

FALL, 1948

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General Body Rev. 1948

We are enclosing the form contract for participation in the National Baby Show, at the 69th Regiment Armory New York City on the dates specified.

The brochure of the show, which will be on the press shortly will be duly forwarded to you. Briefly, this is a condensed version of our planned program. The exhibition will embrace a geographic cross section of nationally important manufacturers and distributors of products directly or indirectly connected with the baby field.

Such items as baby foods, vitamins, baby drugs, nursery furniture, toys, wearing apparel, carriages, kidmetics, books and kiddie phonograph discs, baby services, are only a few of the many things planned for display at the show.

The entertainment appeal for public consumption will include the radio broadcasting and televising of the proceedings and exhibits. On the huge stage erected for the purpose we are arranging a baby fashion show, a National baby health and beauty contest, and a babies cafeteria, among many other interesting and novel features. Lectures by eminent pediatricians, child psychologists and baby consultants, in conjunction with clinical demonstrations will be part of the overall picture.

Special talks on diet and nutrition will be delivered by nationally recognized authorities.

The aforementioned brochure, will more fully elaborate the brief outline mentioned above. It is advisable to have your response in our hands as early as possible, in view of the limited number of eligible participants allowed by our committee.

Very truly yours,

NATIONAL BABY SHOW

Daniel W. Kendall

July 22, 1948

Mr. Daniel W. Kendall
The National Baby Show
135 East 58 Street
New York City, N.Y.

Dear Mr. Kendall:

In this morning's mail, I received part of the brochures that I prepared at your request.

On my various visits to your office, (on July 2nd, July 6th, and July 15th of this month) you not only accepted the brochures as being to your liking, but also stated, that, if you were unable to give me the position that you had advertised for, you would try to place me with the new organization, and that you were "in any case financially indebted to me".

To have returned the material to me, not only incomplete, but also without an accompanying note, and without having paid me for my work in preparing the brochures, shows incredible incorrectness in business matters. More so, as I do not need to remind you of the confidence and trust I had shown you on my part.

Please forward to me by return mail the amount of \$100.--for work prepared for you.

Sincerely,

July 7, 1948

Mr. Daniel W. Kendall
The National Baby Show
135 East 58 Street
New York City, N.Y.

My dear Mr. Kendall:

According to your suggestion on my last visit, I am hereby enclosing the text for a third brochure, a combination of the two (2), already in your possession.

Until our meeting at four o'clock,

I am,

sincerely Yours,

1 encl.: Text for brochure.

What strength and power God has lent
To helpless little babyhands,
They grip your heart and hold it fast
A tender tie by heaven sent.

This show is all about your baby. Your baby. . .
the most important thing in your life. Your
testament to posterity. Can anything be too much
trouble, or too good, when it concerns the health
happiness and safety of your baby? Surely not.
You cannot guarantee him or her protection from
disaster or sorrow in the future, but you
certainly can prepare him, to meet with courage
and confidence whatever the future may bring.
With your love and care you can make him a happy
healthy and intelligent child without fear ~~and~~
or complexes. Who knows, you may be preparing the
future president of the United States for his task.
Whatever his or her future may be, yours is a
great responsibility as well as a great joy.
Are you aware of this and are you doing all you
can for your baby? Are you really?

Today science and industry are doing miracles for you, helping you, so that your baby may become all he has a right to be. Medical science has stressed the importance the earliest years of a baby's life have for his whole future. We are not to forget this in the hurry of our daily lives. It does not hurt anyone to be reminded of his duty. The poor baby cannot do it. We have a Mother's Day, a Father's Day. Do we have a Baby's Day? We have shows of all kinds, but so far, we have had no Baby Show.

Now finally! Here it is. The sponsors have put their whole heart into this show. We have tried to make it as complete and interesting as possible so that you may get a picture of all that can be done for your baby in this day and age. There is everything from diapers and toys to baby's own furnishings. We approached some of our most prominent pediatricians, child psychologists and baby consultants on the subject and they found the idea so interesting and important that they offered to lecture at this, our NATIONAL BABY DAY

The glamour side has not been left out.

On the huge stage, we are arranging a Baby Fashion Show and a National Health and Beauty Contest. There will also be Radio Broadcasts and Television Showings of the proceedings and exhibits. As you see, this will really be Baby's Day, the NATIONAL BABY SHOW.

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The glamour side has not been left out.

On the huge stage, we are arranging a Daily Fashion Show and a National Health and Beauty Contest. There will also be Radio Broadcasts and Television Showings of the proceedings and exhibits. As you see, this will really be July's Day, the NATIONAL DAY SHOW.

What strength and power God has lent
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They grip your heart and hold it fast
A tender tie by heaven sent.

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Baby's Day, the NATIONAL BABY SHOW.

July 6, 1948. Edith C. Falk.

The sponsors proudly present the first exhibition of its kind in America,
the "NATIONAL BABY SHOW".

It was about a year ago that this idea first came to us. Here we were, back home again after years of service all over the globe. Our thoughts went back to the long hours of loneliness when we dreamt of home and a family and silently promised ourselves, that if given a chance for such happiness, we would leave no stone unturned to give that family all that which was humanly possible to give; that our children would be given every opportunity to become strong, healthy and happy children, sound in body and mind. We wanted them to be spared all the hardships we had experienced, but if this was beyond our power, we wanted them to be prepared to face life well adjusted and ready to tackle all problems coming their way.

What were we, as parents doing to prepare them for this task? Did we know all there was to know about Infant Care, about Baby Education? Were we, mothers and fathers, who were not professionally trained in this field, bothering to keep abreast of the latest theories, of the newest developments in Child Education?

Suddenly, we felt uncertain, realizing how unprepared we were for our task, how great our responsibility. A mother's love and tenderness, a father's desire for affection and companionship was not enough.

It was at this point that the idea of a NATIONAL BABY SHOW began to take root. How could we best reach every parent?

Medical science, modern educational methods, technical inventions and new practical devices had to be coordinated in the first and greatest concentrated effort of its kind to give

complete knowledge and help to us, to you, in our most important task, the proper raising of our babies.

We, the sponsors, realizing that only the best would be good enough, have done our utmost to interest and enlist the help of nationally recognized authorities in the field of Baby Care to present to you the latest scientific information and advice about YOUR BABY.

The response to our appeal has been so spontaneous, that we have greatly enlarged the scope of the NATIONAL BABY SHOW. It will not only provide you with lectures and clinical demonstrations by eminent pediatricians, child psychologists and baby consultants, it will also give you special talks on diet and nutrition, as well as individual exhibits by manufacturers of every imaginable article connected with the baby. As a popular attraction, your baby will have the opportunity to participate in a BABY FASHION SHOW and a HEALTH and BEAUTY CONTEST.

Yes, we are putting the spotlight on the BABY. Radio and Television will broadcast and televise all special events and exhibits. A BABY CAFETERIA will be among many other interesting and novel features.

In enabling you to visualize, under one roof, all the things that can contribute to your baby's health, happiness and safety, the sponsors hope, that this, our NATIONAL BABY SHOW will prove a help and inspiration to all concerned.

And ^{if} what we have tried to do will appeal to you as much as it did to doctors, educators, dieticians, manufacturers and business leaders, then we might consider the possibility of taking this exhibit all over the country, so that those, unable to come to New York for this special event, can benefit equally.

July 6, 1948.

Edith C. Falck.

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The sponsors proudly present the first exhibition of its kind in America,
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It was about a year ago that this idea first came to us. Here we were, back home again after years of service all over the globe. Our thoughts went back to the long hours of loneliness when we dreamt of home and a family and silently promised ourselves, that if given a chance for such happiness, we would leave no stone unturned to give that family all that which was humanly possible to give; that our children would be given every opportunity to become strong, healthy and happy children, sound in body and mind. We wanted them to be spared all the hardships we had experienced, but if this was beyond our power, we wanted them to be prepared to face life well adjusted and ready to tackle all problems coming their way.

What were we, as parents doing to prepare them for this task? Did we know all there was to know about Infant Care, about Baby Hygiene? Were we, mothers and fathers, who were not professionally trained in this field, bothering to keep abreast of the latest theories, of the newest developments in Child Education?

Suddenly, we felt uncertain, realizing how unprepared we were for our task, how great our responsibility. A mother's love and tender care, a father's desire for affection and companionship was not enough.

It was at this point that the idea of a NATIONAL BIRTH SHOW began to take root. How could we best reach every parent?

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complete knowledge and help to us, to you, in our most important task, the proper raising of our babies.

No, the sponsors, realizing that only the best would be good enough, have done our utmost to intercept and enlist the help of nationally recognized authorities in the field of Baby Care to present to you the latest scientific information and advice about YOUR BABY.

The response to our appeal has been so spontaneous, that we have greatly enlarged the scope of the NATIONAL BABY SHOW. It will not only provide you with lectures and clinical demonstrations by eminent pediatricians, child psychologists and baby consultants, it will also give you special help on diet and nutrition, as well as individual exhibits by manufacturers of every imaginable article connected with the baby. As a popular attraction, your baby will have the opportunity to participate in a BABY FASHION SHOW and a HEALTH AND BEAUTY CONTEST.

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And what we have tried to do will appeal to you as much as it did to doctors, educators, scientists, manufacturers and business leaders, ~~and~~ we might consider the possibility of taking this exhibit all over the country, so that those, unable to come to New York for this special event can benefit equally.

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The sponsors proudly present to you the first exhibition of its kind in AMERICA,
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In enabling you to visualize on one roof all the things that can contribute to your baby's health, happiness and safety, the organizers hope, that this, our NATIONAL BABY SHOW will prove a help and inspiration to all concerned.

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Medical science, modern educational methods, technical inventions and new practical devices had to be coordinated in the first and greatest concentrated effort of its kind to give complete knowledge and help to us, to you, in our most important task, THE PROPER RAISING OF OUR BABIES.

We, the sponsors, realizing that only the best would be good enough, have done our utmost to interest and enlist the help of nationally recognized authorities in the field of BABY CARE to present to you, the parents of AMERICA, the latest scientific information and advice about YOUR BABY.

The response to our appeal has been so spontaneous, that we have greatly enlarged the scope of the NATIONAL BABY SHOW. It will not only provide you with lectures and clinical demonstrations by eminent pediatricians, child psychologists and baby consultants, it will also give you special talks on diet and nutrition, as well as individual exhibits by manufacturers of every imaginable article connected with the baby. As a popular attraction, your baby will have the opportunity to participate in a BABY FASHION SHOW and a HEALTH and BEAUTY CONTEST.

Yes, we are putting the spotlight on the baby. Radio and Television will broadcast and televise all special events and exhibits. A BABY CAFETERIA will be among many other interesting and novel features.

In enabling you to visualize, under one roof, all the things that can contribute to your baby's health, happiness and safety, the sponsors hope, that this, our NATIONAL BABY SHOW will prove a help and inspiration to all concerned.

And if what we have tried to do will appeal to you as much as it did to doctors, educators, dieticians, manufacturers and business leaders, we might consider the possibility of taking this exhibit all over the country, so that those, unable to come to New York for this special event can benefit equally.

WHAT STRENGTH AND POWER GOD HAS LENT
TO HELPLESS LITTLE BABYHANDS,
THEY GRIP YOUR HEART AND HOLD IT FAST
A TENDER TIE BY HEAVEN SENT.

THE SPONSORS PROUDLY PRESENT THE FIRST EXHIBITION OF ITS KIND
IN AMERICA, THE "NATIONAL BABY SHOW".

This show is all about your baby. YOUR BABY. . . the most important thing in your life. Your testament to posterity. Can anything be too much trouble, or too good, when it concerns the health, happiness and safety of your baby? Surely not.

You cannot guarantee him or her protection from disaster or sorrow in the future, but you certainly can prepare him, to meet with courage and confidence whatever the future may bring.

With your love and care you can make him a happy, healthy and intelligent child without fear or complexes. Who knows, you may be preparing the future president of the UNITED STATES for his task. Whatever his or her future may be, YOURS is a great responsibility as well as a great joy.

Are you aware of this and are you doing all you can for your baby?
Are you really?

Today science and industry are doing miracles for you, helping you, so that your baby may become all he has a right to be.

Medical science has stressed the importance the earliest years of a baby's life have for his whole future. We are apt to forget this in the hurry of our daily lives. It does not hurt anyone to be reminded of his duty. The poor baby cannot do it. We have a Mother's Day, a Father's Day. DO WE HAVE A BABY'S DAY? We have shows of all kinds, BUT SO FAR, WE HAVE HAD NO BABY SHOW.

Now finally: HERE IT IS. The sponsors have put their whole heart into this show. We have tried to make it as complete and interesting as possible, so that you may get a picture of all that can be done for your baby in this day and age.

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