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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.

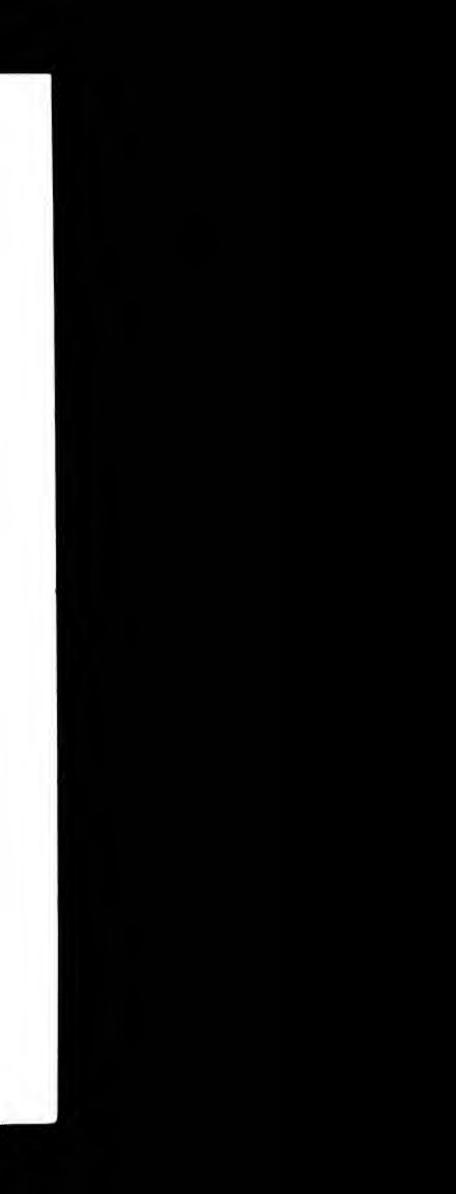
Special talks on diet and nutrition will be delivered by nationally recognized authorities.

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



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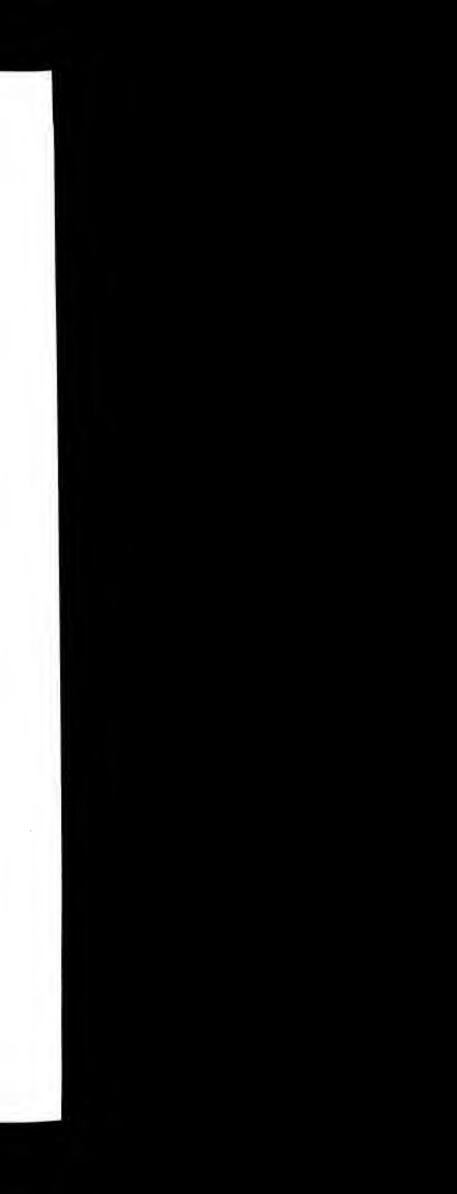
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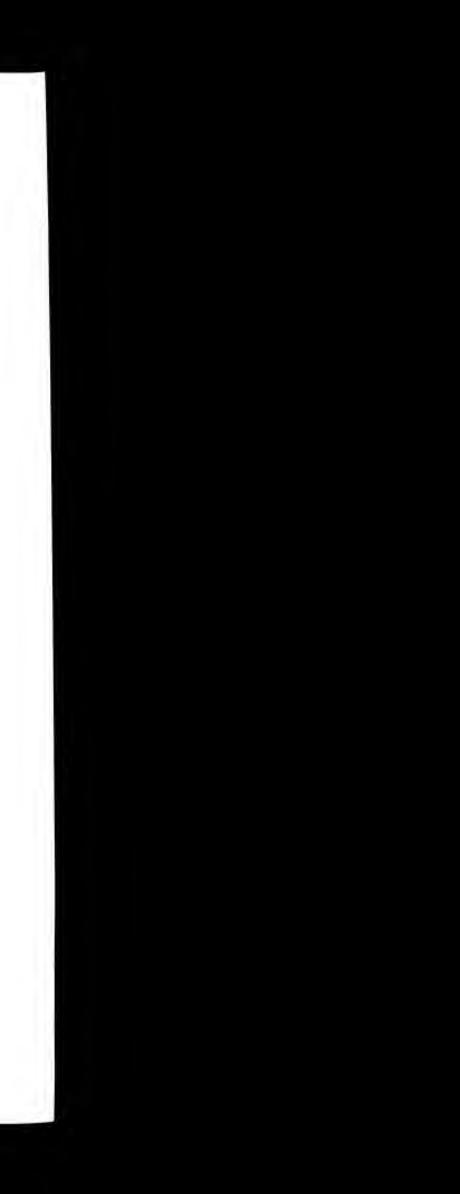
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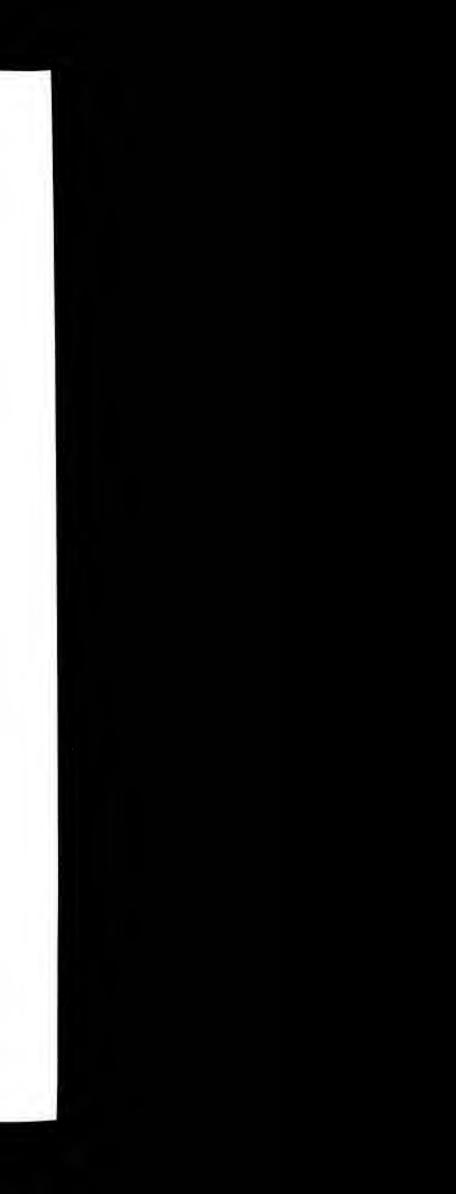


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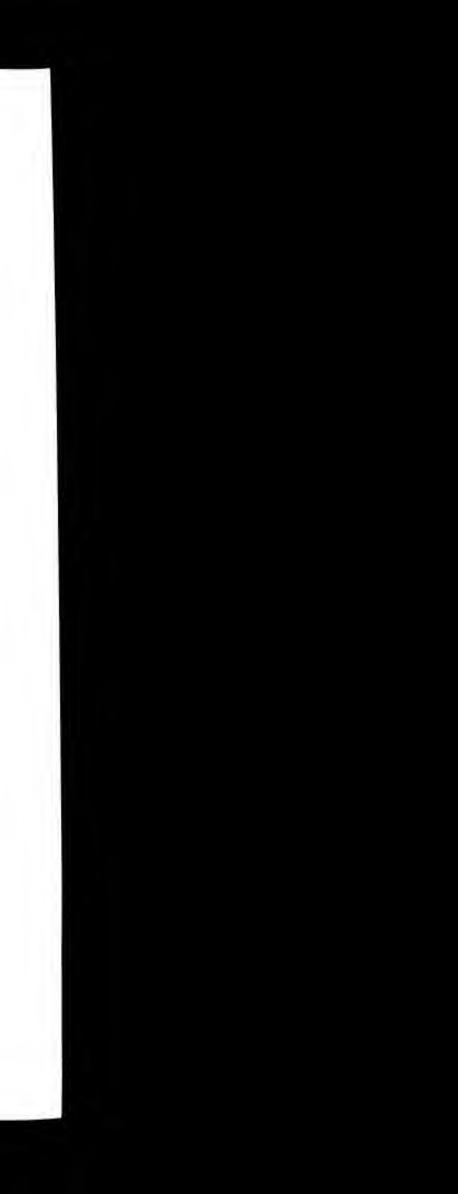
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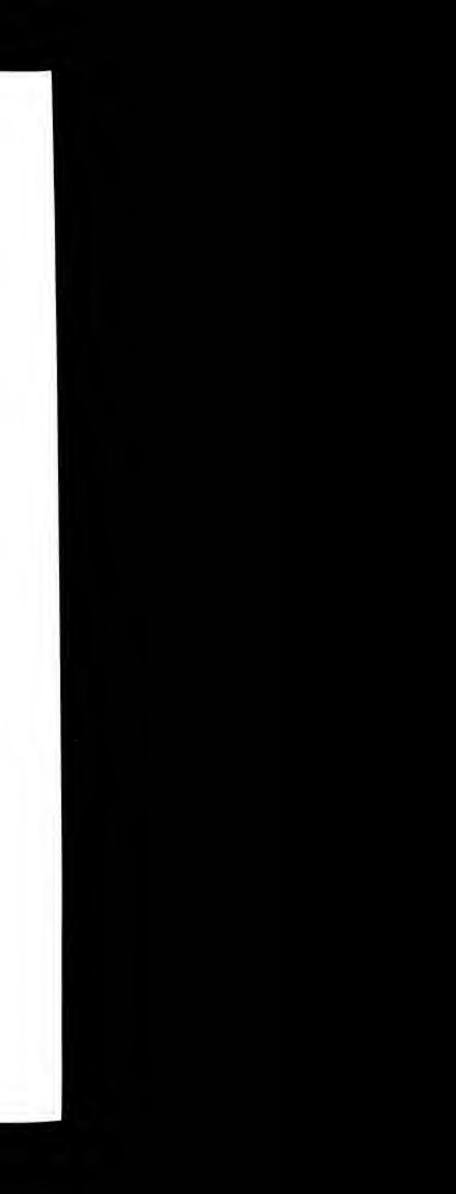


What strength and power God has lent To helpless little babyhands, They grip your heart and hold it fast A tender tie by heaven sent.

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?

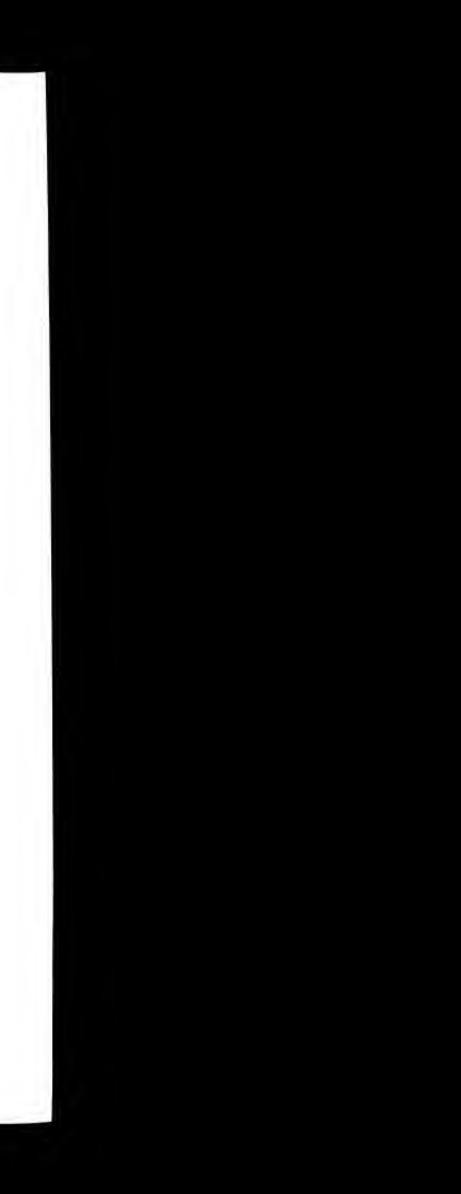


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The glamour side has not been left out. On the huge stage, we are arranging a Baby Fashion Show and a National Health and Beauty Contest.There will also be Radio Broadcasts and Telivision Showings of the proceedings and exhibits. As you see, this will really be Baby's Day, the NATIONAL BABY SHOW.

July 6, 1948. Edith C. Faith.



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 opportun_ity to become strong, healthy and happy children, soun_d in body an_d mind. We wanted them to be spared all the hardships we had experienced, but if this was beyond ar 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 eminen_t 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 an d 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 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 one fit equally. for this special event, can bene fit equally. Edith C. talm.



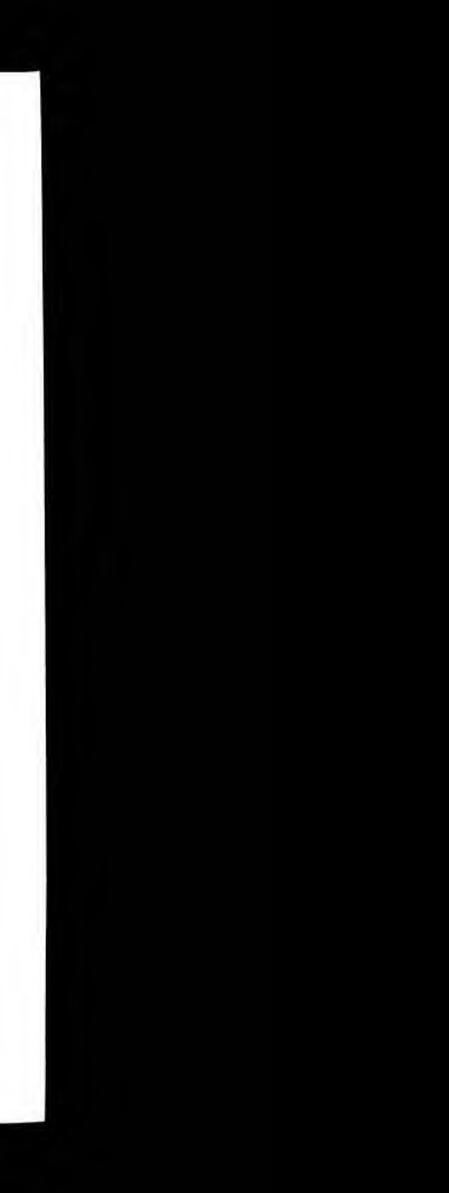
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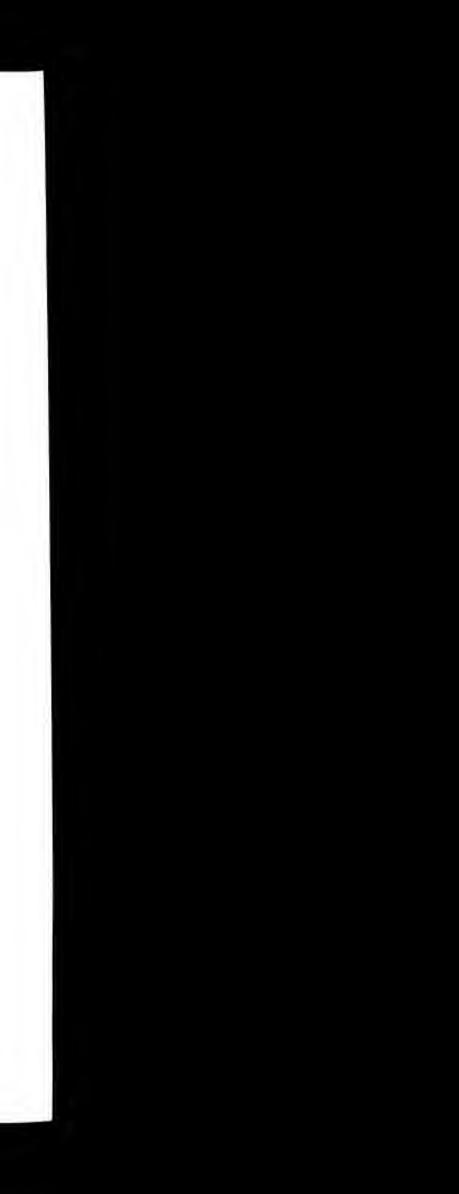
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The sponsors proudly present the first radiation of its bind in Grerici, the TATION IS MAN SHOTS.

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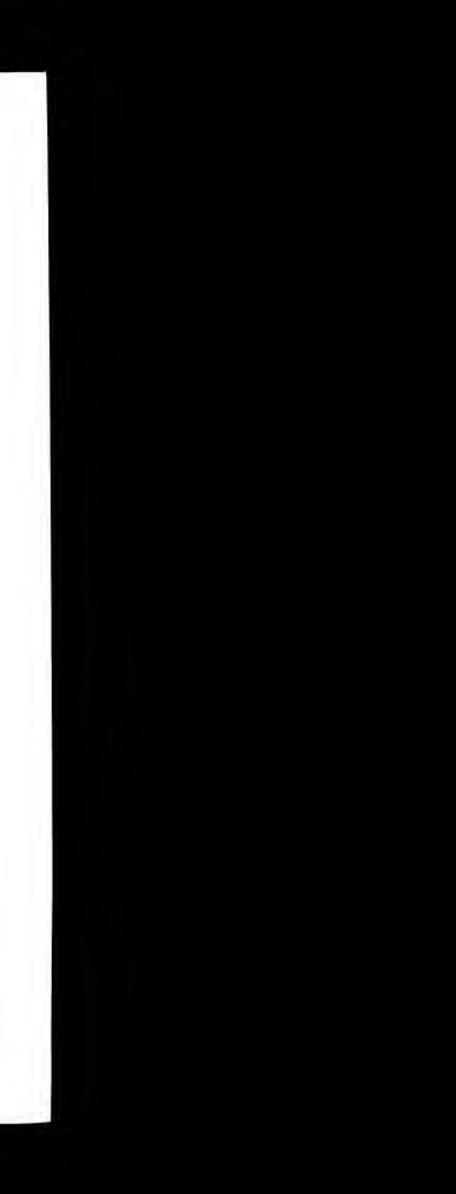
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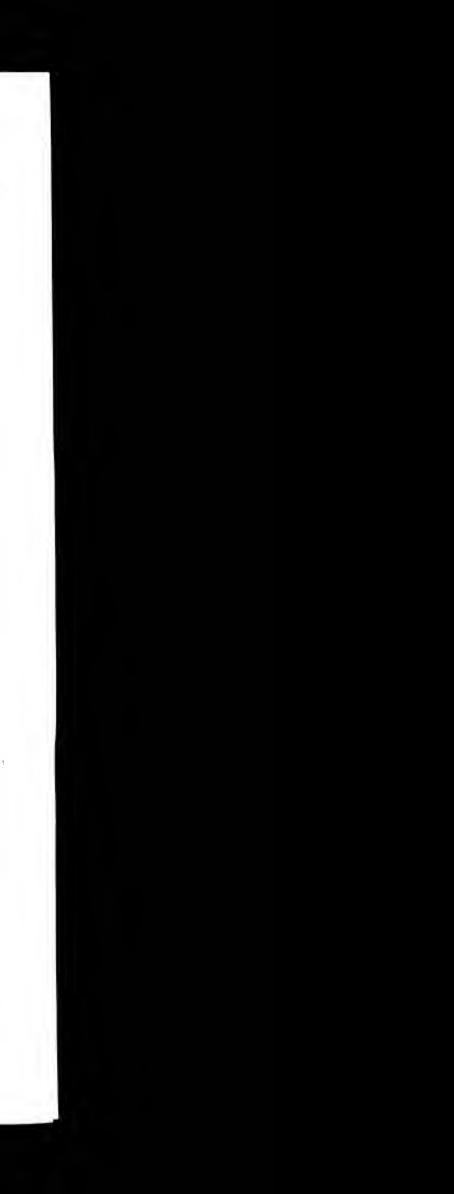
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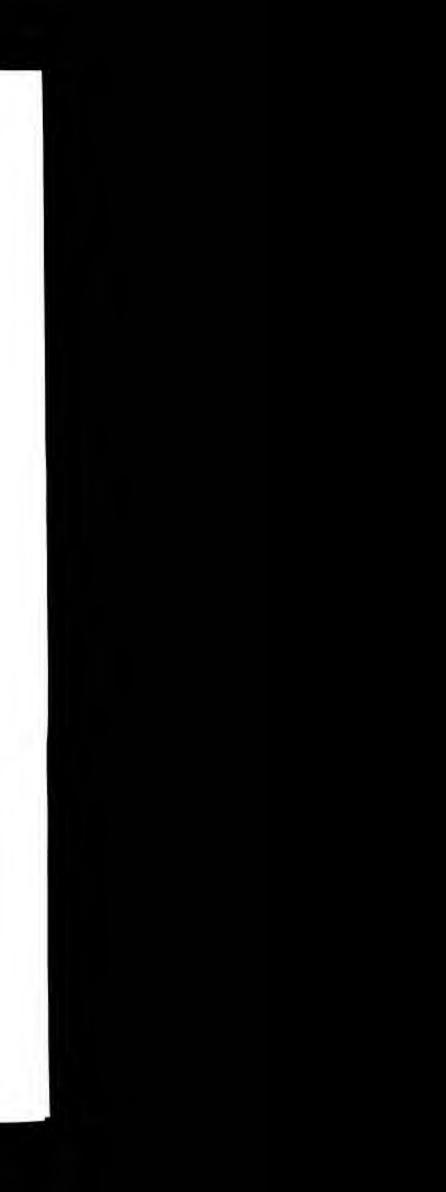


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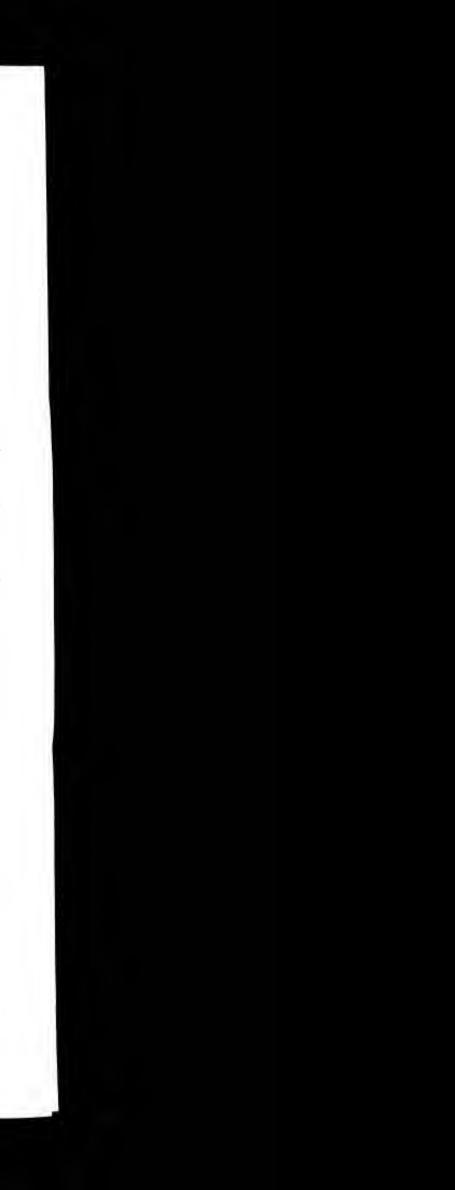
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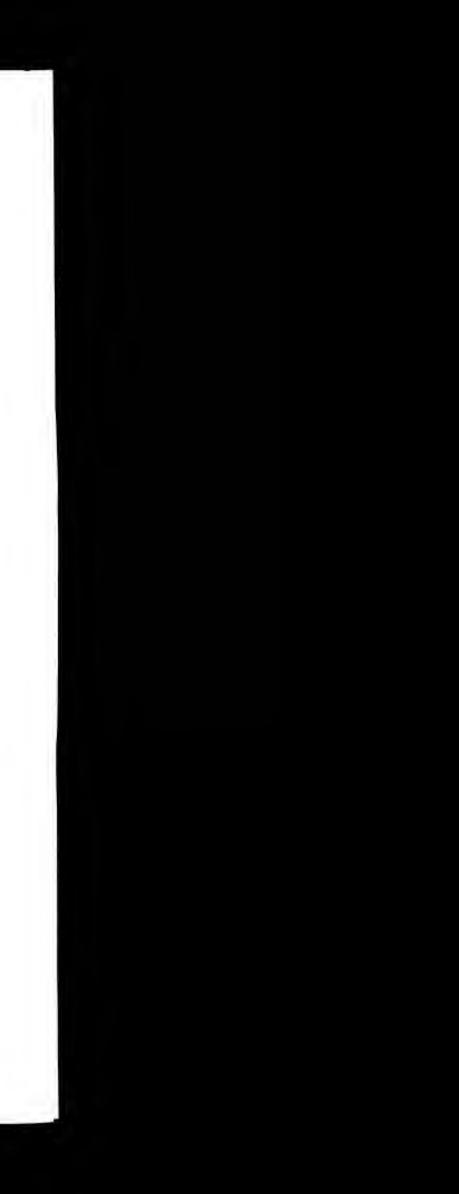
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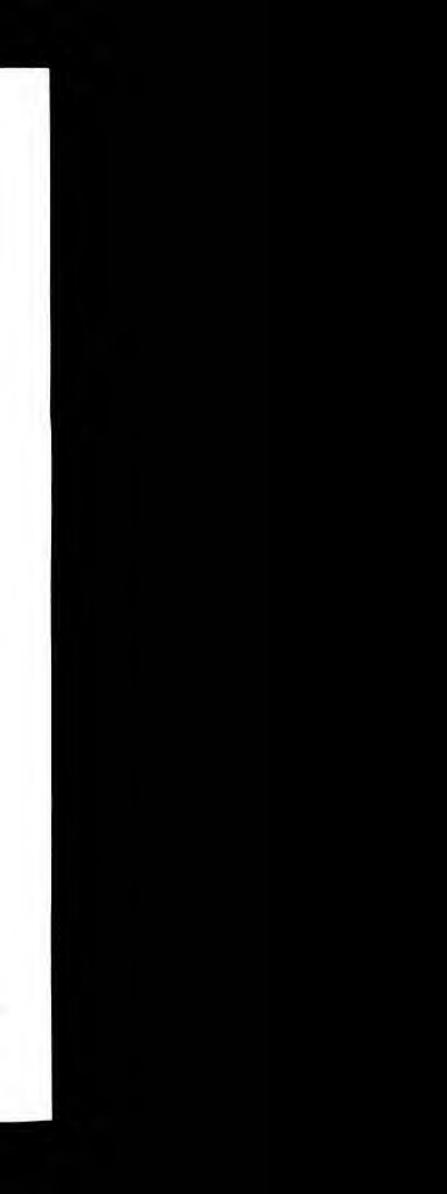
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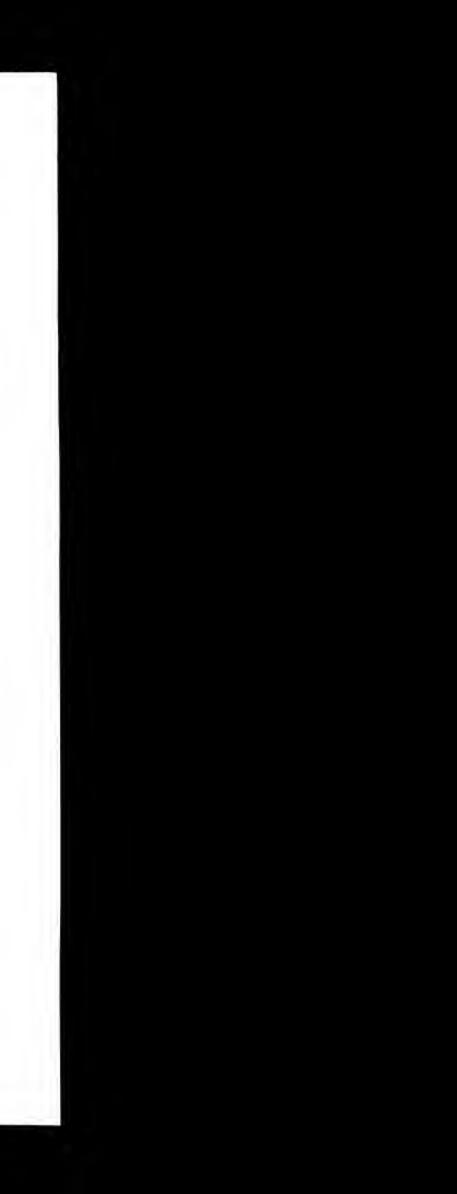
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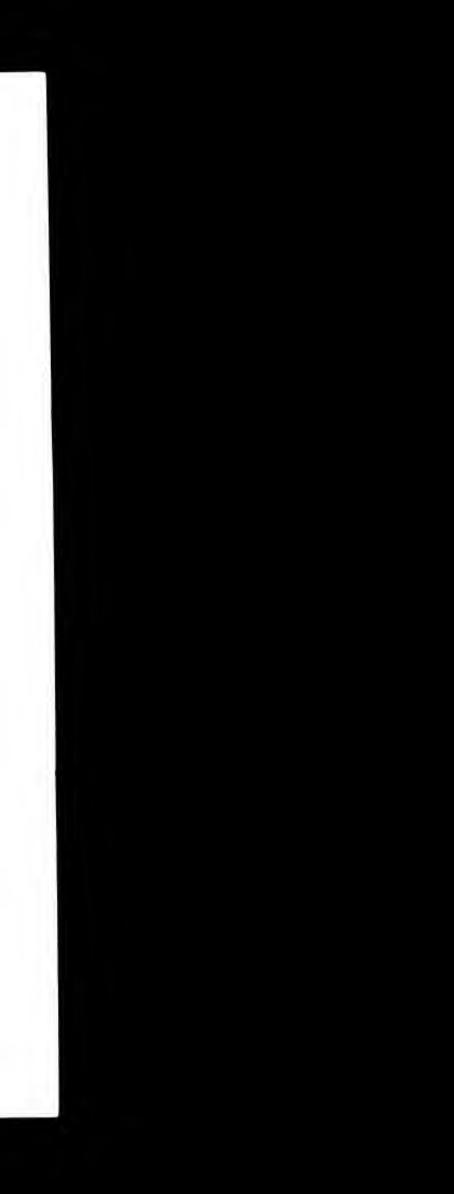
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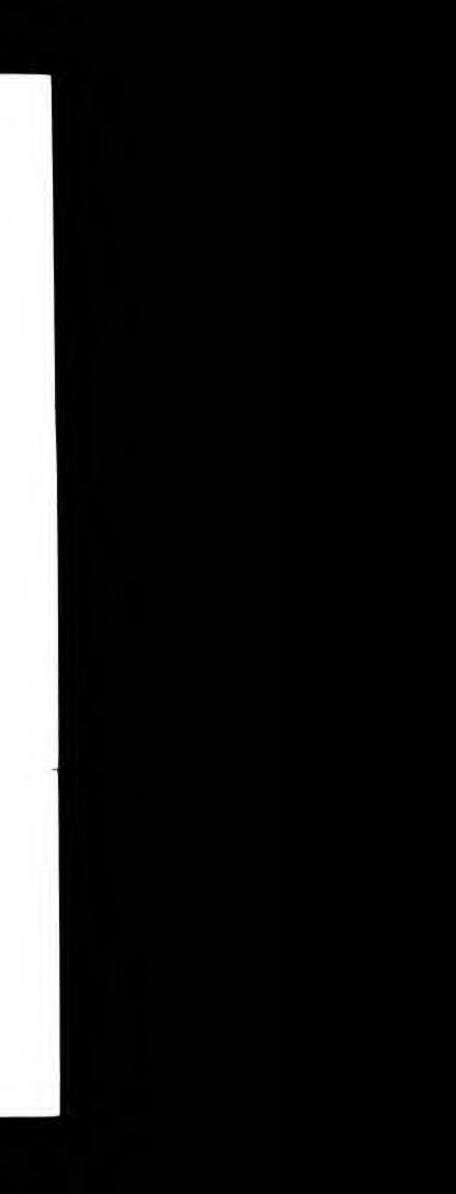
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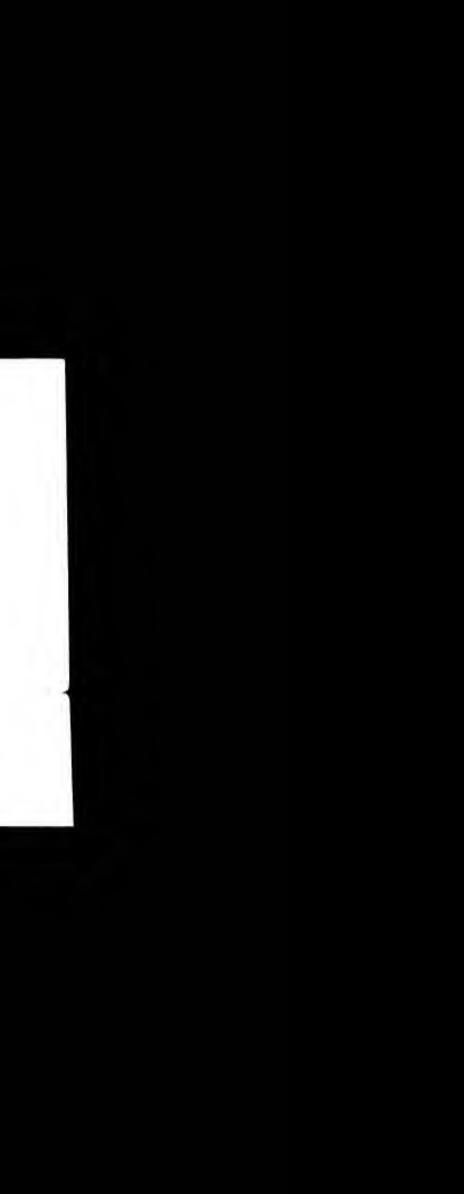
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Yes, we are putting the spotlight on the baby. Radio and Television will broadcast and televise all special events and exhibits. A BABY CAFETERIA will be among many other interesting and novel features.



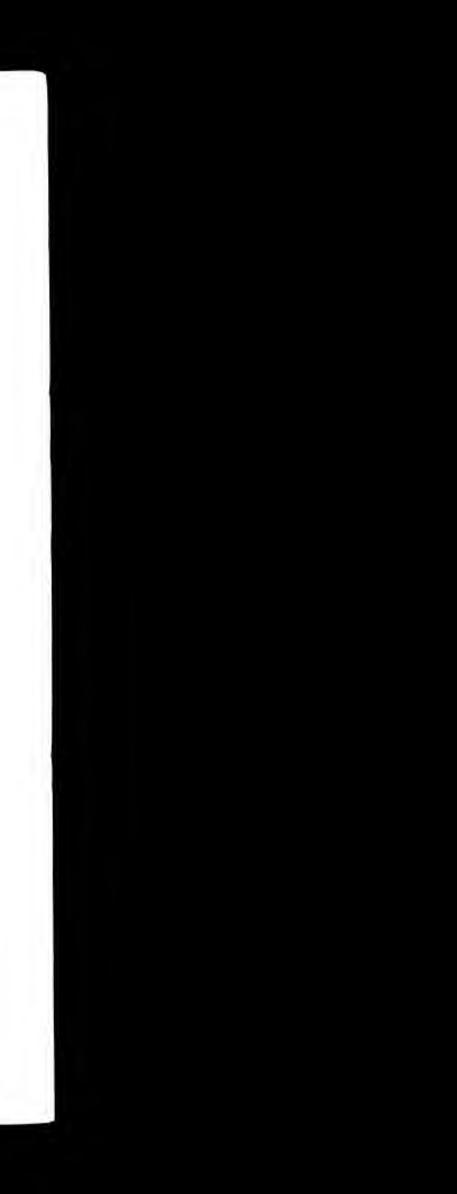
In enabling you to visualize, under one roof, all the things that can contribute to your baby's health, happiness and safety, the sponsors hope, that this, our NATIONAL BABY SHOW will prove a help and inspiration to all concerned. And if what we have tried to do will appeal to you as much as it did to 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.



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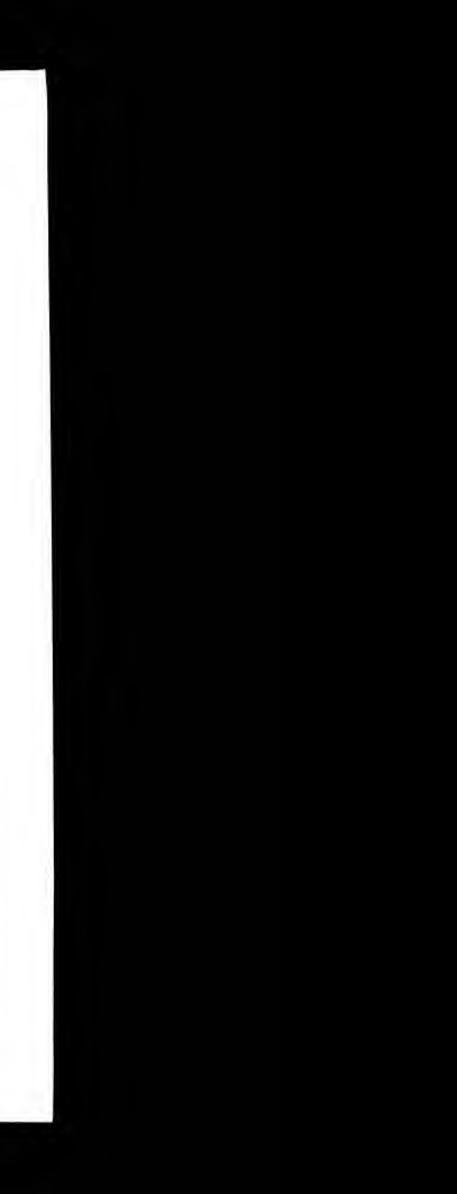
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THE SPONDORS PROUBLY PRESENT TO FIRST MATION OF ITS KIND IN AMERICA, THE "NATIONAL SERVICESHOUT.

This show is all about your ball. NOUL HIM. . . the north important thing in your life. Your costs with the posterity. Can anything is too much trouble, on the hold, then it concerns the hold? Incomession suffery of your paper? Annually ris. You cannot guarantee him or her protection from disaster or sorrow in the matters, ball your sufficiely complete state, it have different courses and confidence there for our an electron of the hold of the little your love and area for our an electron of the know, her her will intelligent child where provide a complete to be know, and my be proparing the factor provide the eight of the sufficient task, whatever his or our the output of the sufficient responsibility as well of the sufficient of the. Are you much on this to the sufficient of the sufficient holds. Are you much an the sufficient of your hold of the Are you much of this to the sufficient of the sufficient of the Are you much of this to the sufficient of the sufficient of the Are you much of this to the sufficient of the sufficient of the Are you much of the sufficient of the sufficient of the sufficient of the Are you much here the sufficient of the sufficient of the sufficient of the Are you much of the sufficient of

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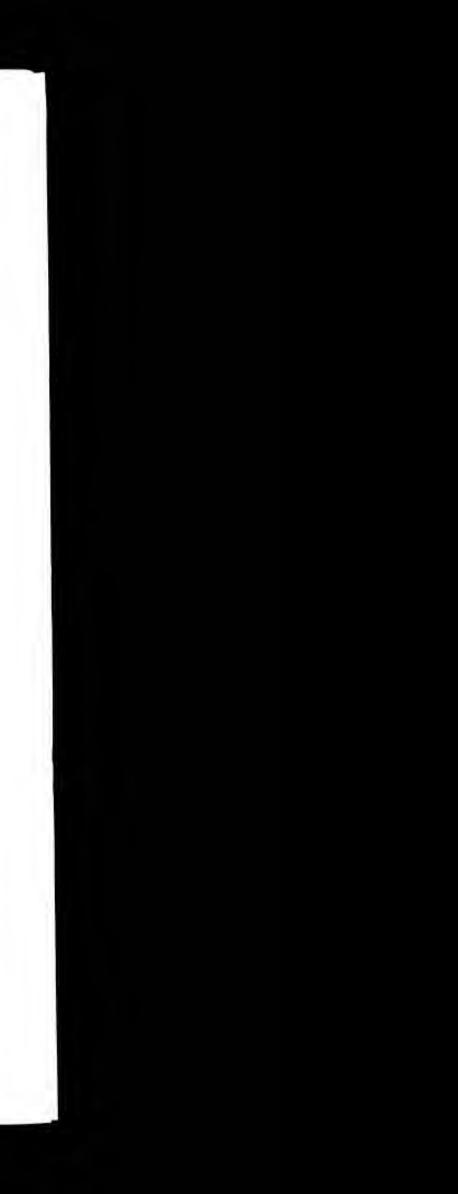
now finally: HERL IT 13. The pointors have put their shole heart into this show. To have tried to make it as complete and interesting as possible, so that you may get a picture of all that can be done for your baby in this day and ago.

addical science, modern educational methods, technical inventions and new practical devices had to be coordinated in the filest and greatest concentrated affort of its hind to give complete moulidge and help to us, to you, in our most important task, THE PROPER ALISTING OF COM BABLES.

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The response to our openhible of a start of a, the second greatly enlarged the scope of the Wellowin key we all shifted have the solution of the Wellowin key of the solution of the Wellowin term by contactuations, while provide you the letters and chindred density contactuates, while provide the solution of the solution, a set is a start density of the solution of the solution, a set is a solution of the balance of the balance of the solution of the solution, a set is a solution of the balance of the balance of the solution of the solution, a set is a solution of the balance of the balance of the solution of the balance of the b

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