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Original Body 1600 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 2, 1943

Mr. Daniel W. Kendall  
The National Navy Show  
135 East 50 Street  
New York City, N.Y.

Dear Mr. Kendall:

I am sorry that the  
brochures that I prepared at your request.  
On my various visits to your office, (to you, July 3, 1943, and July 1943, etc.) I have been unable to give you a chance to look at these brochures. I am sure that you would be very interested in them and that you would be very glad to see them. I have enclosed for you a copy of each of these brochures. I am sure that you will find them very interesting and that they will be of great help to you in your work. I am sorry that I cannot be more helpful to you at this time. I am sure that you will be very glad to see them. I am sure that you will find them very interesting and that they will be of great help to you in your work. I am sorry that I cannot be more helpful to you at this time.

Sincerely,  
  
[Signature]

July 7, 1948

Mr. Daniel W. Kendall  
The National Baby Show  
135 East 53 Street  
New York City, N.Y.

My dear Mr. Kendall:

According to your letter of July 6, 1948,  
last visit, I am hereby enclosing the text for the 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.

The stronger and greater he is  
to hold these little babyhands,  
they give your heart and hold it  
tender like by a hand's end.

For this is all that you can do. . . .  
the most important thing in your life. Your  
confidence in yourself. Can you be a  
credit, or the good, when it comes to  
teaching him to be a good citizen?  
There is no one else who can do this for you  
and you must be sure that you  
certainly can prepare him, to meet with courage  
and confidence what you the future may bring.  
With your love and care you can give him the  
health and ability to do things that  
or confidence, the more, you can do for  
future president of our country. But you must  
between his own and yours, you can do  
nothing but his, and you must be sure  
to get him to do things that you can do  
in the future by your own hands.

... right to be ...  
... habit ...  
... If ...  
... their whole ...

The following information is being furnished  
on the subject of the proposed  
National Student Nationality Contest.  
Contest. There will also be Radio Broadcasts and  
television Showings of the proceedings and  
results. As you see, this will be a  
very big, successful event.

And I thought, and I know God has said  
To hold these little babyhands,  
They give your heart and hold it fast  
So close that by heaven's art.

And I thought, and I know God has said  
To hold these little babyhands,  
They give your heart and hold it fast  
So close that by heaven's art.  
trouble, or too good, when it concerns the health,  
or loss and safety of your baby? Surely not.  
You cannot exercise the contractor's  
duties or powers in the future, but you  
can only, and must, be a contractor  
and must be a contractor for the future.  
It is not a matter of "if" or "when,"  
but of "how" and "where" and "how often."  
or complexed. Who knows, you may be preparing the  
future of the United States for the future.  
The responsibility of the future, your  
responsibility of the future, your  
responsibility of the future, your  
responsibility of the future, your





1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is crucial for ensuring the integrity of the financial statements and for providing a clear audit trail.

2. The second part of the document outlines the specific procedures that should be followed when recording transactions. This includes the use of double-entry bookkeeping and the requirement that every debit entry must be balanced by a corresponding credit entry.

3. The third part of the document discusses the importance of regular reconciliations. It states that these should be performed on a monthly basis to identify any discrepancies between the company's records and the bank statements.

4. The fourth part of the document discusses the importance of maintaining proper documentation for all transactions. This includes retaining receipts, invoices, and other supporting documents for a period of at least seven years.

5. The fifth part of the document discusses the importance of ensuring that all transactions are recorded in a timely manner. It states that this is essential for providing an accurate picture of the company's financial position at any given time.

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 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. 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 SHOW.

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.

*July 6, 1949. Edith C. Faust.*

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 <sup>if</sup> 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. Falen.

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.

*show*  
This is all about your baby. Your baby. . . the most important thing in  
your life. Your testament to posterity. Can anything be too nice, too good,  
or too good, when it concerns the health, <sup>P</sup> (and safety) of your  
baby? Surely not. You can not guarantee him or her protection from  
disaster or sorrow in the future, but you certainly can equip him, to  
meet with courage and confidence whatever may come his way. His love  
and care, your constant attention, and the love and attention of others  
without fear or reluctance. He knows, and you know, that the  
president of the United States for his own child. However difficult that  
may be, you have a great responsibility in this world. Are you  
aware of this and are you doing all you can for your child? Are you really

Today science and industry are doing their best to help,  
helping you, to make your baby's life all the more enjoyable.  
Medical science has stressed the importance of the baby's  
baby's life for his whole future. The baby's health is in the  
heart of our daily lives. It is now up to you to make sure of it  
only. The baby's health is the key to a happy life. It is the key to  
Baby's Day. Baby's Day? It is the show of all shows, the baby,  
the baby's baby show.

Now finally: Here it is. The sponsor of the baby's  
baby's day in 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 SHOW.

The glamour side has not been left out. On the huge stage, we are arranging a Baby Fashion Show <sup>and</sup> 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 MOTHERS DAY, the NATIONAL BABY SHOW.

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... of knowledge and ... , the private industry of ...

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... the scope of the national ... , the scope of the national ...

for this special event can benefit equality.

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

It was about a year ago that the 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 days of loneliness when we  
dreamed of home and a family and silently promised our wives, that if  
given a chance for such a chance, we would have a family and would  
give that family all that which was humanly possible to give; that our  
children would be given every opportunity of becoming well, healthy,  
and happy children, sound in body and mind. No matter what we  
spared all the energies and experiences, but if only we could have our  
own, we wanted the best for our children. We had seen the children of  
other people and all would be satisfied with them.

Just when we were about to give up the idea  
for the lack of money and the lack of knowledge, about  
the time we were about to give up the idea, we met  
professionally trained and experienced, well known and  
the best available, and the most experienced and available  
suddenly, we felt the realization that  
we had the means for our own, we had the means for our own.  
We had the means for our own, we had the means for our own.  
We had the means for our own, we had the means for our own.

It was at this point that the idea of  
"NATIONAL BABY SHOW" began to take root. How could we give our own  
parents.

Medical science, not in educational schools,  
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.

So, the sponsors, realizing that only the best would be good enough, have done their utmost to 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.

In response to a demand that was 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, still perinatologists and baby consultants, it will also give you special talks on child nutrition, as well as individual consultants by leading experts in every imaginable article connected with the baby. In addition, the show, your baby will have the opportunity to see the latest in baby clothes and baby furniture.

And, to make things even more special, we will have a special area for baby clothes and baby furniture. This will be a place where you can see and feel the latest and most novel features.

In addition to the exhibits, there will be a special area for baby clothes and baby furniture. This will be a place where you can see and feel the latest and most novel features.

if  
and what we have decided to do is to have a special 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 the first condition of its kind in AMERICA,  
the CHILDREN'S BOOKS,

It was about a year ago that the first book came. We were  
back home again after years of service all over the world. Our thoughts  
went back to the long hours of loneliness that we had spent with our  
family and silently promised ourselves, when it came time to go home,  
happiness, we would leave no stone unturned. We would do what we  
was humanly possible to give. We searched our souls and made a silent  
promise to our children. We would be strong, we would be brave, we would  
strong, healthy, and happy children, and we would do it. We would  
take care of ourselves and our children, and we would do it. We would  
beyond our power, we would do it. We would do it. We would do it.  
adjusted and ready to face the world and its challenges.

And now we, the sponsors, are proud to present the first  
book that we have ever written. It is a book that we have written  
for the children of the world, for the children of the world.  
Education is the key to the future, and we want to give our  
children the best education we can. We want to give them the  
newest developments in the world.

Suddenly, we fell into ruin, realizing how important it was for our  
best. We had a great responsibility. We had a great responsibility.  
We had a great responsibility. We had a great responsibility.  
We had a great responsibility. We had a great responsibility.  
We had a great responsibility. We had a great responsibility.  
We had a great responsibility. We had a great responsibility.

Medical science, modern educational methods, technical  
inventions had to be coordinated in the first and most concerted  
effort of its kind in order to give complete knowledge and skill to us,  
to you, in our most important task, the proper raising of our babies.



... sponsors, realizing that only the best will do no honor, have done our utmost to interest you in the help of nationally recognized and critics 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 enlarged the scope of our NATIONAL BABY SHOW to such an extent, that it will not only provide you with lectures and clinical demonstrations by leading pediatricians, child psychologists and baby consultants, special talks on diet and nutrition, but also individual exhibits by manufacturers of every imaginable article connected with the baby. As a popular attraction your baby will have the opportunity to parade in a parade float, a HEALTHY BABY CONTEST, a HEALTHY BABY CONTEST. Yes, we are a television and radio show. The TV Radio and television will show you and your baby in a special exhibit to the NATIONAL BABY SHOW. We are a special feature.

In addition, we will have a special exhibit for your baby's health, nutrition, and growth, and a special exhibit for your baby's health, nutrition, and growth. All these are.

And if we are not able to do with a special to you, we will do it to doctors, dentists, dieticians, manufacturers and other leaders, who may wish consider the possibility of taking the exhibit all over the country, to those, unable to come to New York for a special event can benefit equally and be guided by expert help and instructions.

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.

<sup>show</sup> This 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 can not 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 fears 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 can not 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 hearts 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 SHOW.

The glamour side has not been left out. On the huge stage, we are arranging a Baby Fashion Show <sup>and</sup> 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.



prominent pediatricians, child psychologists, and by consultation with  
subject and other members of the Board of Directors, and in order that they  
attend the lecture at this, on 14th of the month.

The program has not been determined, and the program, which  
concerns the Baby Fashion Show, <sup>and</sup> a special health program for the  
show will be held in the same building as the health program, and  
from 10:00 to 11:00 a.m., and the program will be held at  
the NATIONAL FIRST SHOW.

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.

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 IS IT THAT WE FEEL  
TO HOLD US LITTLER  
THEY GRIP YOUR HEART AND HOLD IT FAST  
A TIGHTER TILL BY THE VEIN

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 can definitely and properly equip, to meet the  
challenges and confidence whatever the future may bring.

With your love and care, you can raise a happy, healthy and  
intelligent child without fear or complaint. Who knows, you may  
be preparing the future president of the United States for the  
task. Whatever his or her future may be, YOU'll have a great  
responsibility as well as a great joy.

Are you aware of this? Are you doing everything you can to do it by?  
Are you really?

Today scientists and inventors are doing their best to help you, including  
you, so that your baby may become a citizen of a better world.

Medical science has stressed the importance of the health and happiness  
of a baby's life from the moment of birth. However, it is only in  
this in the "wars" of our daily lives, it does not always remind you of the  
reminde of his duty. The good will cannot do it. It is a Father's  
Day, a Father's Day. DO WE HAVE A FATHER'S DAY? It is a day of all  
kinds, NOT SO FAR, WE HAVE THE 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.

Medical science, modern educational methods, technical inventions and new practical devices had to be coordinated in the finest 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 could be given you, have done our utmost to interest and utilize the help of nationally recognized authorities in the field of baby care to present to you, the parents of AMERICA, the latest and most reliable information and advice about YOUR BABY.

The response to our appeal has been so great 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 possible article connected with the baby. As a popular attraction, you will also have the opportunity to participate in a BABY SHOW CONTEST and a PRIZES AND AWARDS CEREMONY.

Yes, we are putting the spotlight on the baby. Radio and television will broadcast and televise all special events and exhibits. BABY CARES 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.