in grocery stores to encourage them to set up special departments for baby foods and other baby products.

Mr. Gerber, chairman of the

company bearing his name, reports that at last count there were over 130 products in his baby foods line including strained and junior foods, cereals, juices, specialty items such as teething biscuits, cookies, meat sticks and chicken sticks. In addition to the Michigan plant, Gerber baby foods are now processed in Oakland, Calif., Rochester, N.Y., Asheville, N.C., and Fort Smith, Ark.

Gerber has some new reasons to observe Baby Week this year. In a move to diversity yet still keep its dedication to the field of infant needs, Gerber expanded its services to parents and babies. In April, 1964, the com-

pany acquired Kapart Creations, Inc. (This company makes a quality line of infant and toddler stretchwear garments which are sold exclusively through leading department and specialty stores under the trade name "Babygro by Kapart.")

1964 also marked the year when Gerber introduced a quality line of soft goods: infant undershirts, training pants, colour crib sheets and socks which bear the well-known Gerber baby trademark and will be sold exclusively in supermarkets.

These soft goods items are individually boxed in packages

similar to those used for the two vinyl products, waterproof pants and cover-all bibs, already established in the Gerber Baby-wear line.

The Gerber Babywear products were introduced on the West Coast just a year ago. Distribution has been expanding towards the Eastern markets, and national availability is expected by early 1966.

The baby foods company has also been busy on the international scene. The first venture outside the then 48 states was in 1949, when production facilities were established in Canada. A Mexico City installation was set up in 1959.

Since then licensing arrangements have been established in Australia, Venezuela and Japan. Through an agreement with Corn Products International, Gerber baby foods also are being produced and sold in West Germany, France and the United Kingdom.

Certain general attitudes of an individual throughout his entire life may well have their origins in the first four days of his existence, say two University of California Medical School doctors who have been studying this "critical" period in an infant's life.

Pediatrician Arthur H. Parmelee and psychiatrist Justin Call feel their continuing research already has indicated that such things as our attitudes of trust or mistrust, our optimistic outlook as opposed to pessimistic ones, and even our capacity are determined in these first four days of life.

Included in their research are the mother-infant relationship and infant reactions, both natural and acquired.

The gradual buildup of a person's sense of reality and his capacity for future learning also may be founded upon what happens in those early days.

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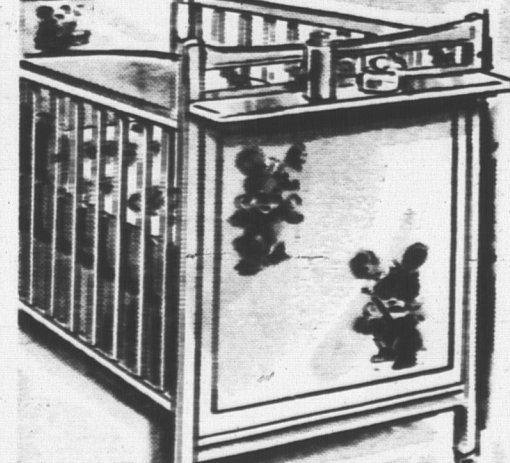
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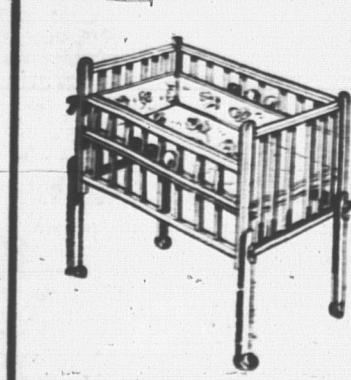
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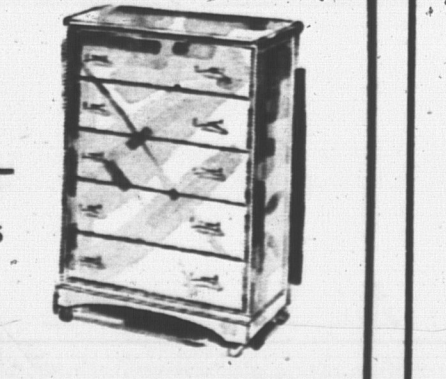
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Stork legend began where?

How the stork became associated with the baby delivery routine is anybody's guess. There are many far-fetched legends about the stork bringing babies from fountain or baby ponds, but probably the most enduring notion is that because the stork has so many traits that would be admired in a human, he got the job over all other feathered contenders. He is known to be a faithful mate, a model parent and is unusually considerate of his elders.

Despite the fact that the stork is the most widely pictured bird in the world, very little is known about him.

The best known branch is the White Stork of Europe. These are genteel and pious birds of the old school, well-mannered in personal relations and held in high esteem in Germany, Belgium and Holland. They often strut stiffly about from dooryard to dooryard in hamlets seeking food.

They were so gregarious and friendly that villagers often build special stork platforms on their rooftops hoping the birds will find favor with them as foundations for their homesites. Storks love heights and build massive stick nests in such high places as treetops, cupolas, church steeples and deserted chimneys.

When the birds find a rooftop to their liking and return to the same house year after year, it's considered a good omen. But if they vacate after only one season it's regarded as a bad omen.