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GENRES OF

• CHILDREN'S FOLKLORE •

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Found In Advertisements of Three Popular Magazines:

**Better Homes & Gardens**

**Ladies' Home Journal**

**Parents**

by

**Amethel Parel-Sewell**

Folklore Genres

Dr. Camilla Collins

November 28, 1994

Manuscripts & Folklife Archives  
Library Special Collections  
Western Kentucky University



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## GENRES OF CHILDREN'S FOLKLORE

In this study of children's folklore genres, advertisements were collected from three popular magazines: Better Homes & Gardens, Ladies' Home Journal and Parents. Advertisements containing certain types of folklore were collected from three years (1992-1994) of each monthly magazine, equalling 108 magazines. This collection indicates that advertisers frequently and effectively use images of children, often playing or eating, to market products to adults. Why is this marketing plan effective? Perhaps, as Jay Mechling wrote in his article, "Children's Folklore," in Folk Groups and Folklore Genres it is because all adults were children once.

In marketing items like clothes, food, toys, diapers, vacations, medicine, shoes, and figurines, advertisers face the challenge of attracting the consumer's attention. It is apparent in this collection that advertisers try to appeal to the adult's memories of childhood. As these memories are manifested in the advertisements, they contain an immense amount of folklore types. Therefore, this collection is organized by genre. All genres that existed in the advertisements in the magazines were collected. These eleven genres that were found are listed from greatest to least in frequency of occurrence: games, folk speech and naming, folk customs, folktales, rhymes, playing with your food, folk beliefs, folksongs, riddles, folk gestures, and proverbs. On the whole, the genres and subgenres were arranged according to Jan Brunvand's organization of folklore genres in his book, The Study of American Folklore.

Games, the largest category of genres, had 56 examples (see table 2). This genre



is broken up into two major subcategories: games with objects and games of action. Although Brunvand did not have a subcategory for "make-believe and dress-up," this first subcategory under games with objects had the majority with 17 items (see table 2). The imagery in this category largely involves young girls dressing-up in women's clothing and applying make-up to themselves (see Appendix A, pp. 15-24).

In "found objects," the second largest subcategory under games with objects, playing with the dirt and sand were the most common types of games with six items (see Appendix . 35-40). Games with "manufactured objects" came next and these items involved swing sets, paper dolls, and rocking horses. The sports subcategory included baseball, basketball, and football.

The second major subcategory, games of action, was divided into three types of games: "battle," "hiding (peek-a-boo)," and "hopping (jump rope)." "Battle," "hiding" and "hopping" are often listed as types of games in scholarly work. In this collection, there are examples of traditional "battle (Cowboys and Indians)" and "hopping(jump rope)" games, but the only example of the hiding game is "peek-a-boo." Again, like "make-believe and pretending," "peek-a-boo" is not commonly listed as a hiding game, but items of this nature are notably recurrent in these three magazines.

In the second genre category, folk speech and naming, "slang" comprised the majority of the items (see Appendix B). The folk speech collected is either spoken by children or spoken about children. The miscellaneous section includes names given to children. The most common names were "stinker," and "bundle of joy." This genre includes the leave-taking formula, "See you later, alligator" described by Elliott Oring in Folk Groups and Folklore Genres.

The third genre category, folk custom, is divided into three types: calendar customs, rites of passage, and other customs. Calendar customs include Valentine's Day, the Fourth of July, Easter, and Christmas. In this genre, rites of passage had the most items with 11 total. The most common rite of passage is the "first step" a baby makes. Graduation and the graduate's hat is also a commonly used motif. The other customs include bronzing a baby's shoe and the simple custom of parents "passing" things on to their children (see Appendix C).

The folktales genre included mainly Marchen or fairy tales, especially "Cinderella" and "Snow White and the Seven Dwarfs." It is no surprise that Disneyworld used these fairytales in their advertisements. Like the Disneyworld advertisements, other advertisements used the formulaic beginning and ending of the folktale, "Once upon a time. . ." and "They lived happily ever after" (see Appendix D). The animal tale, Goldilocks and the Three Bears, is a motif commonly used (see Appendix D, pp. 157-159).

One series of advertisements created by Keds shoes uses the characteristics of the Indo-European folktale described by Brunvand in the Study of American Folklore: "The hero in these tales is frequently a poor stepchild who rises to wealth, power, and authority through a combination of supernatural aid, good luck, and his own ingenuity and perseverance." These advertisements show children as giants happily terrorizing homes, neighborhoods, and cities. One is actually titled, "Tales from the crib." (see Appendix D, pp. 164-169).

The sixth genre, rhymes, involved mainly nursery rhymes like "Simple Simon" and "Jack and Jill." All of the rhymes were twisted in the end to fit the advertiser's

marketing scheme (see Appendix E).

The seventh genre, "Playing with your food" is typically not qualified as folk genre, but Jan Brunvand, in The Study of American Folklore, lists "playing with your food" as a subcategory in his list of genres. This subcategory is significant to this collection children's folklore genres.

Folk belief, the seventh genre, has Santa Claus as the primary motif. Other children's beliefs include the tooth fairy and the boogey man (see Appendix G).

In folksongs, lullabies are the most common type of songs, particularly, "Rock-a-bye baby." Other folksongs include "Take me out to the ball game" (see Appendix H).

One company, Dirt Devil, vacuum cleaner manufacturers, dominated the riddles by asking riddle like "What is red and light as a feather?" If you think you have the answer, it's actually the red Dirt Devil vacuum featured on the following page (see Appendix I).

The last two genres folk gestures and proverbs had few items. In folk gestures, there are examples of the common "Give me five hand slap." In proverbs, the common proverb, "Like father, like son" was changed to "Like father, like daughter.

In all of these genres, children and children's folklore are the key element. The best series of advertisements is done by OshKosh B'Gosh. All of these advertisements have photos of children playing and on the side is a list of words and phrases that are dense with folklore, such as "Ghost Stories," "Make-Believe," "Jokes," and "Sand Castles." It was difficult to place these items in specific genres, but they are placed according to the genres they fit best in (see Appendix A, pp. 25-26).

For the frequency of items by year, 1992 had the most with 136 items. 1994 had

106 items and 1993 had 99 items. For the frequency of items by month in the three-year period, May and September both had 40 items; March and December both had 35 items; April had 32 items (see table 1).

Of all the magazines, Parents had the most items with 156 total during the three-year period. Ladies' Home Journal had the second greatest amount with 76 items and Better Homes & Gardens had 60 items (see table 1: the numbers in this table do reflect adds that repeat themselves month after month).

Again, overall, these advertisements are very effective in their market. It is important to note that these magazines are geared towards women with or without families. Parents, which had the most items, is definitely specialized for women with children. When many of the advertisements ask, "Do you remember when. . ." the audience of these magazines must say "Yes, I was a child once."

Table 1: Magazine Issues covered and number of folklore items found

1992	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	# of items found
BETTER HOMES & GARDENS	0	2	1	1	2	1	2	1	2	0	1	1	13
LADIE'S HOME JOURNAL	0	2	3	4	3	3	2	1	8	2	0	2	30
PARENTS	2	8	9	11	11	6	5	6	9	9	10	7	93
Total	2	12	13	16	16	10	9	8	19	11	10	10	136

1993	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	# of items found
BETTER HOMES & GARDENS	0	1	4	1	4	0	2	5	2	0	1	4	24
LADIE'S HOME JOURNAL	0	0	4	2	5	3	2	2	2	3	2	1	26
PARENTS	1	3	7	5	3	2	4	3	5	5	6	5	49
Total	1	4	15	8	12	5	8	10	9	8	9	10	99

1994	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	# of items found
BETTER HOMES & GARDENS	3	2	2	2	3	1	0	1	3	1	1	4	23
LADIE'S HOME JOURNAL	3	2	0	1	2	2	0	1	4	1	1	2	20
PARENTS	5	3	5	5	7	5	3	5	5	6	5	9	63
Total	11	7	7	8	12	8	3	7	12	9	7	15	106

Note: the numbers in this table do reflect adds that repeat themselves month after month.

**Table 2:**  
**Genre types found in the magazine advertisements during 1992-1994**

GENRES	BETTER HOMES & GARDENS	LADIES' HOME JOURNAL	PARENTS	TOTAL
<b>A. GAMES</b>	<b>15</b>	<b>14</b>	<b>27</b>	<b>56</b>
1. Games with Objects				
a. Make-Believe & Dress-Up	4	8	5	17
b. "Found Objects"	5	2	5	12
c. Manufactured	0	3	6	9
d. Sports	4	0	5	9
2. Games of Action				
a. Battle	1	1	2	4
b. Hiding (Peek-A-Boo)	0	0	3	3
c. Hopping (Jump rope)	1	0	1	2
<b>B. FOLK SPEECH &amp; NAMING</b>	<b>5</b>	<b>9</b>	<b>15</b>	<b>29</b>
1. Slang	5	6	6	17
2. Misc. (includes Names)	0	3	9	12
<b>C. FOLK CUSTOMS</b>	<b>10</b>	<b>2</b>	<b>15</b>	<b>27</b>
1. Calendar Customs	5	0	4	9
2. Rites-of-Passage	3	0	8	11
3. Other Customs	2	2	3	7
<b>D. FOLKTALES</b>	<b>7</b>	<b>1</b>	<b>9</b>	<b>17</b>
<b>E. RHYMES</b>	<b>5</b>	<b>1</b>	<b>8</b>	<b>14</b>
<b>F. PLAYING WITH YOUR FOOD</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>9</b>
<b>G. FOLK BELIEFS</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>9</b>
<b>H. FOLKSONGS</b>	<b>0</b>	<b>3</b>	<b>4</b>	<b>7</b>
1. Lullabies	0	1	3	4
2. Other folksongs	0	2	1	3
<b>I. RIDDLES</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>5</b>
<b>J. FOLK GESTURES</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>
<b>K. PROVERBS</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>TOTAL</b>	<b>46</b>	<b>43</b>	<b>91</b>	<b>180</b>

## APPENDIX

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### CHILDREN'S FOLKLORE GENRES: COLLECTION OF ADVERTISEMENTS

# Appendix A

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GENRE:

# GAMES

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# GAMES WITH OBJECTS

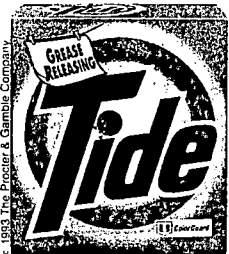
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January 1994  
back cover

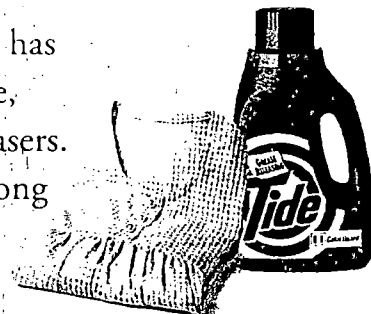
BECAUSE  
LITTLE GIRLS WILL TRY MAKEUP  
LONG BEFORE THEY SHOULD,



TIDE NOW HAS GREASE RELEASERS.



This Tide has the ability to break the grip grease has on fabric. So kiss greasy lipstick stains goodbye, when you pretreat with new Tide with grease releasers. That means some of life's toughest stains are among the simplest to deal with. Try and beat that.



IF IT'S GOT TO BE CLEAN, IT'S GOT TO BE TIDE.®



(continued)  
Boston, s  
veloping  
half time  
women v  
ACS rec  
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calories  
types of c

Resear  
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ISN'T IMAGINATION BEAUTIFUL?

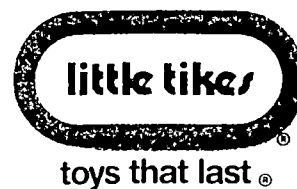
Little Tikes® we bel  
princess, a presid  
e parents too. So  
ad 16 l the w  
us for a free cata




At Little Tikes®, we believe in make-believe. So we create toys that set a child free to become a princess, a president, a parent—if only for an afternoon.

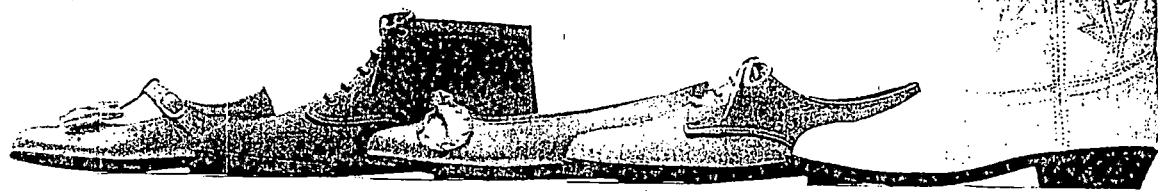
We're parents, too. So we design our Beauty Salon and all our toys to be imaginative, sturdy and safe—just the way we'd want them for our own children.

Call us for a free catalog, 1-800-321-0183.



©1992 The Little Tikes Company. A Rubbermaid Company. 

August 1992  
p. 151



Buster Brown® shoes are soft, supportive, and sized to fit. Which is pretty amazing considering there's a little kid and his dog inside every pair. Call 1-800-225-4371 for the Buster Brown store nearest you.





Peace at last  
continued

## ARE YOU TRYING TOO HARD TO BE FAIR?

You never will be. "You can't possibly treat a four-year-old exactly the same way you treat an eight-year-old," says Greer, "but you should try to give each what he needs."

## Are you always trying to allocate blame?

You'll rarely be able to figure it out. "If you allow yourself to be drawn into a long inquisition of who-did-what-to-whom-first, you'll only make matters worse," says Greer.

## ARE YOU INSISTING THAT THEY BE FRIENDS?

You can't force siblings to get along, and if you stress too much the need to include each other in all activities, you'll create more resentments. "Kids shouldn't have to share everything," Greer says. You can't prevent a child from looking at another's prized possessions (though the owner will insist you do), but you can, and should, make sure she doesn't touch.

## ARE YOU BEING PRACTICAL?

Now that you realize you're not a bad parent because your kids aren't, are you working on specific solutions to ease the tension whenever possible? For instance: If five-year-old Jenny always wants to play with nine-year-old Rachel when Rachel has a friend over, invite a friend of Jenny's age at the same time. And if you're really going nuts, remove yourself from the action. Get a baby-sitter or leave the kids with a friend, and take some time for yourself.

109

Portrait studio

Capture The  
Smile That  
Brightens  
Your Day!

Ladies' Home Journal

September 1992  
p. 109

## 1/2 Off 53 Portraits

Includes 32 FREE Portrait Petites™

1-10x13 Wall Portrait, 2-8x10s, 3-5x7s\* and 15 Wallets  
Plus, 32 FREE Portrait Petites™

NOW ONLY \$10.95  
Reg. \$21.95

Subject fee of \$2 per person, payable when portraits are taken, not included in advertised price. Free portraits and advertised offer from same sitting. Package purchase required for free portraits. Your choice of traditional, nursery, spring or fall background, White and Black backgrounds, Double Feature, Vignette and other Special Effects portraits not available in advertised package. Poses our selection. Use your Sears Credit Card or Discover Card. Cannot be combined with any other offer. Offer void where prohibited, taxed or licensed by law. Cash value 1/20c. Prices may vary in Alaska. Coupon good through January 9, 1993. \*approximate size.

Adults & families welcome.

Also available: Instant Color Passport Photos, Copy & Restoration and Transfer of Home Movies, Photos & Slides to Videotape.

Foreign Tapes Converted-\$29.95.

Studios located in Sears retail stores including Alaska, Hawaii and Puerto Rico.

PRESENT COUPON AT TIME OF SITTING

You Can Count on Me.

SEARS

4034

## REMEMBER THE FUN OF PRETENDING?

Every little girl likes to be creative and pretend. It's part of growing up.

And with Petite Miss®, she'll have hours of innocent fun. She can choose from a variety of real cosmetic sets that include lipstick, lipgloss, blush, eye shadow and nail polish.

Petite Miss®

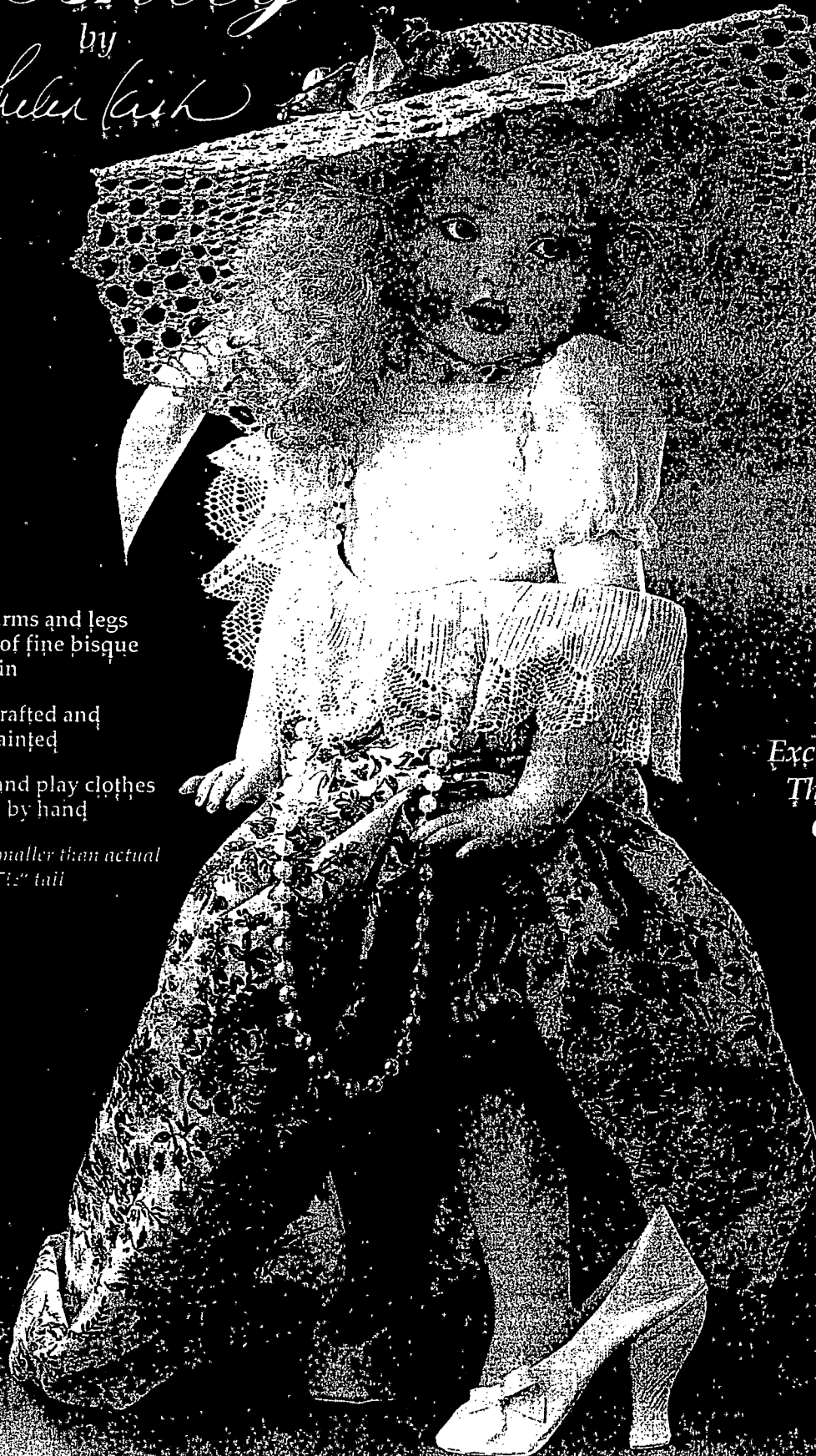
And since Petite Miss products are non-toxic and safety tested, you can relax. And share in the memories of a lifetime.

Imperial® TOY CORPORATION  
Available at Stores Everywhere

©1991 Imperial Toy Corp.

# Ashley

by  
Kelen Kish



- Head, arms and legs crafted of fine bisque porcelain
- Hand-crafted and hand-painted
- Gown and play clothes tailored by hand

Shown smaller than actual size of 17 1/2" tall

Available  
Exclusively from  
The Hamilton  
Collection



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he bears the a

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ed for the fir  
shipment.

# All Dressed Up... Just Like Mommy

Posing before the mirror, a little girl admires her reflection. Gazing back at her is the grown-up young lady she dreams of becoming.

## An Exquisite New Collector Doll.

An enchanting portrait of childhood make-believe is fully captured in "Ashley." An exquisite new collector doll of such originality and beauty she could only be a Helen Kish creation—exclusively from The Hamilton Collection for just \$135\* (plus \$5 shipping and handling).

## Hand-Tailored Outfit.

Her favorite game of "dress-up," "Ashley" has borrowed Mother's beautiful flowered gown and a strand of shimmering "pearls." A big summer hat adorned with ribbons and wildflowers sits atop her golden curls. Her high-heeled shoes are "just a little large," but "Ashley" she looks absolutely divine!

## Exceptional Craftsmanship.

"Ashley's" softly rounded features are crafted of fine porcelain and delicately hand-painted. Her flirty eyes, pouty lips and delightfully exaggerated pose distinguish her as a Helen Kish original, a work so beautiful it bears the artist's signature.

## No Risk - Reply Today!

The magic of childhood as only a master can create. Our 100% Buy-Back Guarantee allows you to return "Ashley" within 30 days of receipt for a prompt replacement or full refund, if not delighted. Submit your reservation today!

©1992 HC. All Rights Reserved.



"Ashley" wears a crocheted, wide-brimmed hat adorned with ribbons and silk flowers.



"Ashley's" blue and white bloomers peek out from beneath Mother's flowered gown.

## Reservation Form For Ashley

Respond by: April 30, 1992

I accept my reservation for "Ashley." The issue is payable in five convenient monthly installments of \$28\* each.

I send no money now. On acceptance, I will be billed for the first installment when my doll is ready for shipment.

UMM2 QD 3C

☐ Ms. ☐ Mrs. ☐ Mr.

Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

Signature \_\_\_\_\_

\*CA and FL residents will be charged the appropriate state sales tax. All reservations must be signed and are subject to acceptance.

The Hamilton Collection

4810 Executive Park Ct., P.O. Box 44051, Jacksonville, FL 32231-4051



Remember the joy of being "best friends"...  
a Bradford Exchange recommendation

1-21



BRADFORD  
EXCHANGE  
1-R60-45.1  
NUMBER

This number, fired on the back, certifies that your plate is officially listed for trading on the Bradford Exchange.

It was such fun! Dressing up—exchanging presents—pretending to have tea. Everything was so special when you shared it with your very best friend.

Now this delightful reminder of the eternal nature of true friendship has been captured on a fine porcelain limited-edition collector's plate. And, like exceptional collector's plates that command hundreds of dollars on the plate market, "Best Friends" appears to have what it takes to go up in value once the edition closes.

So exceptional plates appreciate in value; some plates go down, and many remain at or near issue price. But the edition of "Best Friends" is strictly limited to a maximum of 95 firing days, and demand is expected to be strong. So, if you wish to obtain this plate at the \$29.90 issue price, the time to act is now. To order your plate—fully backed by our unconditional 365-day guarantee—send no money now.

Manuscript Collection  
Library Special Collections  
Western Kentucky University

"Best Friends"

Decorated with an elegant border  
in full color on fine porcelain  
Shown smaller than actual diameter of 8 1/2 inches  
©1993 BEX

Your Bradford Exchange  
Advantages:

- A hand-numbered limited-edition plate with a correspondingly hand-numbered Certificate of Authenticity
- A complete plate story introducing you to the artist and detailing the significance of this recommendation
- The potential for appreciation—like Sandra Kuck's "A Time to Love," which last traded on the Bradford Exchange at \$58.00, \*\* 200% of its \$29.00 issue price
- An unconditional 365-day guarantee allowing you to return your plate for a full refund of everything you have paid—including postage



Please send order by  
January 31, 1994

THE BRADFORD EXCHANGE  
9345 Milwaukee Avenue • Niles, IL 60714 1393

RECOMMENDING TOMORROW'S TREASURES TODAY \*\*

**YES.** Please enter my order for "Best Friends."

I understand I need SEND NO MONEY NOW. I will be billed \$29.90\* when my plate is shipped.

Limit: one plate per order

Signature \_\_\_\_\_

Mr. Mrs. Ms \_\_\_\_\_  
Name (Please Print Clearly)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Telephone ( ) \_\_\_\_\_

Ladies' Home Journal

January 1994  
p. 25

\*Plus a total of \$3.49 postage and handling and sales tax where applicable.  
\*\*As reported in the Bradford Exchange Market Report Vol. 4  
Pending credit approval 6631-E88091

# WHICH KID IS THE MOST ADORABLE?



**VIDEOTAPE YOUR CHILD DOING WHAT YOU BELIEVE TO BE THE MOST ADORABLE THING. YOU COULD WIN YOUR BOY OR GIRL A \$10,000 SAVINGS BOND IN MAXELL'S "MOST ADORABLE KID" CONTEST.**



Now when your child does something adorable and you capture it on Maxell videotape, you do more than preserve one of life's precious moments.

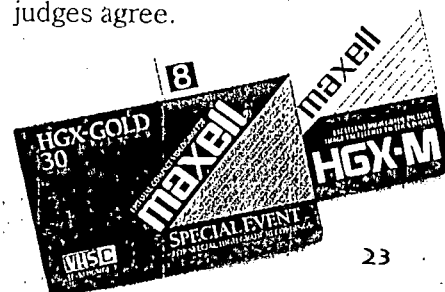
You do more than capture fleeting magic that can be relived over and over again in Maxell's truelife color and sound.

You could win a \$10,000 U.S. Savings Bond for your child's education. Or be one of five \$1,000 second prize winners.

All you do to enter Maxell's "Most Adorable Kid" contest is pick up a specially marked package of Maxell 8mm or VHS-C videotape. You'll find an entry form and rules packed inside. Don't delay. Entry forms will appear in these special Maxell packages now through March, while supply lasts.

Entries will be judged by a distinguished panel: the publishers of Parents Magazine, Parenting Magazine, Child Magazine, Baby Talk Magazine and American Baby.

Think your child is adorable? Here's your chance to see if our judges agree.



ght

"I said, my heart p...  
always," Peter said

that night, after  
gain and I lay in  
ning like a stretch  
and elation, I reme  
ut put the lilacs in  
seemed the most in  
world.

bed and tiptoed  
e old stairs. The

to the kitchen and  
g sweetly now, int  
I stopped to bury m  
e foolish tears start  
ith (continued on

vers

IS



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about  
in our  
sive ex  
from  
Anne

romantic new best  
what happens to  
aves Charleston  
er your copy of Co  
e coupon below  
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ONY BOOK OF

STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
D AMERICAN EXPRESS (C

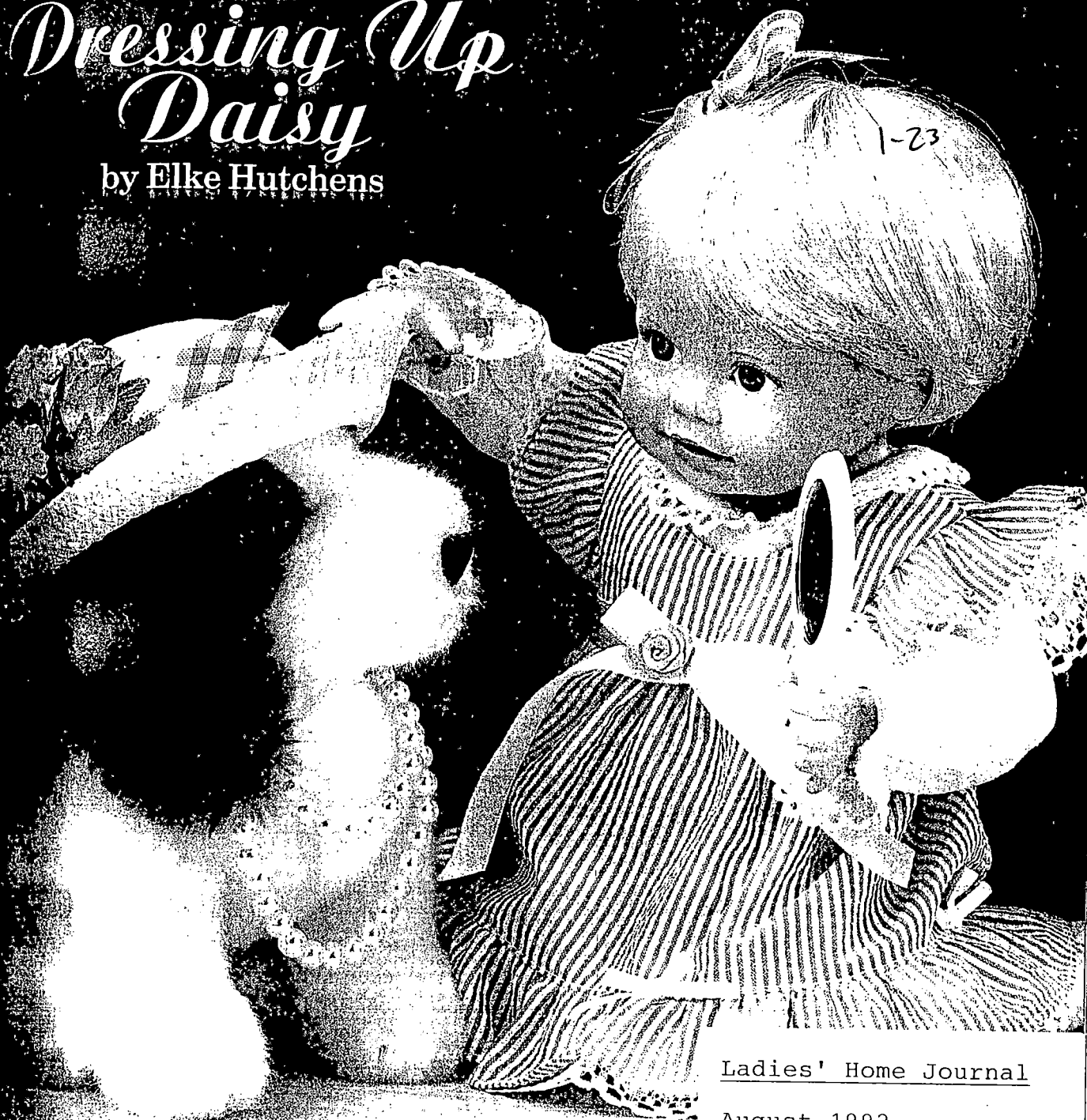
or money order for total  
\$4.95 postage and handling  
# LJ1073. On Canadian  
for each item ordered.  
TO:  
Book Offer/S.E.T. Distributor  
208-056, Item # LJ1073  
Box 626  
Bell, NJ 07731

HOME JOURNAL - AUG

"Now look in the mirror and  
see how pretty you look!"

# Dressing Up Daisy

by Elke Hutchens



Ladies' Home Journal

August 1992  
p. 85

Doll shown smaller than actual size of  
approximately 8½" kneeling (total length is  
approximately 13" from head to toe). Plush  
puppy along with hat, faux pearls, and mir-  
ror are included at no additional charge.

Sandcastles

1-24

Library

Mississippi

Helping

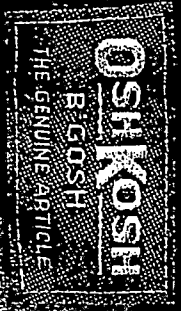
Make Believe

Blankies

Bedtime Stories

Kids

OshKosh B'Gosh



As genuine as...

Parents

July 1992  
p. 92

Butterflies

Mud Pies

Pretend Friends

Fairy Tales

Giggles

Kids

OshKosh B'Gosh

OSHKOSH  
B'GOSH  
THE GENUINE ARTICLE

As genuine as ever



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# ONEIDA

How to properly care for and feed a loved one: our Dover pattern in stainless.

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Doll shown smaller than actual size

# Welcome to the enchanting world of a child at play...in a Lenox first.

Brittany gives a party for Teddy in this premiere issue collector doll.

giving a fancy tea party this afternoon, and of honor is her special friend, Teddy. As they delicately pours a cup of tea for him. It's a scene from the gentle, sunlit world of a imagination.

World of make-believe inspires an enchanting tableau from Lenox—*Tea for Teddy*. Brittany, a little girl in a hand-tailored outfit, has her teddy, fine porcelain miniature tea set, and Brittany seems absorbed in conversation with Bright-eyed Teddy is dressed in his best. touch the heart.

Best antique dolls, Brittany's head, arms, and fashioned of hand-painted bisque porcelain, and pretty eyelashes are hand set. She Lenox® trademark, signifying true heirloom who know collector dolls. Brittany and her party are available at \$136, payable in con- sultments.

ay is the first in a Lenox doll collection of ay. Order this imported Lenox exclusive by 1992.

674481

## First Issue • Please mail by February 29, 1992.

Please enter my reservation for *Tea for Teddy* by Lenox, consisting of my fine porcelain collector doll, Brittany, her plush teddy, miniature porcelain tea set, and quilt.

I need send no money now. I will be billed in eight monthly installments of \$17\* each, with the first installment due just prior to shipment.

Name \_\_\_\_\_ PLEASE PRINT

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\*Plus \$5.98, total, for shipping, handling and insurance. Sales tax will be billed if applicable. 674481

## Tea for Teddy

Mail to: Lenox Collections  
 P.O. Box 3020, Langhorne, PA 19047-9120

LENOX. SINCE 1889.

Ladies' Home Journal  
 February 1992  
 p. 113

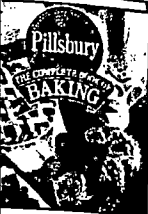
# Why is Benadryl® the most prescribed children's allergy medication ever?

## Ask the medical community.

Better Homes & Gardens

May 1994  
p. 225

1-28



†1974/9999  
\$25.00 \$14.95



3665/9999  
\$17.50



\*1933  
\$21.95 \$13.20



\*6452  
\$15.00 \$9.95

### WORKS

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Any medical professional will tell you it's because Benadryl Elixir works. It's the children's Histamine Blocker™ doctors have trusted longer than any other allergy medication to relieve sneezing, runny nose and itchy, watery eyes. Also, Benadryl Elixir is alcohol-free and has a delicious cherry taste!

### Trusted Benadryl relief without alcohol!



© 1994 Warner-Lambert Co. Use as directed.



August 1993  
pp. 22-23




TV for people who live life to the fullest.

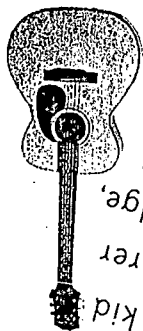
Between  
naps.


And learn the way they live. anytime. It's TV geared for morning starting at 9 a.m. Eastern/Pacific. Have your kids tune in.

③ Then there's "Sharon, Lois and Bram: The Elephant Show," and other fun ways for you  
 and Company, "Fred Penner's Place," and other fun ways for you  
 kids to learn while watching Nick Jr. ④ It's all brought to you  
 by your local cable company for five hours every weekday  
 morning starting at 9 a.m. Eastern/  
 Pacific. Have your kids




 unique creativity through the years. Then together, they inspire kids to do their own thing. "Muppet Babies" features Baby Kermit and Baby Miss Piggy along with the rest of their Muppet friends. Lessons in the A-B-C's and 1-2-3's. And instead of commercials, it's interrupted only by short, playful dark and caring for the family pet. Like being afraid of the kids cope with the really tough issues. And instead of help it uses puppetry and animation to build social skills and help "Eureeka's Castle" has already won two Parents' Choice Awards. Kids aren't the only ones who get excited by Nick Jr. In fact, room, singing, laughing and learning all the way. And to the TV, Nick Jr. encourages them to jump around the play. It's called Nick Jr. And instead of riveting kids preschoolers to grow and learn through the spirit of of daytime programming that inspires kids to create a special place along with their friends.



inside 

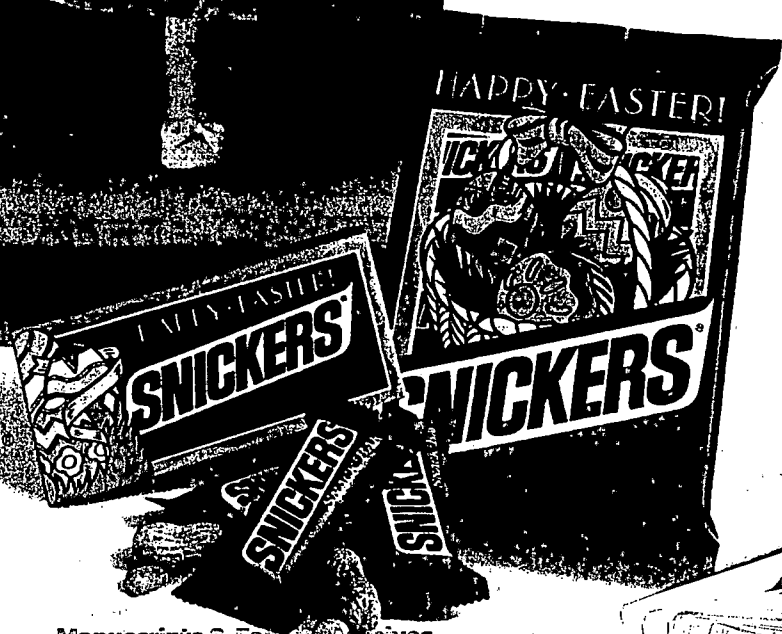
© 1993 Nickelodeon. All rights reserved. Nickelodeon and Nick Jr. are registered trademarks of Nickelodeon, a programming service of Viacom International Inc. JIM HENSON'S MUPPET BABIES, MUPPET, and character names and likenesses are trademarks of Jim Henson Productions, Inc. Muppet Babies © Jim Henson Productions, Inc.

3:05 PM.  
The Easter hunt  
ends here.  
They're hungry.  
Nothing  
satisfies like  
SNICKERS.®



© 1994 registered trademark of Mars, Inc. © Mars, Inc. 1994

and with peanuts, SNICKERS really satisfies.



Manuscripts & Photographs  
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Western Kentucky University



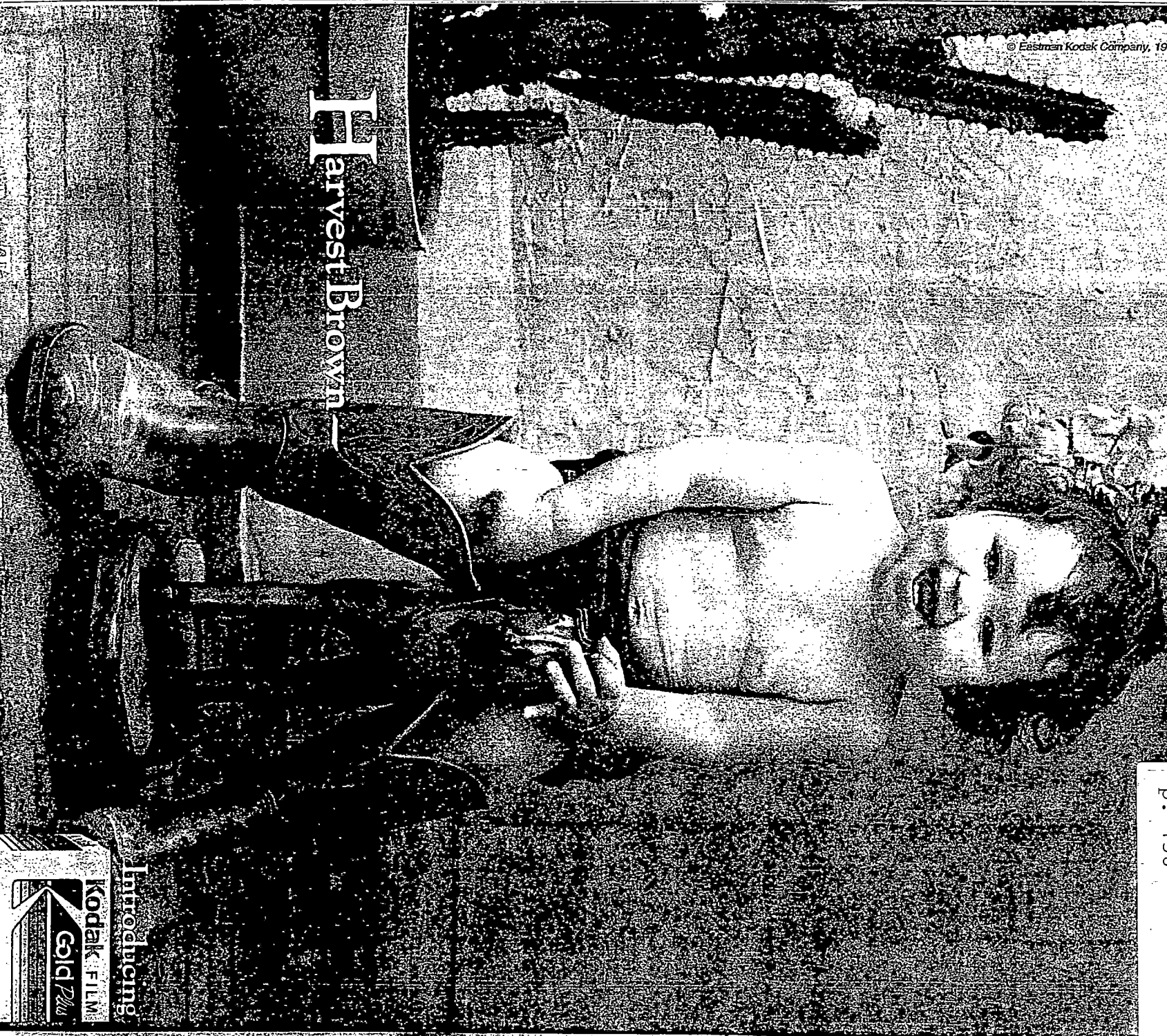
© Eastman Kodak Company, 1992

Parents

August 1992

p. 158

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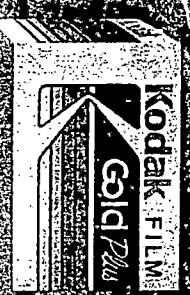


# Harvest Brown

The color of Cowgirl Kate's cow-punching boots.

What's more, it's the color of Kodak film. True colors. More colors.

Introducing



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# APRIL

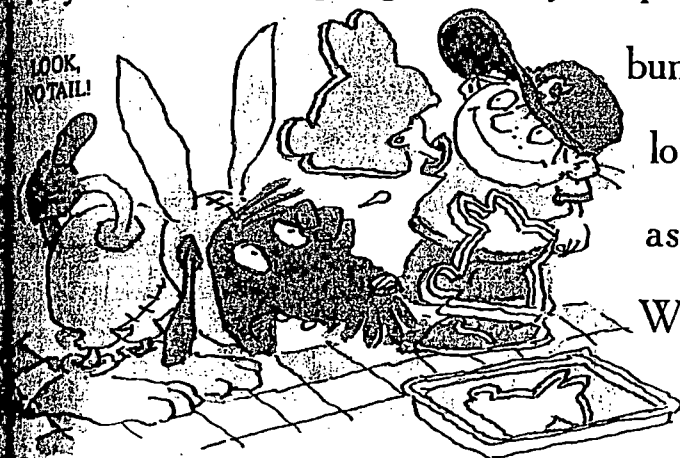
WATSON'S  
HOPPING MAD!



Spring's in the air. So are Sammy's silly ideas.

"Hey Watson, I'm going to dress you up like a

bunny." Watson wasn't sure about this. "You'll look good," Sammy reassured him. "Almost as good as strawberry Spring Jigglers."



Which reminded Sammy, Mom had been neat and mixed up a batch of Jigglers

earlier. Creamy pastel colored ones. Delicious. Sammy cut out some bunny shapes.

"Mmmm," he said as he took a bite. "Bunnies' tails

aren't as long as yours, Watson."

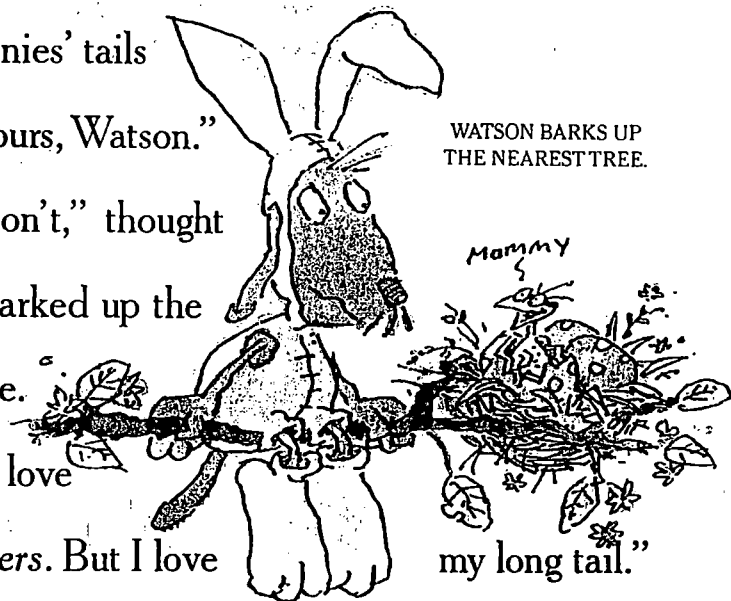
"Oh no you don't," thought

Watson, as he barked up the nearest tree.

"You might love

JELL-O Jigglers. But I love

WATSON BARKS UP  
THE NEAREST TREE.



my long tail."

## SPRING JIGGLERS™

Gelatin Snacks

2 packages (4-serving size)  
JELL-O® Brand Gelatin,  
any flavor

1 1/4 cups boiling water  
1 tub (8 oz.) COOL WHIP®  
Whipped Topping, thawed

DISSOLVE gelatin in boiling water in large bowl, stirring 2 minutes or until completely dissolved. Refrigerate 15 minutes or until gelatin is cooled to room temperature.

REMOVE bowl from refrigerator. Using wire whisk, vigorously stir whipped topping into gelatin until smooth. Spread evenly in 13x9-inch pan. Refrigerate at least 3 hours.

DIP pan in warm water for 10 seconds. Cut into shapes with cookie cutters. Lift from pan. Decorate and serve.

Note: Best when served cold.



© 1992 KRAFT GENERAL FOODS, INC.

Now you can have your fun and eat it too!™

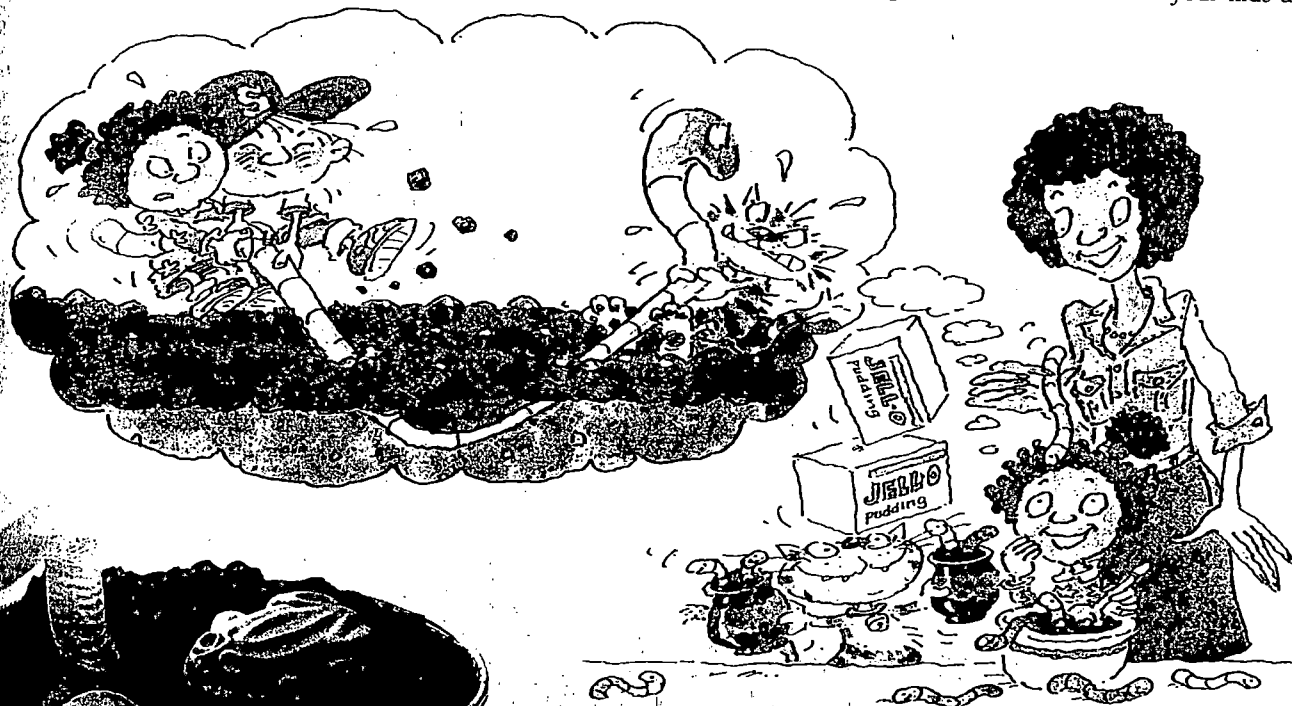
Ladies' Home Journal

April 1992  
p. 103



# Play in the dirt with your kids.

JELL-O® Pudding Dirt Cups is a terrific Snacktivity. Mom makes the JELL-O Pudding, then Charlee shovels in the cookie crumbs. The best part is, when they're done digging in the dirt, they can dig into their snack! See if your kids agree.



## JELL-O® PUDDING DIRT CUPS

- 2 cups cold milk
- 1 pkg. JELL-O Chocolate Flavor Instant Pudding
- 1 tub (8 oz.) COOL WHIP® Whipped Topping, thawed
- 1 pkg. (16 oz.) chocolate sandwich cookies, crushed
- 8-10 (7 oz.) plastic cups

POUR milk into large bowl, add JELL-O® pudding mix. Beat until well blended. Let sit 5 min.

STIR in COOL WHIP® and ½ of the cookies.

PLACE 1 Tbsp. cookies into the cups. Fill cups ¾ full with pudding mixture. Top with remaining cookies. Refrigerate 1 hr.

DECORATE with gummy worms and frogs, candy flowers or chopped nuts.



Instant  
**JELL-O**  
pudding & pie filling

JELL-O Snacktivities.™ Have your fun

Better Homes & Gardens

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March 1993  
p. 47

NEW

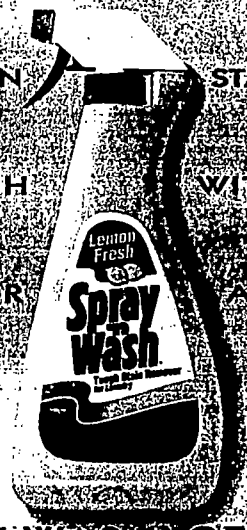
1-35

# SPRAY'N WASH, WITH THE FRESHNESS OF LEMON



## PRODUCING NEW LEMON FRESH SPRAY'N WASH

AT LAST, THE PROVEN STAIN REMOVING POWER  
OF SPRAY'N WASH WITH THE FRESHNESS  
OF LEMON FOR A WHOLE NEW WAY  
TO GET OUT WHAT AMERICA GETS INTO



### SPRAY'N WASH® GETS OUT WHAT AMERICA GETS INTO

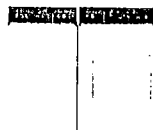
Mark of Dow Brands, L.P.  
Dow Brands, L.P.

Better Homes & Gardens

August 1992  
p. 35



Go ahead, just toss  
them in the washer and dryer.  
(The sneakers, that is.)



True Wash™ leather Keds® stand up to just about anything. Even washers and dryers. All boys and girls leather Keds sneakers are available in True Wash leather, and there are lots of styles, colors and widths to choose from. So now, instead of getting rid of the sneakers, you can just get rid of the dirt.



They Feel Good.™

Styles shown: Boys Spinner and Girls Tumbler.  
To locate styles shown call 1-800-225-3300.  
Refer to hang tag for care instructions.



©1992 The Keds Corporation

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ELIZABETH HATHORN



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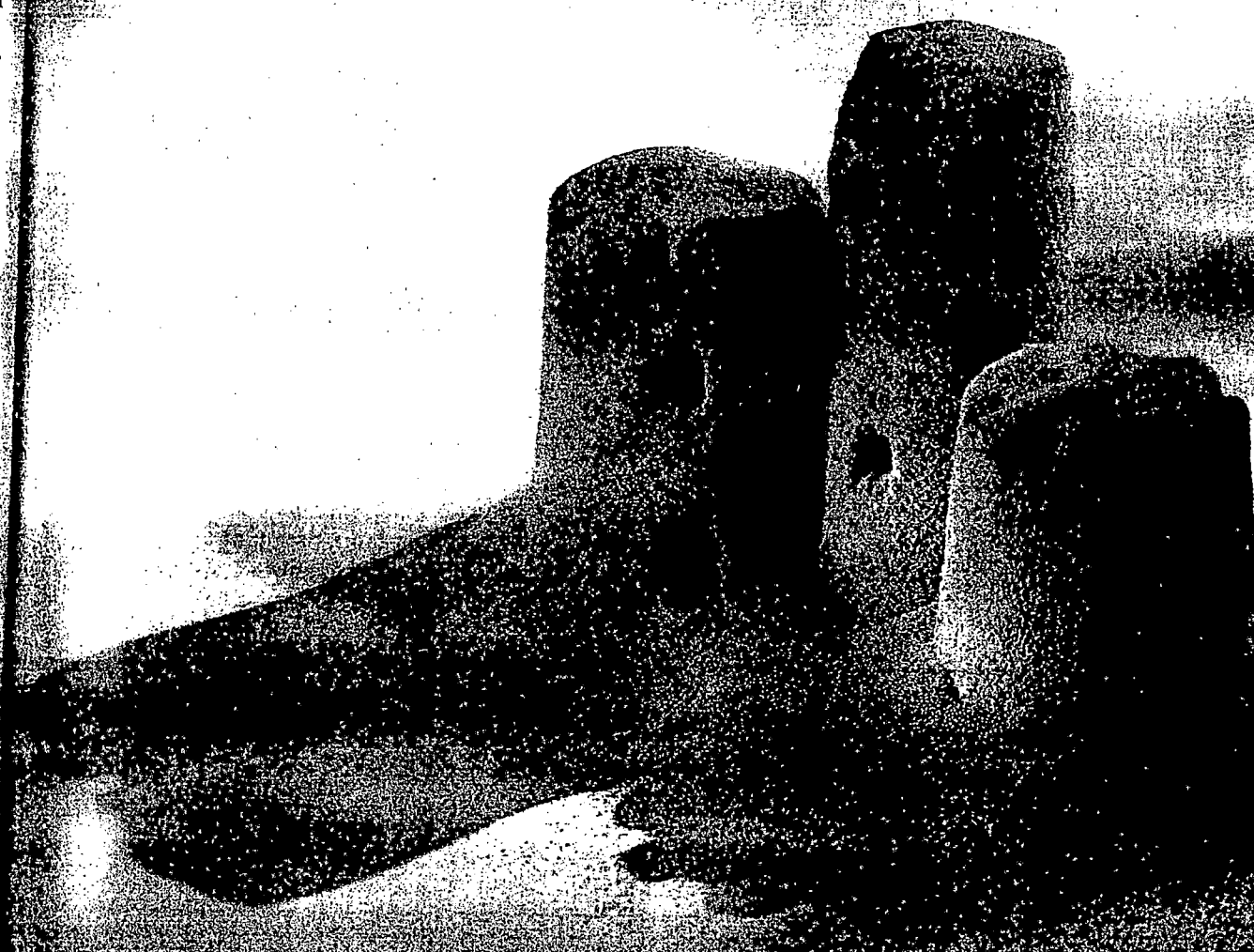
To you, it's a sand castle.

1-32

give you a voice in  
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To your child, it's teamwork, motor skills, learning textures and  
the home of the beautiful Star Princess and her fuzzy mouse Spot.

At KinderCare, a child's fanciful creation is more than imagination. It's an exercise in skills we consider  
very real. That's why the programs at KinderCare are designed to help your child choose activities that lead  
to social, physical, emotional and intellectual growth. It's a concept we call Whole Child Development.

And when a grown-up idea like that can help make magic out of sand,  
we think it's a perfect beginning for many happily-ever-afters.



KinderCare®

The Whole Child is the Whole Idea.™

Ladies' Home Journal

July 1993  
p. 83

A funny thing tends to happen when you take your kids on a Club Med vacation. Rather than focus their attention on *your* whereabouts, your kids suddenly become riveted on other interests: learning to swim or waterski, performing circus tricks or doing arts and crafts. In general, all manner of fun and merriment kids naturally spark to, all under the careful watch of Club Med's trained instructors. Of course, while your kids are

enjoying their vacation, you're free to enjoy yours. At Club Med, that can mean anything from intensive sports programs to sitting on a quiet beach doing absolutely nothing. Still, there's nothing stopping you from spending time with the family. That is, if you can pull your kids away long enough. For information or reservations, call your travel agent or 1-800-CLUB-MED.

**This year, take home a Club Med vacation."**

**know where you**



Parents

March 1992  
p. 79

1-40

# WOULD A CHILDHOOD BE A CHILDHOOD WITHOUT A TRAIN RIDE?

Ladies' Home Journal

April 1994  
pp. 22-23

FOR RESERVATION  
CALL YOUR TRAVEL AGENT  
AMERICAN EXPRESS

# Remember

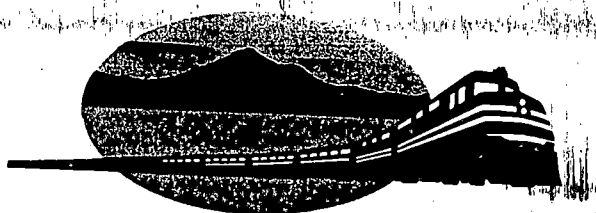
that train ride  
your parents took

you on? ♦ And how  
you felt when the  
conductor called "All

Abooooooooooard!" and this  
enormous THING came to life,  
and houses began to whirl by,  
and suddenly, the world was full of

wonder? ♦ You remember the whistle  
telling the world you were coming. And  
if you took a long ride, you remember  
the sink folding out of the wall, and how  
you ACTUALLY ATE DINNER ON A TRAIN.

♦ Now, here is the wonderful part. ♦ Your child is no  
different than you were then. ♦ The train is still  
magical. It is still as big as a birthday; as exciting  
as Christmas morning. ♦ We don't know why, exactly.  
But it's true. ♦ Take your child for a two-hour trip. Or  
a trip across this country. It is a trip a little person  
will never, never forget. ♦ And for some wonderful reason  
none of us can really understand, neither will you.



**AMTRAK®**

THERE'S SOMETHING ABOUT A TRAIN THAT'S MAGIC.

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RVATIONS.  
AVEL AGENT  
800-USA-874



Landing zone.



Jump suit.

*If you think Health-tex clothes look well made, you should see them in action. Like right after Dad rakes the very last leaf into the last perfect pile.*

**Health-tex®**

*Look for us at Castner Knott, Crowley's, and Gayfers. Or call 1-800-551-7657 for the store nearest you.*



They both play lead.  
We make sure their clothes are  
always in harmony.



The boys in the band wear OshKosh Mix 'N' Match clothes. That way  
they always have at least part of their act together.

**OSHKOSH**

*B'gosh*

THE GENUINE ARTICLE

Better Homes & Gardens

August 1994

p. 131

Kids clothes where everything goes.

# Coming in MARCH

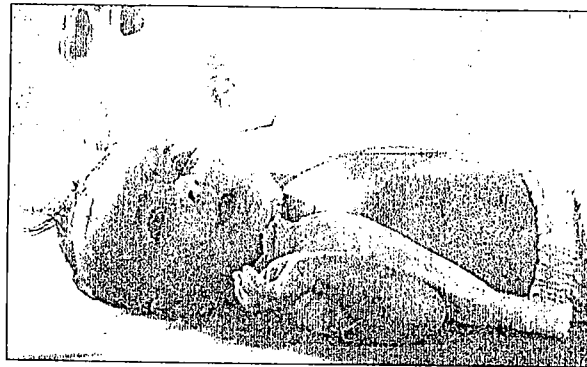
1-44

## Weaning



Going off the bottle, or the breast, doesn't need to be traumatic for parents or children. Here are the best ways to ease the transition.

## Your Baby's Talents



From her first day, your infant is developing her skills. We'll show you games to play with her that show off what she knows.

## Happy Families



Their circumstances differ greatly, but the six families we visited all share certain basic values. Meet them and find out what makes their love thrive.

## PLUS:

- How to get your preschooler to tidy up.
- Your infant's body language.
- Winning bedtime battles.
- Postpartum discomforts.
- & lots, lots more!

**Special Report: Kids and AIDS**  
We'll tell you how to talk about it with children of all age groups.

Parents

February 1993  
p. 154



Loves me.



Loves me nut.

HERSHEY'S KISSES,  
KISSES WITH ALMONDS



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DENS, APRIL 1993

Peanut Butter

Going Barefoot

Tree Houses

Tummyaches

Pet Turtles

Kids

OshKosh B'Gosh

OSHKOSH  
B'GOSH®  
THE GENUINE ART OF  
KIDWEAR

As genuine as ever.™

Better Homes & Gardens

April 1993  
p. 15

Parents

1-46

December 1992

p. 217

Freckles

Sniffles

Sticky Fingers

Ghost Stories

Snow Angels

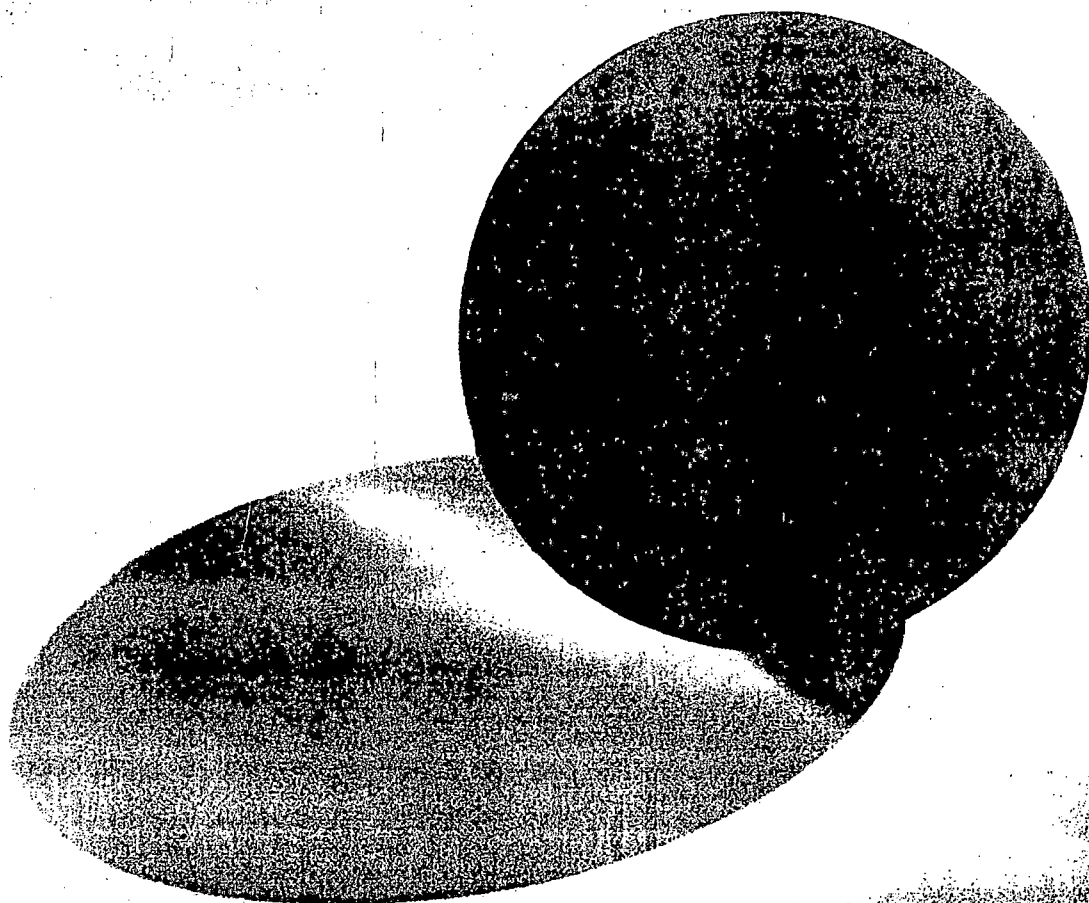
Kids

OshKosh B'Gosh

**OSHKOSH**  
B'GOSH  
THE GENUINE ARTICLE

As genuine as ever.

To you, it's a rubber ball.



To your child, it's social interaction, a lesson on shapes  
and a fun game that makes your arm real muscle-y.

At KinderCare, playing catch is more than just fun and games. It's an exercise in skills we take very seriously. That's why the programs at KinderCare are designed to help your child choose activities that lead to social, physical, emotional and intellectual growth. It's a concept we call Whole Child Development.

And when a grown-up idea like that can help lead little people to bigger things,  
we think it's the perfect way to get the ball rolling.



The Whole Child is the Whole Idea.™

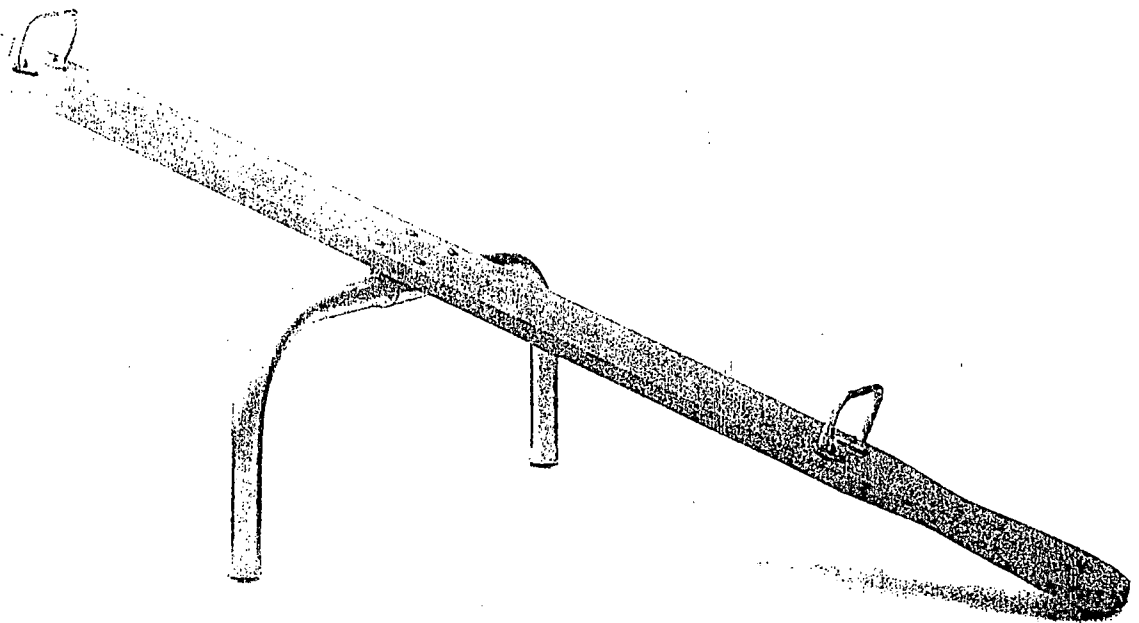
Ladies' Home Journal

June 1993  
p. 83

Parents

1-48

February 1992  
pp. 100-101



# Board meeting.

*Kids love Health-tex clothes because they're so much fun.  
Moms love Health-tex clothes because they have the kind of styling*



# Business suit.

*and workmanship that won't wear out, no matter  
how many boards their kids happen to sit on.*

**Health-tex®**

*At Filene's, Gayfers, Hechts and Richman Gordon. Or call 1-800-551-7657 for the store nearest you.*



# Astronaut training

*Every day, kids put our clothes through a variety of rigorous tests. But moms aren't worried. Health-Tex clothes are so well made, they you*



# Flight suit.

They even come with a one-year guarantee. So you know they'll always pass with flying colors.



Look for us at The Bon, Klins and Manus, or call 1-800-554-7637 for the store nearest you.

Manus, or call 1-800-554-7637 for the store nearest you.  
Library Special Collections  
Western Kentucky University





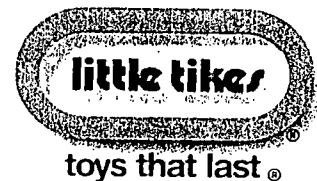
Parents


December 1992  
pp. 68-69

To reach the heavens from your back yard takes a sturdy spacecraft—and the fuel of imagination.

We promise that the Rocking Rocket—and every Little Tikes® toy—is designed to be imaginative, sturdy, and safe. Because we're parents, too. And we believe when it comes to children, even the sky shouldn't be the limit.

For a free catalog, call 1-800-321-0183.



©1992 The Little Tikes Company. A Rubbermaid Company. 



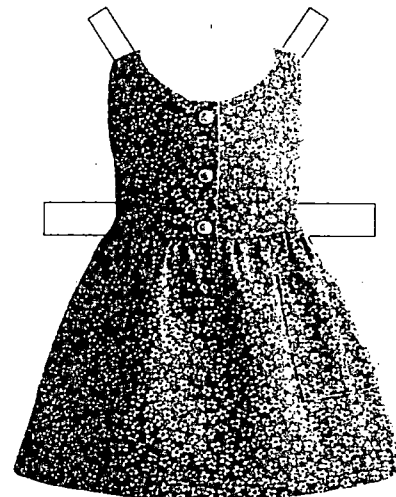
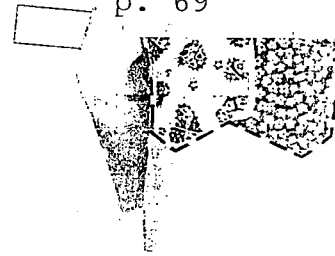
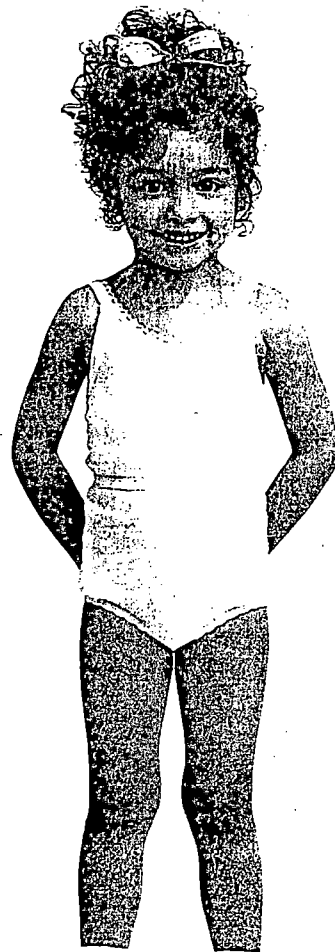
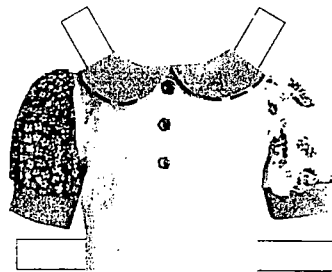
TO VENUS AND BACK BY SUPPER.

ima  
be i  
con

November 1994

p. 69

1-54



When's a good time to let your child start picking out her own outfits? How about right now.

As you can see, Playwear Denims from Healthtex come in a wide variety of exciting styles that effortlessly mix and match with our tops, 100% cotton pants, shorts, skirts, overalls and jumpers in all sorts of great looking prints and colors. To find out more, call 1-800-554-7657. Before you know it, your child's outfits will be looking great. (At least until she gets into that mud puddle outside.)

**Healthtex**

1-800-554-7657

Questions? Call 1-800-554-7657. Look for Healthtex at Famous-Barr, Hechts and Robinsons, May.



As long as they keep making kids,

we'll keep making Ovaltine.

Eight essential vitamins and minerals. Three delicious flavors.  
For over 85 years, good nutrition has always been as easy as Ovaltine.

1-56  
Right now, she's not thinking that if her jeans wear out before she outgrows them, we'll replace them. (The same for her shirt, shoes, any clothing, any brand.)

Or that by spending \$100 on kids' clothing, she can get 15% off whatever she buys next time. Which, at our already low prices, can be quite a savings.

But then, she has better things to do than go shopping.

Parents

March 1993  
p. 125

Why just get clothing, when you can get a wear-out warranty and an extra 15% off. Even on national brands.

With KidVantage, all children's clothes and shoes that wear out before they're outgrown will be replaced in the same size. Accumulate \$100 or more in purchases and save 15% on your next purchase. Applies to all children's merchandise sold by Sears in the U.S. except infant furniture and accessories, toys, electronics, Sears outlet and catalog merchandise. One card may be redeemed per purchase. See store for details. ©1993 Sears, Roebuck and Co.





HOW DOES IT FEEL TO SQUISH

FINGERPAINTS IN CIRCLES

WITH A DOZEN NEW FRIENDS

OR LEARN ABOUT COMPUTERS ONE DAY

AND HULA DANCING THE NEXT

IT FEELS LIKE HYATT®



## CAMP HYATT® AT THE HYATT RESORTS

THESE HYATT RESORTS OFFER CAMP HYATT WITH SUPERVISED ACTIVITIES FOR THE KIDS  
AND PEACE OF MIND FOR THE PARENTS

HYATT REGENCY ARUBA • HYATT REGENCY BEAVER CREEK® • HYATT REGENCY CERROMAR BEACH  
HYATT DORADO BEACH • HYATT REGENCY GRAND CAYMAN • HYATT GRAND CHAMPIONS  
HYATT REGENCY GRAND CYPRESS® • HYATT REGENCY HILTON HEAD • HYATT REGENCY KAUAI  
HYATT REGENCY LAKE TAHOE • HYATT REGENCY MAUI • HYATT REGENCY SCOTTSDALE  
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FEEL THE HYATT TOUCH®

For more information about Camp Hyatt, the supervised vacation world  
for children ages 3-15 at participating Hyatt Resorts, call 1-800-233-1234.

Hyatt Hotels and Resorts encompasses hotels managed or operated by two separate groups of companies—  
companies associated with Hyatt Corp. and companies associated with Hyatt International Corp.

HYATT  
RESORTS

Parents

June 1992  
p. 67

# Yahoo!

## It's the Fisher-Price Rocking Pony!

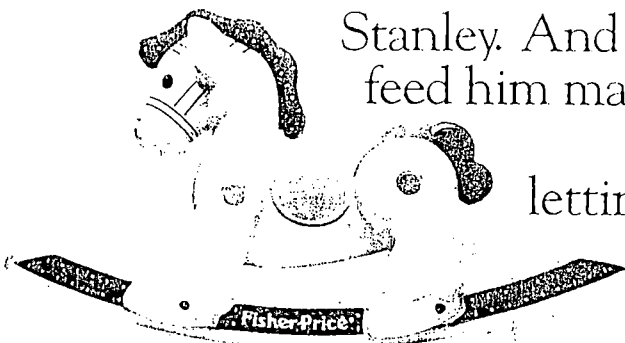
How wonderful, when your little buckaroo wakes up to see his own Rocking Pony, just waiting for that morning hug and gallop.

Because the Fisher-Price® Rocking Pony is more than a toy. He's a pet. With a soft, padded mane that begs to be petted.

Your child will probably give his trusty pony a name like Flash or Bronco or Stanley. And

feed him make-believe oats or real cookies.

No wonder so many mamas are letting their babies be cowboys.



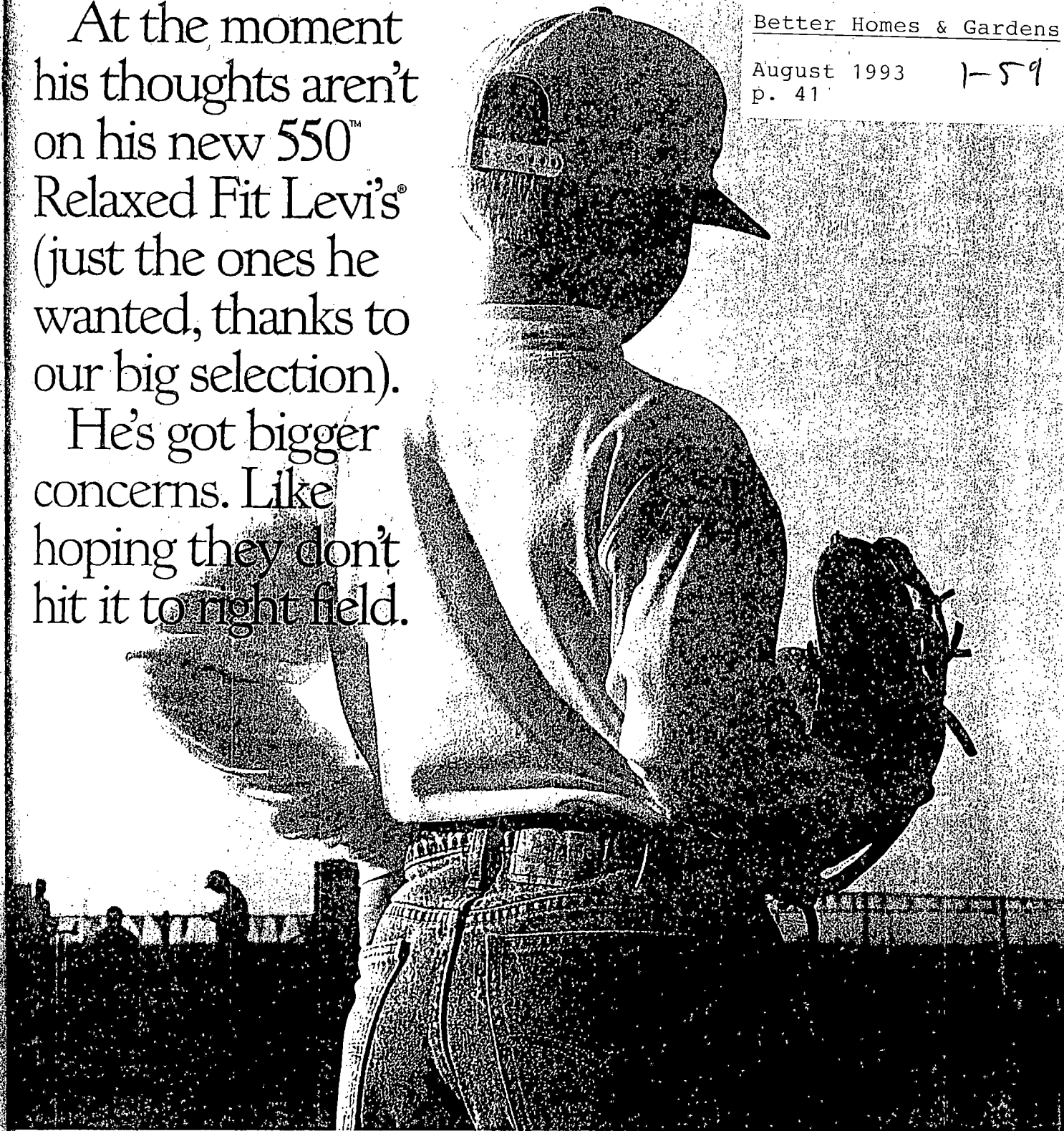
Parents

March 1992  
p. 159



At the moment  
his thoughts aren't  
on his new 550<sup>TM</sup>  
Relaxed Fit Levi's®  
(just the ones he  
wanted, thanks to  
our big selection).

He's got bigger  
concerns. Like  
hoping they don't  
hit it to right field.



Why just get clothing, when you can get a  
wear-out warranty and earn an  
extra 15% off even name brands.

Accumulate \$100 or more in kids' clothing or kids' shoe purchases on your KidVantage card and you can redeem it for 15% off your next purchase. All kids' clothes and kids' shoes that wear out before they're outgrown will be replaced in the same size. Applies to merchandise bought in Sears U.S. retail stores only. See store for details. ©1993 Sears, Roebuck and Co.



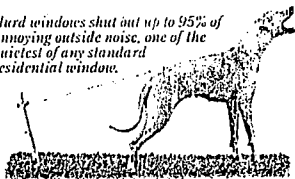
Huo



It happens. Your little leaguer cracks a deep one to left, and ends up in deep trouble. Because even as good as a Hurd window is, it won't always stop a line drive. But it will protect you from just about everything else.

Take mother nature for instance. Whether it's a Hurd InSol-8® window which stands up to bitter winter weather, or our unique Sunbelter 66™ windows to stop heat gain in sunny exposures, Hurd windows keep the weather where it belongs — outside. So you can enjoy

*Hurd windows shut out up to 95% of annoying outside noise, one of the quietest of any standard residential window.*



the ultimate in comfort and energy saving year after year.

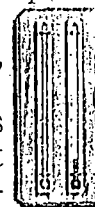
When it comes to protection from outside noise, Hurd windows quietly get the job done. When you close a Hurd window,

harmful UV rays. But unlike other windows, Hurd protects without using tinted glass, blinds or shades to block your view.

You'll find Hurd windows in virtually any shape and size in your choice of wood or tough, low-maintenance aluminum clad exterior. So whether you're building or remodeling, you'll never have to compromise your plans.

When you choose Hurd, you're choosing a high-performance window that's second to none. Protect yourself and your investment with America's window innovation leader: Hurd. For more information, talk to your builder or architect or call 1-800-2BE-HURD.

And talk to your daughter about hitting more line drives to right.



*No matter what the climate, Hurd windows help insulate your home all year long for the ultimate in comfort and energy savings.*

# Hurd Windows Can Protect You Against Almost Anything.

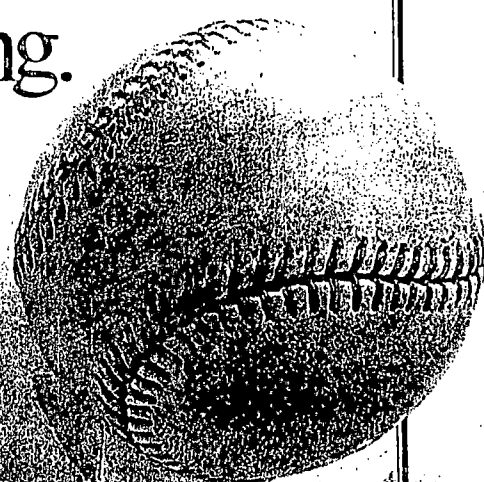
you shut out up to 95% of annoying outside noise.

And what about fading? Hurd windows shut out invisible ultraviolet rays as well. Unprotected exposure to UV radiation is the leading cause of fading damage to fabric, artwork and furnishings. Hurd windows tame the sun by blocking over 99% of

When You're Serious About Windows.™



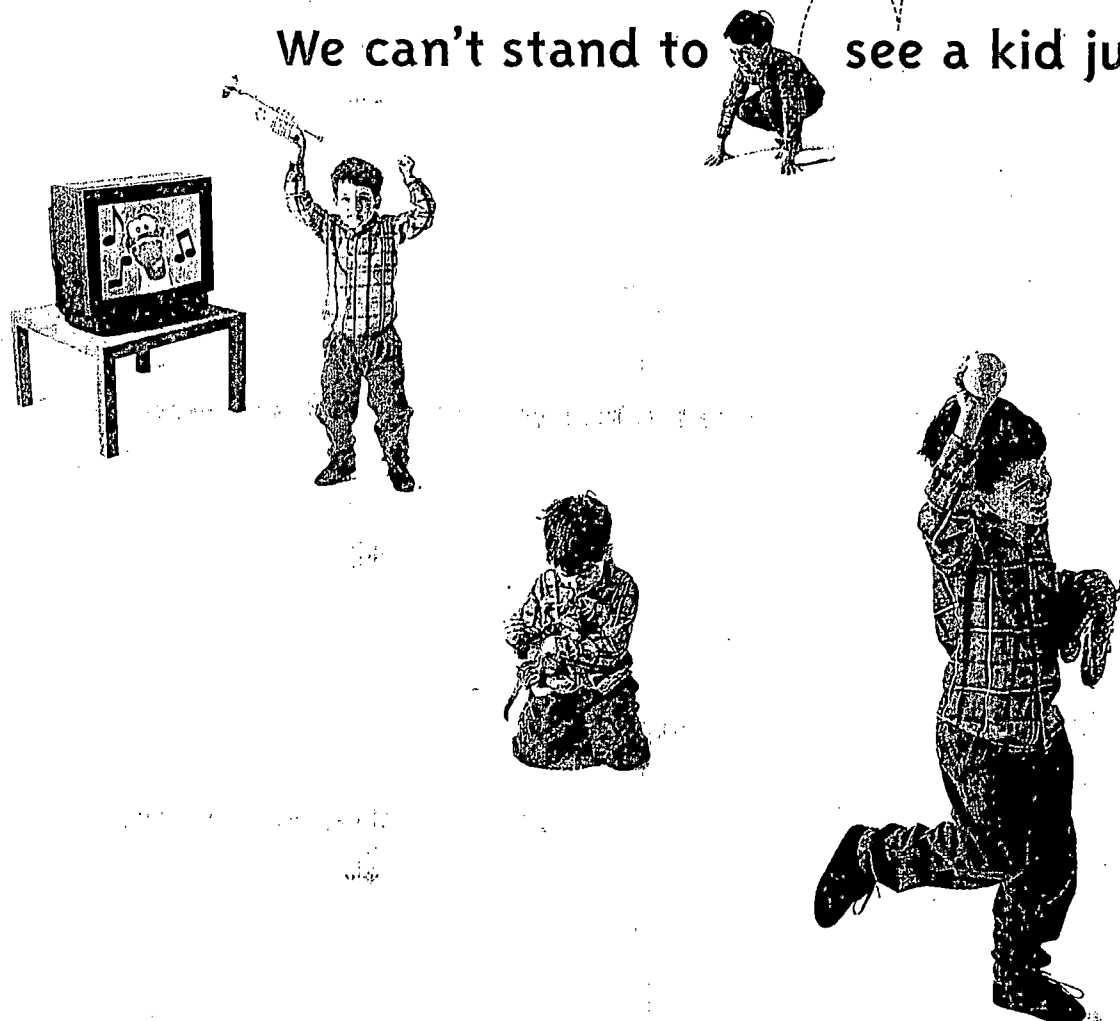
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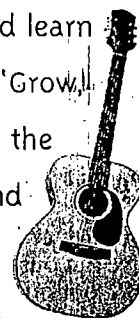
Better Homes & Gardens

January 1994  
p. 127

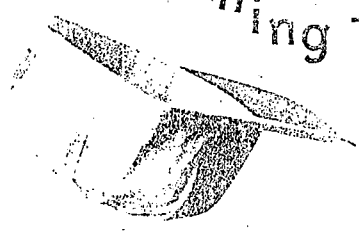
We can't stand to see a kid just



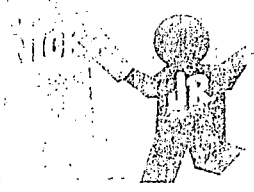
At Nickelodeon, we don't believe small fries should be treated like couch potatoes. So when we created Nick Jr., we were mindful not to make it mindless. Instead of gluing preschoolers to the screen, we encourage them to get involved. To sing along. To laugh out loud. To grow and learn not just by watching but by doing. It's a philosophy we call "Grow, Learn and Play." And you'll find it evident in every program that's part of the Nick Jr. lineup. Take four-time Parents' Choice Award winner "Sharon, Lois and Bram: The Elephant Show." It features well-known children's recording artists Sharon, Lois and Bram and their sidekick elephant. Together, they learn and



ust sitting around watching TV.



...sing about the importance of getting along with one another. ♪ There's also "Fred Penner's Place." Through stories, songs and poems, Fred helps kids build confidence and self-esteem. And every day they learn a new word from Fred's pal, the Word Bird. ♪ Of course, Nick Jr. has lots of other ways for your kids to learn and laugh. Including "Eureeka's Castle," Jim Henson's "The Muppet Babies," and "Lunch Break Theater." ♪ It's all brought to you by your cable company for a full five hours every weekday starting at 9 a.m. Eastern/Pacific. Tune in with your kids anytime. ♪ You may find they won't stand for anything else.



ON NICKELODEON®

JIM HENSON'S MUPPET BABIES, MUPPET, and CHARACTER NAMES are trademarks of Jim Henson Productions, Inc. Muppet Babies is a service of Muppet International, Inc.



## WHY ORANGE JUICE IS A MAJOR LEAGUE DRINK.

When it comes to nutrition, orange juice is in a league by itself.

It's one of the best sources of Vitamin C, exceeding kids' daily requirement.

It has potassium, which is important for normal muscle functioning. It has folic acid, which helps make new cells—including red blood

cells. And it helps in the absorption of iron.

What's more, orange juice is naturally fat-free and cholesterol-free.

And its bright, sunny taste always makes it worth bringing in a pitcher.



FLORIDA QUALITY ORANGE JUICE



FLORIDA QUALITY ORANGE JUICE. IT MAKES YOU FEEL SO GOOD.

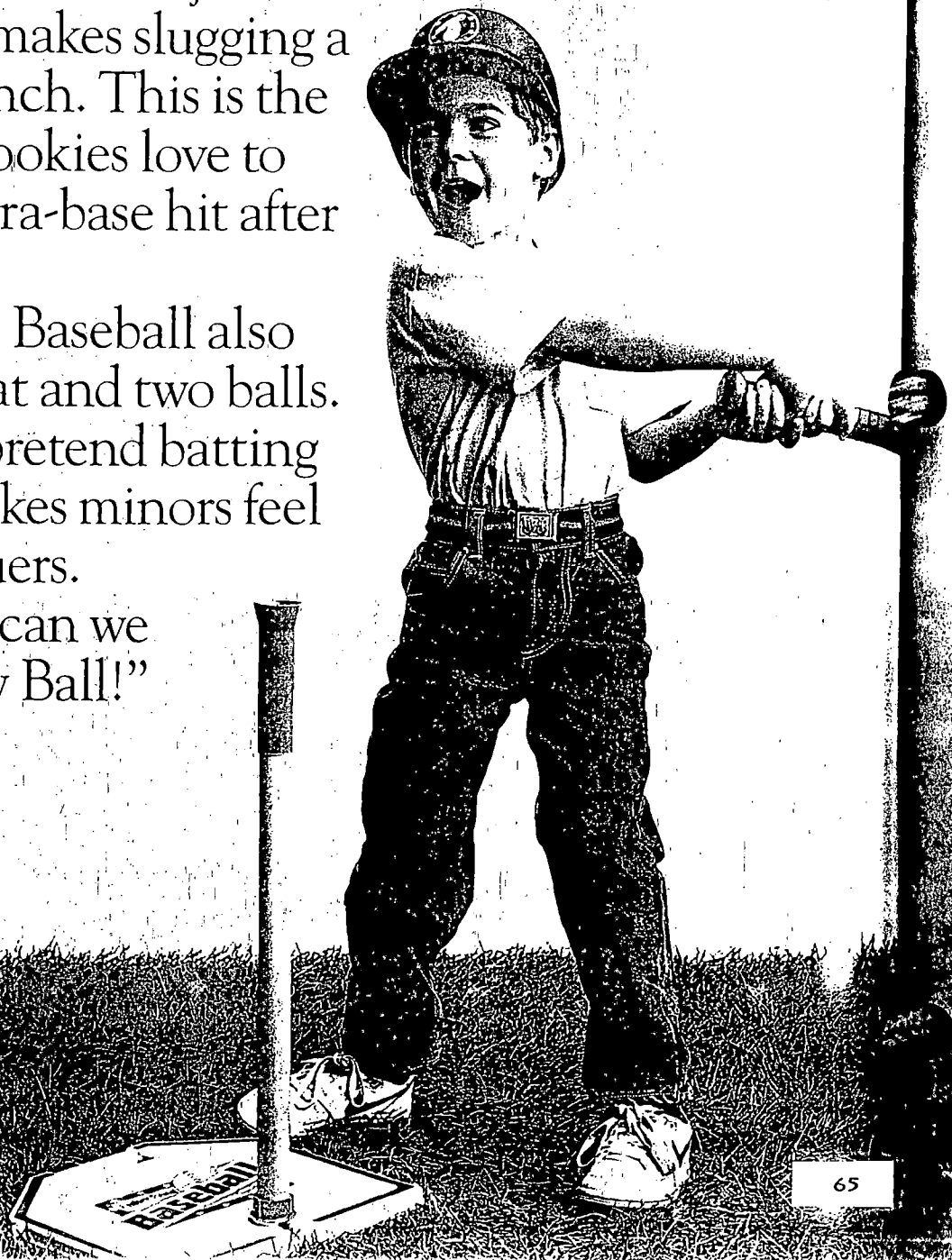
# Fisher-Price takes the no-hitter out of baseball.

Fisher-Price® Baseball gives little hitters a big, big advantage. Thanks to an adjustable bounce back tee that makes slugging a cinch. This is the

game the way rookies love to play it, with extra-base hit after extra-base hit.

Fisher-Price Baseball also comes with a bat and two balls. There's even a pretend batting helmet that makes minors feel like major leaguers.

What more can we say, except "Play Ball!"







Buster Brown  
There's a little kid in every shoe



Wildcats® have the looks and features moms want in athletic shoes for kids, including washable leather uppers and a full range of widths and sizes. We even guarantee to replace them if they wear out through normal use before they're outgrown. And unlike the status brands, Wildcats are priced within reach. For the Buster Brown dealer nearest you, check the Yellow Pages or call 1-800-225-4371.





SAMMY CRIES FOUL.  
THE HOOP'S TOO HIGH.

# SEPT

Sammy likes school. But he loves playing basketball after

school. "Hey, Watson," he said. "Let's go shoot some

hoops." Sammy tried to slam dunk the ball, but

missed by a mile. "I wish I could dunk," he said. "You can," said

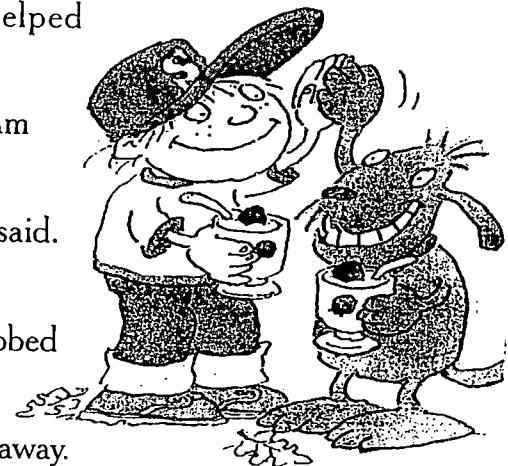
Mom. Then they helped

her whip up some Cookie Dunk Pudding. Sammy took aim and slam

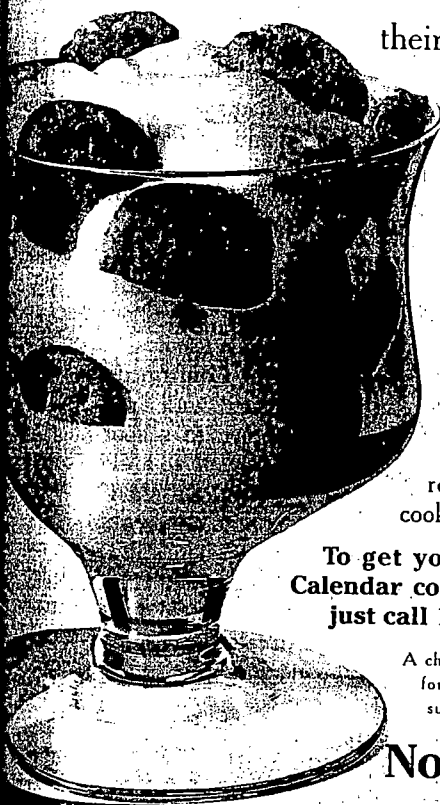
dunked the cookies into the Jell-O® Pudding. "I finally did it," he said.

"Two points for Mom." "Woof-woof," added Watson. Then they grabbed

their snacks and made a fast break getaway.



TWO POINTS FOR MOM!



## COOKIE DUNK PUDDING

1 package (4-serving size) JELL-O® Instant  
Pudding and Pie Filling, any flavor

2 cups cold milk  
20 to 30 miniature cookies

POUR milk into medium bowl. Add pudding mix. Beat with wire whisk until well blended, 1 to 2 minutes. Let stand 5 minutes.

SPOON half of the pudding into 4 dessert dishes. Stand 4 to 6 cookies in each dish, placing them along sides of dish. Top with remaining pudding. Serve immediately or refrigerate until ready to serve. Garnish with additional cookies. Makes 4 servings.

To get your Sammy and Watson School Year Calendar containing recipes, stickers and games, just call 1-800-767-4800.

A charge of \$3.00 will be billed to your Visa or MasterCard for shipping and handling. Offer expires 10-31-92 or while supplies last. Allow 4 weeks to process your order.

Now you

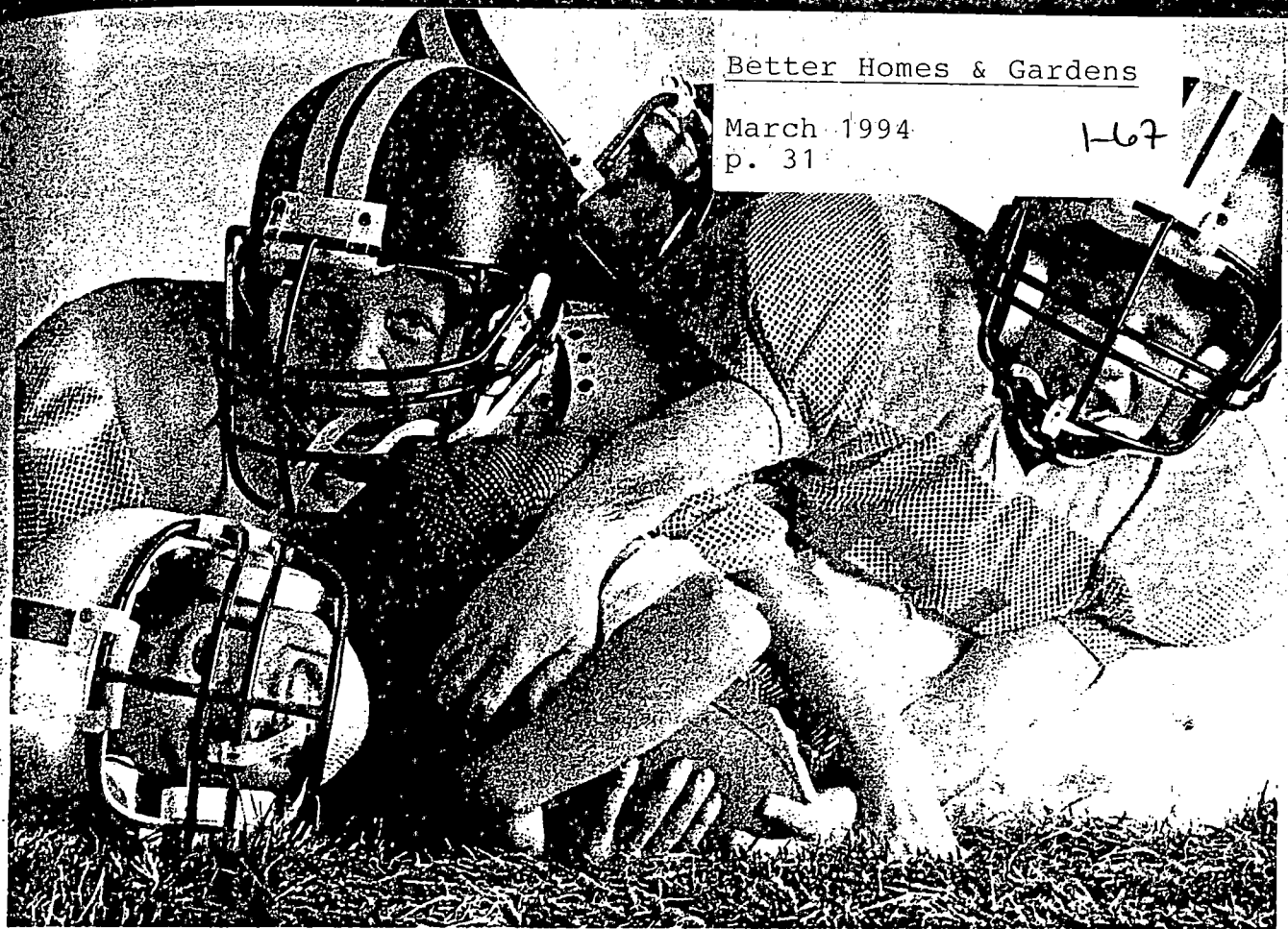
Better Homes & Gardens

September 1992  
p. 50



© 1992 KRAFT GENERAL FOODS, INC.  
I eat it too!™

167



©1993 American Plastics Council.

It's some of the most important packaging

your kids can wear. Because plastic

helmets and pads and other sports

eggs from premature scrambling. • And because

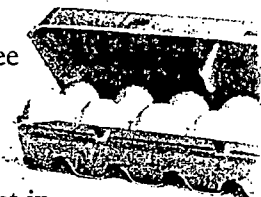
plastic is strong, thin and lightweight, it

provides a lot of protection without a lot of

## A Little Plastic Packaging Can Help Prevent Bruising.

equipment play a vital role in helping to  
protect against bumps and bruises. • But  
plastic isn't just for fun and games. Plastic  
wraps and trays help keep food fresh and pre-  
vent spoilage. Tamper-evident seals help keep  
medicines protected. Foam cartons protect

additional, heavy packaging. • To learn more,  
just call 1-800-777-9500, and the American  
Plastics Council will send you a free  
booklet. • And see how a little  
plastic is having a positive impact in  
places far beyond the football field.



PLASTIC MAKES IT POSSIBLE™

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Colorado  
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head to  
about 80  
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he atmos-  
turns to a  
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where wild  
peekaboo  
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outside." We  
a black bear  
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d on page 33

DAVID CLARK/ROADS LESS TRAVELED

# Block those leaks with new Huggies!

DIAPERS

1-68

Huggies Baby Steps™ diapers now tackle leaks in a new way. They have a trimmer middle designed to fit better around the legs to help eliminate gaps. And unique, snugger-fitting leg elastics.

So go for the touchdown, with Huggies Baby Steps diapers.



Huggies Baby Steps  
DIAPERS

Parents

October 1992  
p. 261

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# GAMES OF ACTION

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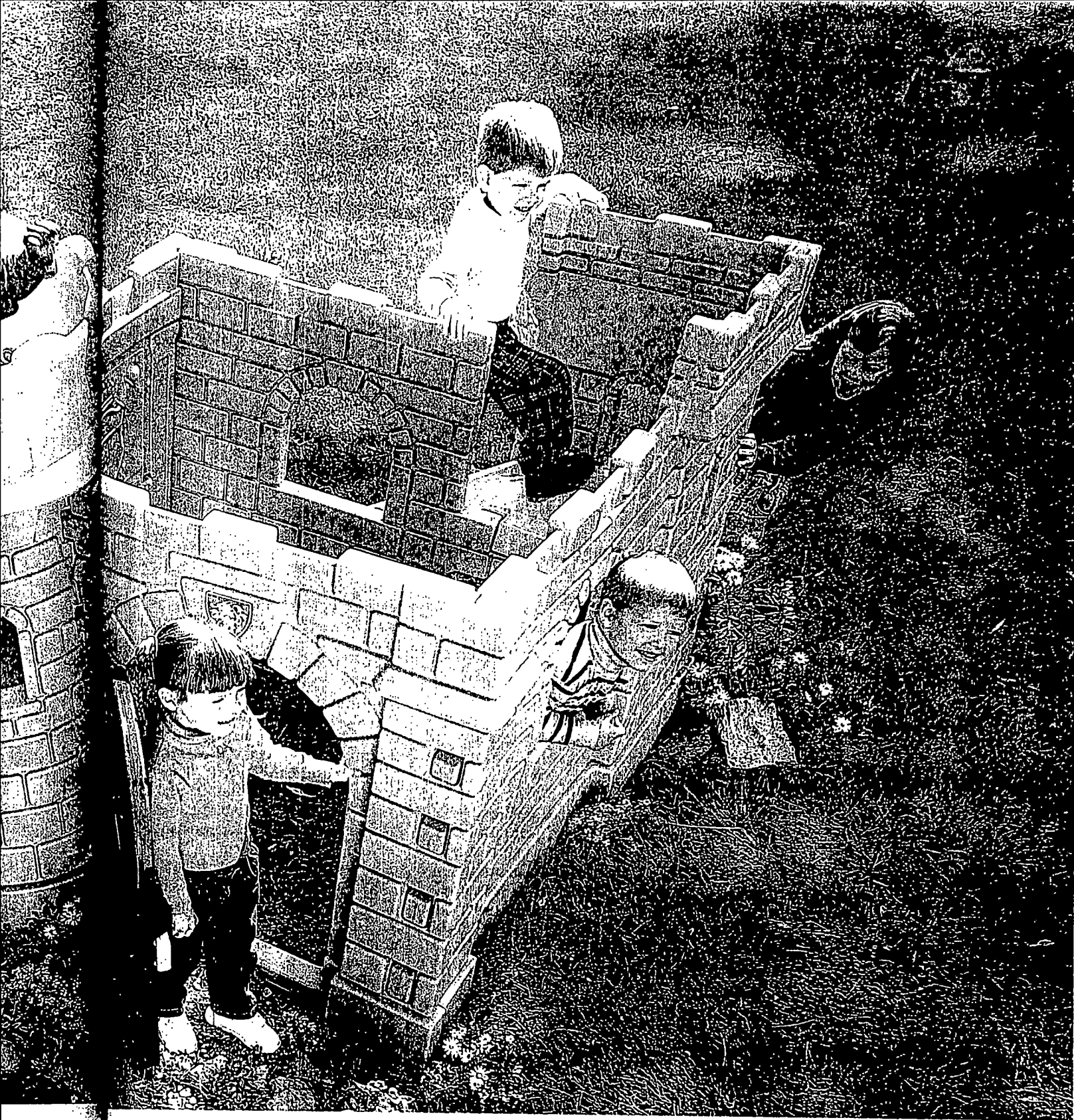
## KNIGHTS 6. DRAGONS 0.

Parents

October 1992  
pp. 98-99

After  
still stand  
As p  
we'd want  
Let





After a thousand battles with dragons and sorcerers, the Little Tikes® Castle will still stand tall. It's extra durable—like all our toys.

As parents ourselves, we design toys to be imaginative, sturdy and safe—just the way we'd want them for our own children.

Let us send you a free catalog. Call 1-800-321-0183.

Manuscripts & Folio Archives  
Library Special Collections  
Western Kentucky University

©1992 The Little Tikes Company. A Rubbermaid Company.



toys that last.®

As a result, this mom felt that her child was prepared to do the right thing if he found himself in the kind of situation that Allan had been in at Danny's house. I disagreed.

Even though this plan of action is good advice, it isn't adequate. Because kids don't always do what they are told, I couldn't count on my 6-year-old's "not touching." In addition, even if I was absolutely sure that my child understood this lesson, how could I be sure that his friends did? What if he was at Danny's house, and Danny or his little brother picked up the gun and it was loaded? Allan might not be able to "leave the area" before a tragic accident occurred.

#### Are gun owners obeying the law?

A paradox has been haunting me: If a parent owns a gun for protection but the law says that it must be stored locked, how is that gun going to help in an emergency? The time it would take to unlock the weapon would defeat the whole purpose of owning one for protection, it seems to me. The TV report mentioned that parents can put childproof triggers on guns or lock them in boxes with easy combinations, but how many gun owners are really doing this? I bet that there are many people who are not complying with the new laws.

In fact, even when guns are stored properly, children are not safe enough. This was proven all too painfully in February 1993, when a 7-year-old girl

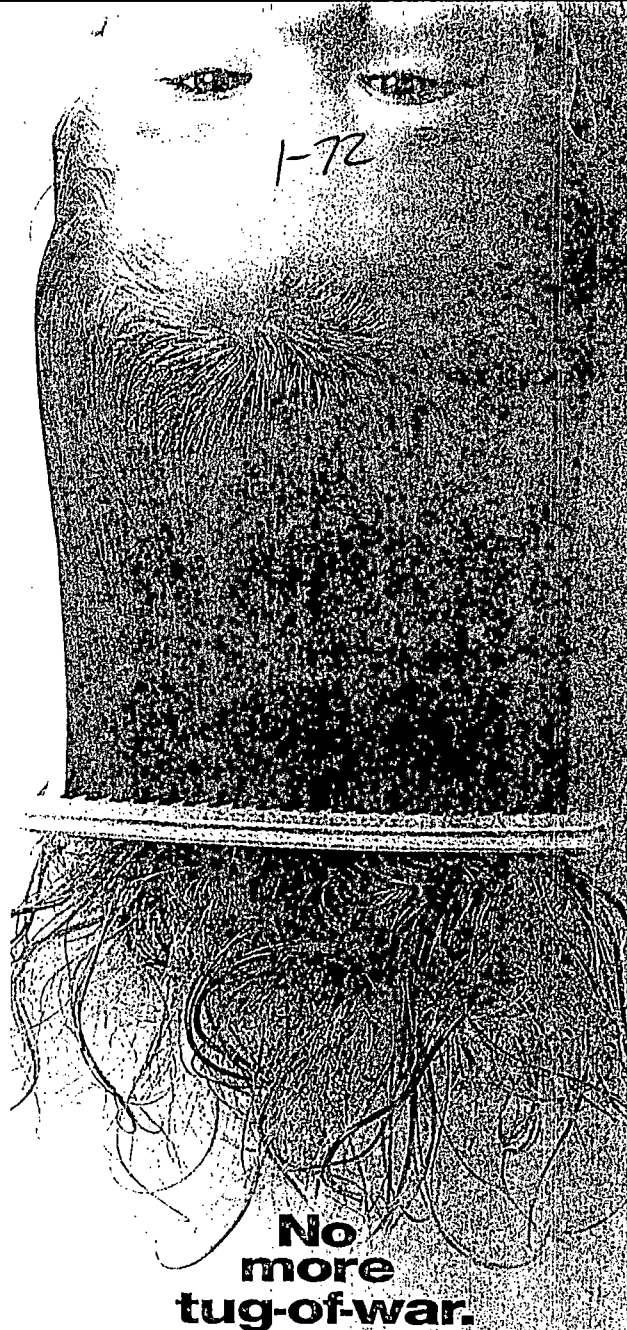
in Montclair, New Jersey, a town near my own, was accidentally shot and killed by her 9-year-old brother. The children had been given all the recommended gun-safety instructions, and the mother had stored the gun unloaded and locked, but the boy had found the keys in a jacket pocket and unlocked and loaded the gun. His sister couldn't "leave the area" in time and was killed when her brother pulled the trigger.

I am finally and totally convinced that I don't want my son to play at houses where I know there are guns. I can't believe I even have to think about this subject at all. But knowing what I know now, I do. Although some parents may not want to answer my questions about whether they own a gun and how it is stored, I will continue to ask.

All that was left to do was decide how to help Allan keep his friendship with Danny. A few weeks after our first conversation, Danny's mom called to invite him over. I told her what I had found out about the new gun law in our state. There was a long pause, after which she thanked me for the information. Then I asked her whether she had checked on that gun I had asked about, and again she said, "I leave all that gun business up to my husband." I said, in that case, if the boys want to play, Danny will have to come to my house from now on.

And he did. □

*Carol Silverman Saunders writes frequently about health and safety.*



**No  
more  
tug-of-war.**



"No More Tears"® formula  
Oil free • Fresh scent • Shinier,  
hair

Parents

February 1993



Keeping kids coordinated is  
old hat for OshKosh.



Here's the perfect solution to that daily tug of wardrobe. Stock up on  
OshKosh B'Gosh mix'n match clothes even your kids will sit still for.



Kids' clothes where everything goes.

©1993 OshKosh B'Gosh Inc. Oshkosh, WI 54101

Ladies' Home Journal

November 1993  
p. 148

When it's time for  
frontier fun... 1-74



For stores near you  
featuring Spencer's fine  
products, call 1-800-633-9111  
Mon-Fri: 8:30am-4:30pm EST

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...it's time for  
**Spencer's®**  
INFANT AND CHILDREN'S WEAR

Y-e-e-ha! When your little cowpokes hit the range, they need more than just comfortable and good looking play clothes, they need tough. Sure as shoot'n, Spencer's fleece activewear has it all. Available in a wide variety of bright colors and subtle pastels, of durable 100% acrylic fleece or 50% polyester and 50% cotton. When you're looking for quality and fashion in activewear for your children...look for the Spencer's tag.



Better Homes & Gardens

Inc.  
IC 27030

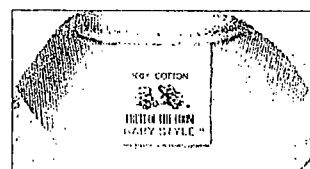
August 1993  
p. 114

1-75

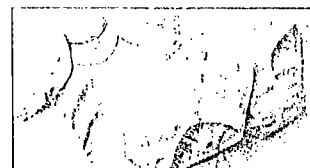
# We'll keep them comfortable. From their first coo to peek-a-boo.



Fruit of the Loom®  
Baby Style™  
and Toddler Style™  
Underwear.



Soft, preshrunk 100% cotton  
from America's cotton  
experts, Fruit of the Loom.



A variety of styles for infants  
and toddlers. In playful  
designs and colors.



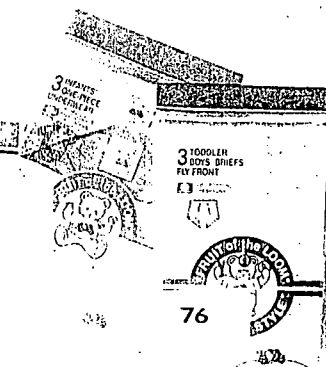
Flat Super Scams™ that are  
durable and feel smooth next  
to the skin.

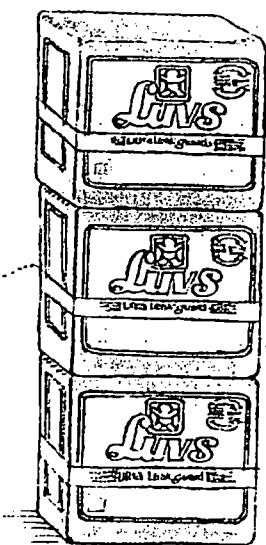
With Fruit of the Loom  
Toddler Style and  
Baby Style your child's  
comfort is guaranteed.  
From slip-on shirts and  
one-piece underwear to  
undershirts, panties and  
briefs. Take a peek at 'em.

Parents

Watch

December 1992  
p. 207



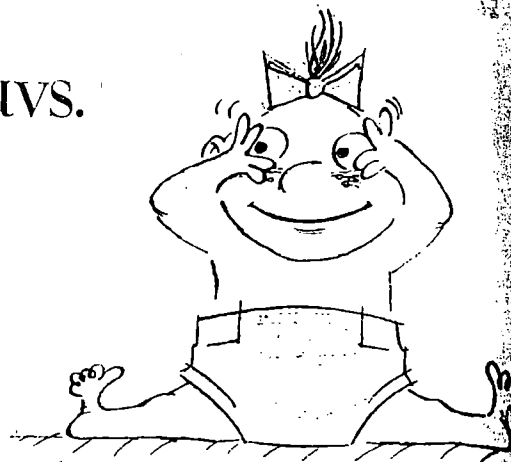


I'm Little Luvs.

Peek

-A-

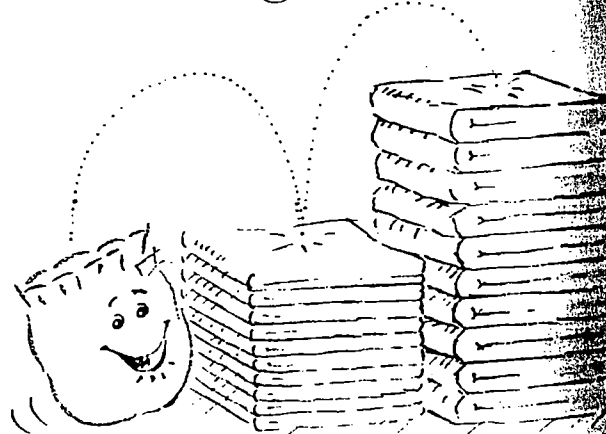
Boo!



I see you in something new!

A new Luvs  
Ultra Leakguard diaper.

I see it's thinner.



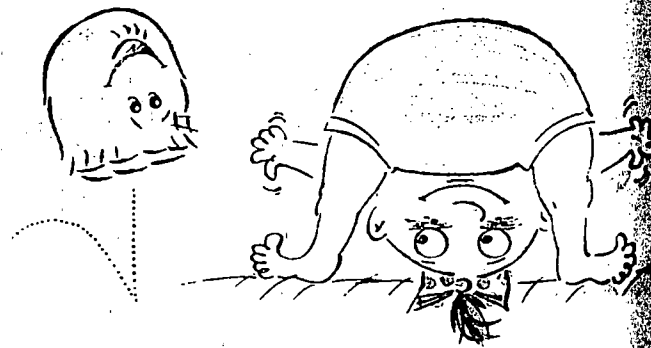
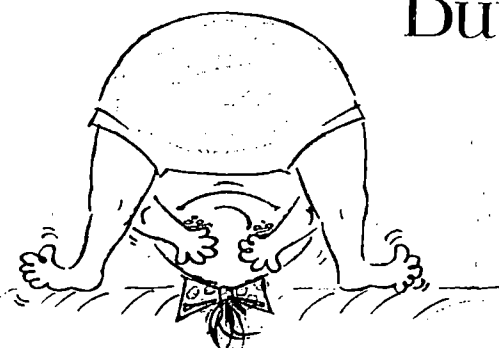
New Luvs

Old Luvs

But Peek

-A-

Boo!



I don't see any leaks. I just see one happy baby.

See new Luvs Ultra Leakguards.

See how much thinner they are—nearly 50% thinner in our Crawler size. And see how great they are at stopping leaks. Of course, no diaper can prevent all leaks. But Luvs has a new super-absorbent Leakguard layer that soaks up wetness real fast. And at a surprisingly low price. So see happy babies. (And happy mommies, too.)





©1992 TI

### Parents

December 1992  
pp. 140-141

# Every Six Months Your Child Can Discover A New Toy In The Old One.

It's part of why a toy that speaks to your child is better than one that doesn't.

Texas Instruments Talking Peek-A-Boo Zoo™ is the first pop-up toy uniquely designed in a round format, with colorful hands that play the game "peek-a-boo."

As children learn to pop up the hands, they are rewarded with amusing animals that talk.

And as they get older, Talking Peek-A-Boo Zoo continues to stimulate learning by prompting with questions that help develop color identification and memory skills.

Talking Peek-A-Boo Zoo was researched with 1,000 mothers and children and developed with the help of a team of specialists to be appropriate for children ages 9 months to 3 years.

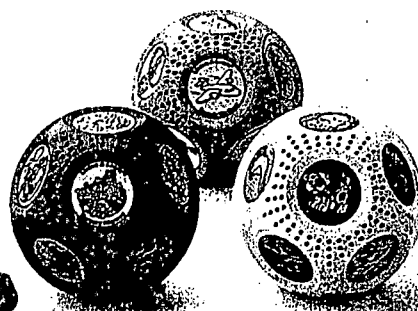
Which is the

reason why Texas Instruments infant toys will be part of your child's learning fun for a long time to come.

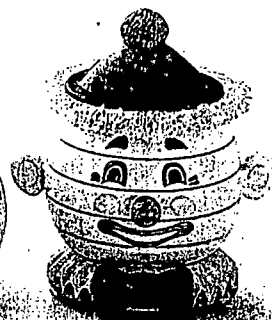
For more information about Talking Peek-A-Boo Zoo and other fascinating ways to help your child along a path of learning that's fun, simply call 1-800-TI-CARES.



New—Musical Shape & Sort™



Listen & Learn™ Balls



Stack-A-Round Clown™

 **TEXAS INSTRUMENTS**

# how to relive your childhood without going through | | therapy.



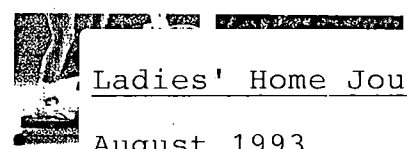
If only we were as active now  
as when we were kids, we wouldn't  
need the Air Strider from DP.

But we aren't, so we do.

The Air Strider is a total body  
aerobic workout unlike any other.  
For one thing, it's actually fun.  
It will also burn off calories faster  
than bikes, skiers and  
steppers. And in just  
twenty minutes, three times a week.



So while you can't go back, there's  
no reason why you can't put a little  
bounce in your step again.



Ladies' Home Journal

August 1993  
p. 97

Diversified Products.





**Jill got reinfected.**

**But Jane is protected.**

**Only Nix™ kills head lice today and prevents reinfestation tomorrow.**

All too often, a single head lice treatment isn't enough. Because lice lay eggs - nits - that cling to your child's hair and hatch after treatment, causing reinfestation.

That's why the head lice treatment you choose should be NIX™ Creme Rinse. Nix not only kills lice and their eggs on contact, it protects your child against reinfestation for two full weeks - something no other lice treatment can do. No wonder Nix is the one recommended most by Pediatricians, Pharmacists, and School Nurses.

Don't waste time with lice treatments that don't protect against reinfestation. Kill lice once and for all with Nix.

WARNER  
WELLCOME

Use only as directed.

Full  
Prescription  
Strength

**Nix™**

Permethrin

Lice Treatment

**A Single  
Application**

▪ **Kills Lice  
& Their Eggs**

▪ **Prevents  
Reinfestation**

Creme Rinse with  
Nit Removal Comb 2 FL OZ

**The One You Only Have To Use Once.**

## Appendix B

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GENRE:

# FOLK SPEECH & NAMING

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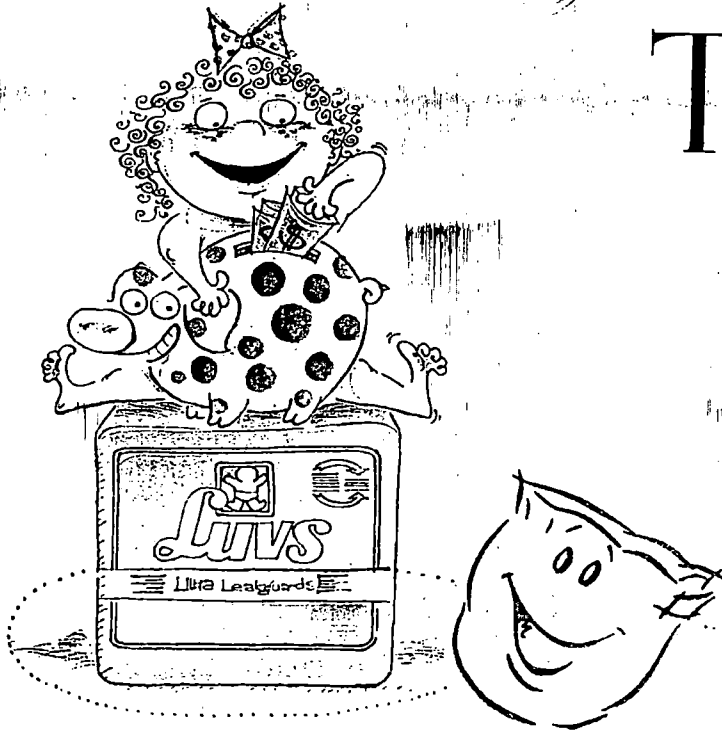
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# SLANG

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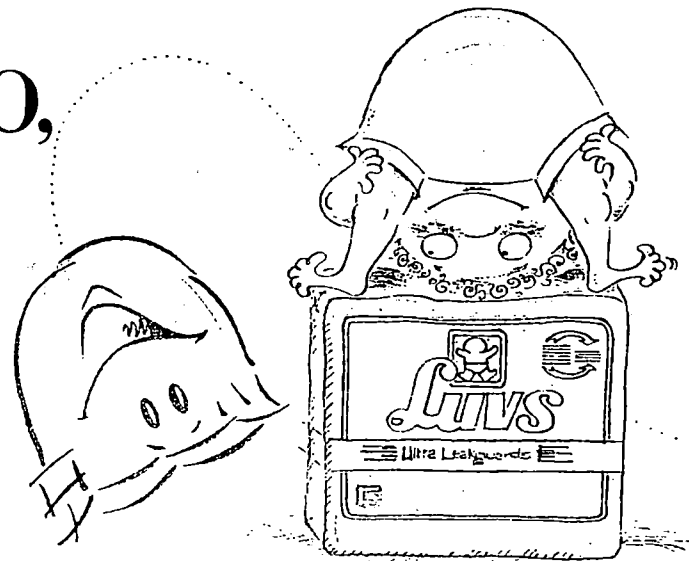
August 1994  
p. 60

Save big with Little L



# The price of Luvs is Low, Low, Low.

## And they're great on leaks when you Go, Go, Go.



Put your baby in Luvs and save a small bundle. You may not have noticed, but we've reduced our price! Luvs Ultra Leakguards are the lowest priced national brand.

And Luvs doesn't just save you money, we also help save you from embarrassing messy leaks thanks to our special Leakguard System. Now Luvs gets to the bottom of leaks...without getting to the bottom of your pocketbook.

Prices may vary. Based on a survey of national retail prices past three months ending 4/3/94.



"These are extremely cool!"

-Dwight, 15, Cleveland, OH

"Mmgf!"

-Dwayne, 15, Cleveland, OH



© 1993 Del Monte Foods

Better Homes & Gardens

December 1993

p. 2

UT  
E,  
N

Don't Have a

7-85

**COW**

**Mom!**

**Becky**

by  
Betsy van Boxel



- 
- Adorably hand-tailored costume
  - Head, arms and legs crafted of fine hand-painted bisque porcelain
  - Hand-numbered and accompanied by a same-numbered Certificate of Authenticity

*Shown smaller than actual size of 13" tall*

**The Hamilton Collection, 4810 Executive Park Ct., P.O. Box 44051, Jacksonville, FL 32231-4051**

Ladies' Home Journal

September 1993  
p. 61



Describe  
r?  
**All  
Tuckered  
Out**

by Rose Pinkul

Ladies' Home Journal

November 1993

p. 241

1-86



Shown smaller than actual size of approximately  
15" in height from top to bottom of high chair.

# Giddy-up Horsey!

by  
*Jane Zilgins*



and legs  
fine bisque

aited rocking  
included at  
charge

Doll and rocking horse shown smaller than  
actual size. Doll is 17" tall when seated on horse.

Hamilton Collection 4810 Executive Park Ct., P.O. Bo

Ladies' Home Journal

May 1993  
p. 53

# Jessica

by  
*Susan Wakeen* ★

*She's ready to go  
nighty-night...  
but who will tuck her in  
all snug and tight?*

*born much smaller than  
actual size of approximately  
7" in height.  
The stuffed toy hippopotamus  
and flannel blanket are included  
at no extra charge.*

Ladies' Home Journal

January 1994  
p. 143

# Time to Clean Up After a Hard Day in the Fields!



Shown smaller  
than actual size  
of 8 1/4" in diameter.

*the Danbury Mint*

© 1992 Jim Daly

## Clean as a Whistle

by Jim Daly

### A limited-edition collector plate trimmed with 23kt gold

There is always a magnetic attraction between dirt and little boys. Back in the days when the family worked the land, even the young ones were busy in the fields. At day's end, supper was not served until you were clean as a whistle!

Now the irresistible charm of this nostalgic scene has been captured on a porcelain collector plate by artist Jim Daly. A native of Oklahoma, Daly specializes in evoking the warmth of rural life in simpler times.

#### A Limited Edition

"Clean as a Whistle" is appearing on a collector plate for the very first time. Each hand-numbered plate, exclusively available from the Danbury

Mint, will be accompanied by a personalized Certificate of Authenticity. The edition size will be limited to 75 firing days. As a finishing touch, each plate will be trimmed with 23kt gold, and the price is just \$26.95.

#### No Obligation — No Risk

As an owner of "Clean as a Whistle" you will have our *Guarantee of Satisfaction*. You may return your plate within 30 days for replacement or refund.

We anticipate an unprecedented response to Jim Daly's tribute honoring our American boys. "Clean as a Whistle" captures one of life's simple pleasures in vivid detail. Act now to avoid delay or disappointment, send your reservation today!

The Danbury Mint  
47 Richards Avenue  
P.O. Box 4900  
Norwalk, CT 06857

Please Reply Promptly

Limit: two plates  
per collector

Please accept my reservation for "Clean as a Whistle." I wish to reserve (1 or 2) plate(s). I need send no money now. I will pay for each plate in two convenient installments of \$14.95\* each, with the first billed prior to shipment.

\*Includes \$2.95 per plate for shipping and handling, plus any applicable sales tax.

☐ Charge each plate in full upon shipment to my:

☐ VISA ☐ MasterCard ☐ Discover ☐ Am. Ex.

Credit Card No.

Exp. Date

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Please Print Clearly

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Name for Certificate(s) of Authenticity (if different from at above) \_\_\_\_\_  
After 14-day order, after initial payment for shipment



precious and all-porcelain, she's ...

190

# Cute as a Button



Actual size is approximately  
11 inches high, seated.  
Complete with costuming  
shown.

only 4 payments of \$17<sup>49\*</sup>  
THAT'S ASHTON-DRAKE VALUE!

  
**THE ASHTON-DRAKE GALLERIES**  
*Bringing You Dolls of Irresistible Value*

**THE ASHTON-DRAKE GALLERIES**  
9200 North Maryland Ave.  
Niles, Illinois 60714-1397

PLEASE RESPOND BY:  
June 30, 1994

YES, please reserve "Cute as a Button." Limit one. I understand the first installment will be billed before doll shipment.

- 4 EASY PAYMENTS OF \$17.49\*
- ONE-YEAR, RISK-FREE GUARANTEE
- SEND NO MONEY NOW

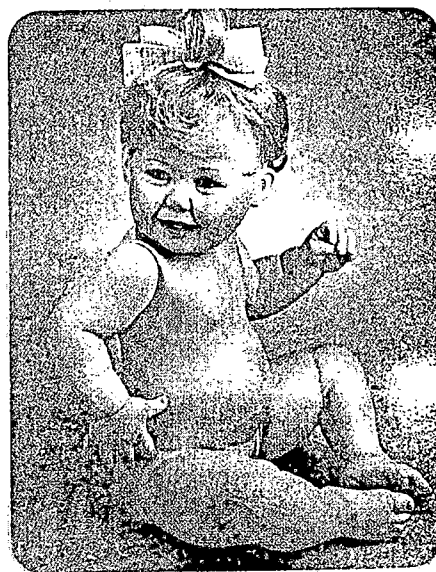
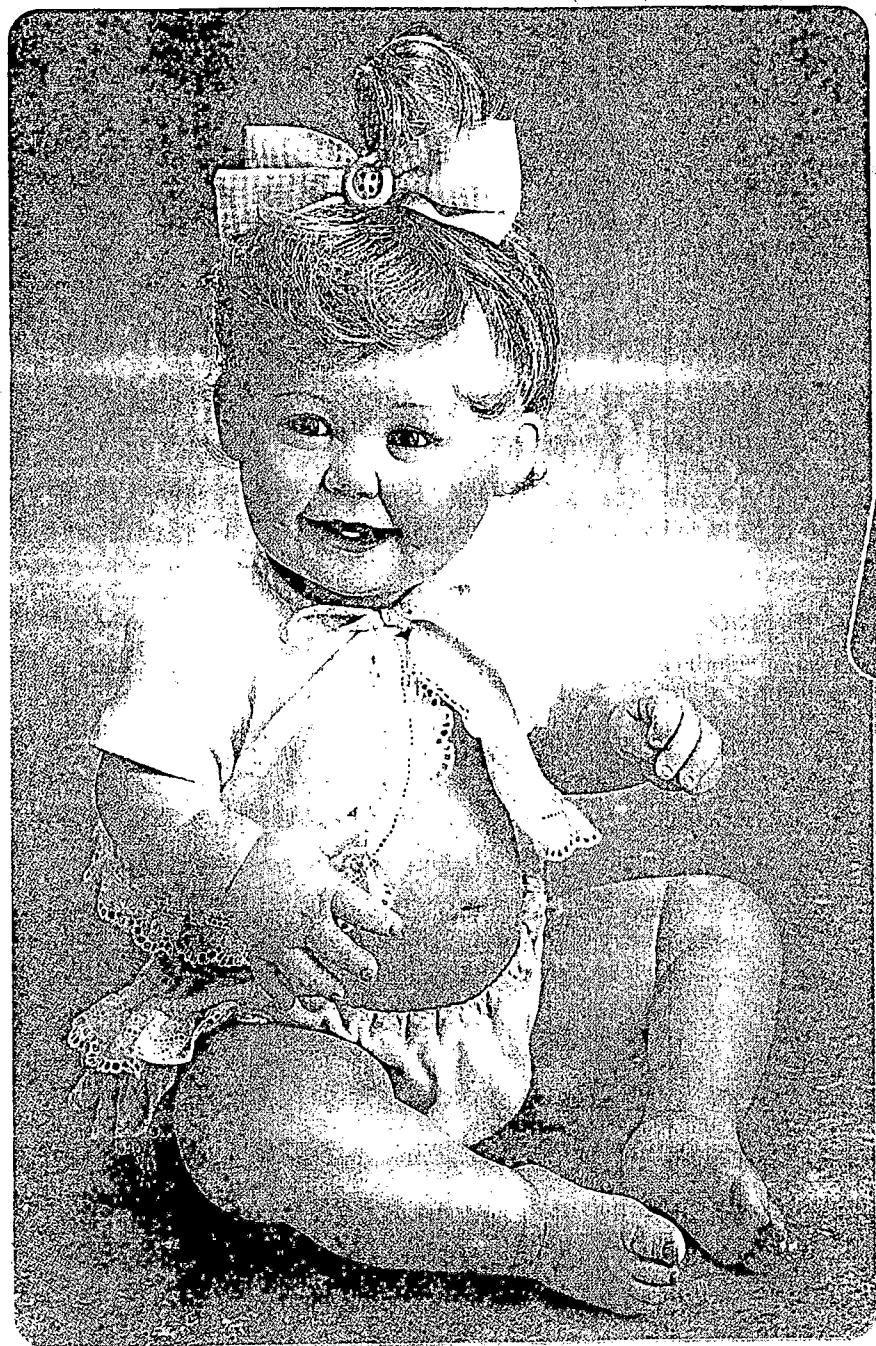
X  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
( )  
Name (please print clearly) \_\_\_\_\_ Telephone \_\_\_\_\_  
Address \_\_\_\_\_

City \_\_\_\_\_  
\*Plus \$1.94 per  
week for delay  
applicable tax

State \_\_\_\_\_ Zip \_\_\_\_\_

Ladies' Home Journal

June 1994  
pp. 78-79



Dolled up in frilly lace ruffles and pretty hairbow, this baby girl wears a smile that says it all: she's sweet and precious and "cute as a button."

"Cute as a Button" is the first issue in the *Barely Yours* collection of **all-porcelain** baby dolls by Titus Tomescu — and the **first all-porcelain** doll ever from the Ashton-Drake Galleries. She's as life-like as a real baby, from her sparkling eyes and dimpled smile to her plump tummy and ten tiny toenails. She's delicately hand-painted for the warm blush of a happy, healthy baby. And she wears cotton-blend baby clothes lavished with eyelet trim and precious pastel-pink buttons, as well as an embroidered appliqué that reminds you she's "Cute as a Button."

#### Limited availability ... order today!

Recommended and guaranteed by the Ashton-Drake Galleries, the "Cute as a Button" **all-porcelain** baby doll can be yours for only \$69.95, a remarkable value for an all-porcelain baby doll! To order, complete and mail the attached Reservation Certificate. Please hurry ... "Cute as a Button" is issued in an exclusive, hand-numbered edition ending forever in 1995 — so order today.



# in Kids

Here's an offer you'll go  
**ga! ga! over.**

Now you can save over \$13 when you  
subscribe to **PARENTS Magazine.**

## MUSIC

### WOODY'S 20 GRO BIG SONGS

Arlo Guthrie and the  
Guthrie Family

Ages two and up

Best known for  
Land Is Your Land,"  
Guthrie also wrote



sistible  
for an  
very st  
dren.  
to over  
Guth:  
died  
joins  
dren,  
the  
Arlo,  
child  
six  
twenty cuts here  
are the toddlers  
of greeting, "He  
the infectious n  
"Jig Along Ho  
"Don't You  
Down," which suggests

☐ YES, please sign me up for this great money-saving offer.  
Enter my PARENTS Magazine subscription for one year  
(12 monthly issues) for just \$13.97. I save more than \$13 off  
the newsstand rate!

SEND NO MONEY NOW; WE'LL BILL YOU LATER.  
SATISFACTION GUARANTEED OR YOUR MONEY BACK!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Apt \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Annual newsstand rate is \$27. Offer good in U.S. only. Allow 6-8 weeks for delivery of  
first issue.

JFP33



John Fortunato

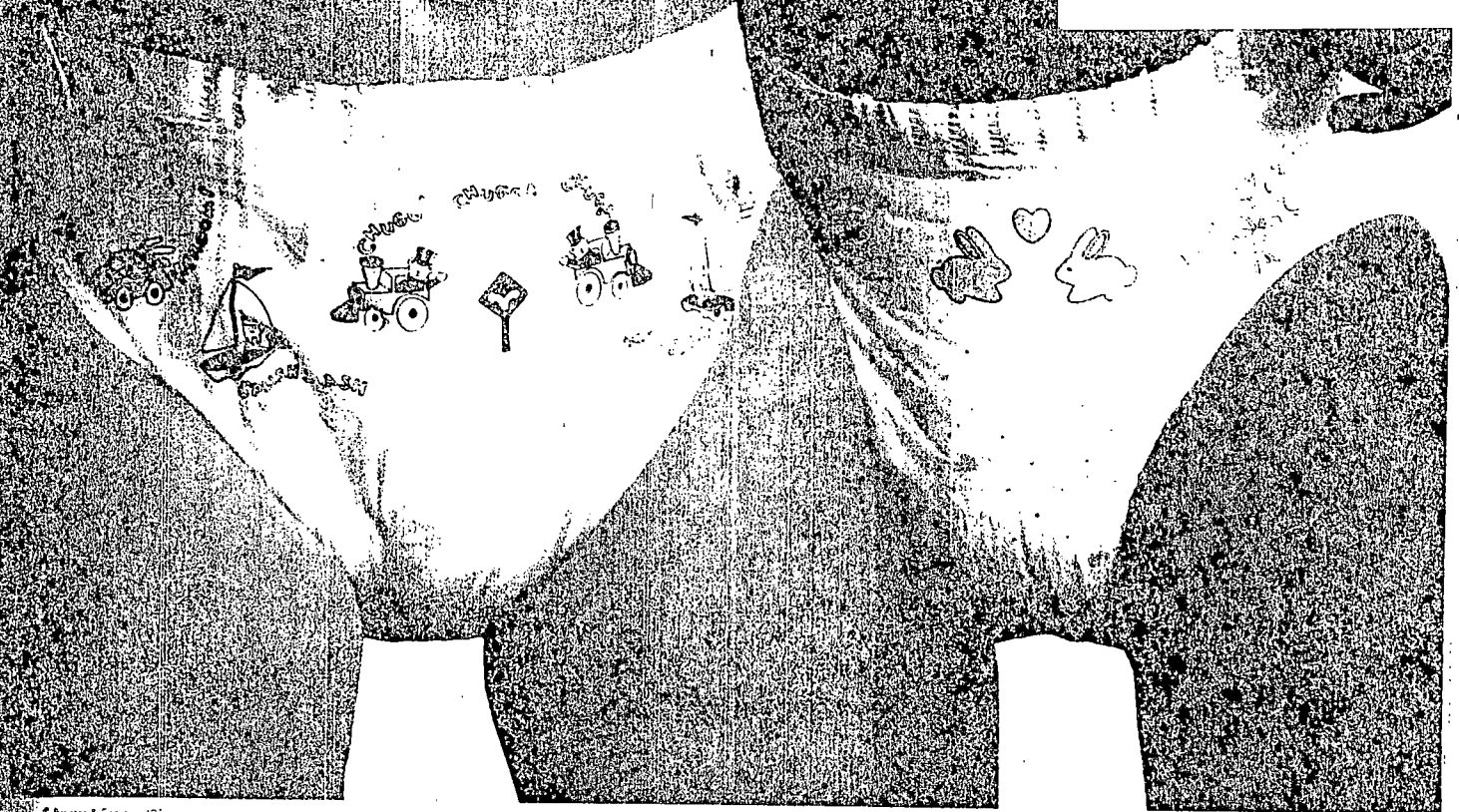
# ent



ting music, skilled narra-  
on, inspired animation,  
ad subtly delivered  
orals. Jean Stapleton's un-  
ersted reading of *Eliza-  
eth and Larry*, a whimsi-  
al fantasy about the bond  
between a woman and her  
lligator, is a standout.  
*Universal; 25 minutes,*  
\$12.98; 1-800-727-2233)

### THE DINGLES AND THREE OTHER TITLES FOR FAMILY ENJOYMENT Ages three to eight

The title piece uses high-  
ly stylized animation to tell



HAVE YOU EVER HEARD OF ANYTHING CUTER THAN LUVS

*CHUGGA-CHUGGA*

NEW WAISTBAND DESIGNS? BOYS COME WITH TOYS

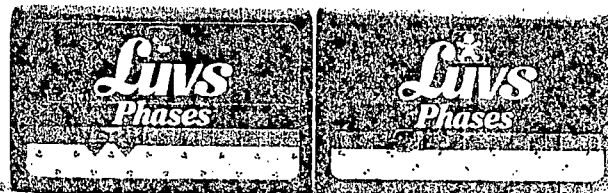
*WROOM*

MAKING NOISE. GIRLS COME WITH PLAYFUL BUNNIES

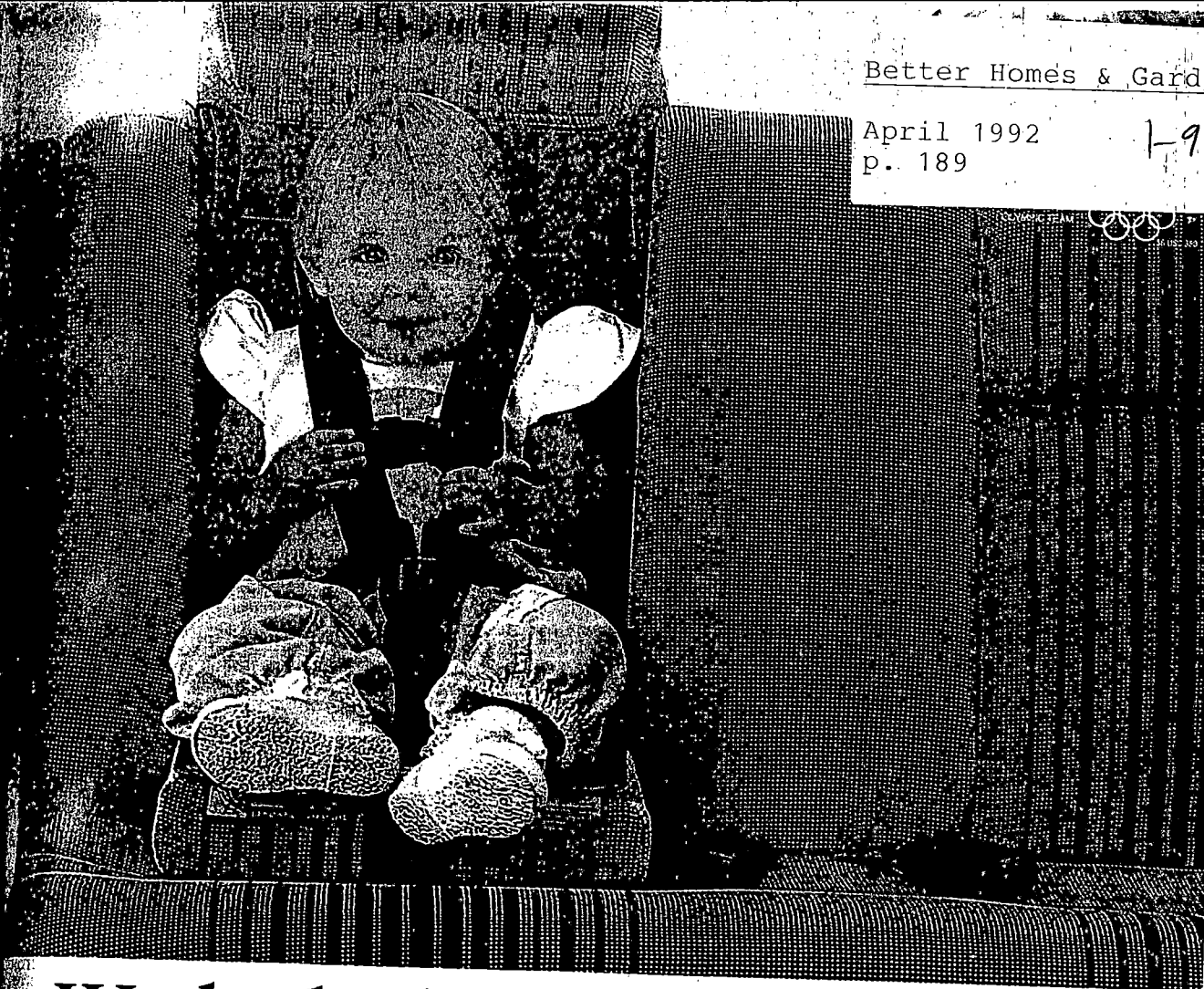
*BOING BOING BOING BOING*

AND TULIPS. YOU CAN'T HELP BUT GO GA GA OVER THEM.

*SPLISH-SPLASH*



NOTHING'S CUTER ON LEAKS THAN LUVS.



# We think a lot of people will go ga ga over our new built-in child seats.

Dodge Caravan already offered a combination of available features no other minivan could match. And now, the first minivan introduces another first: the industry's only available built-in child seats.

Designed for toddlers from 20 to 40 pounds, they're easily accessed. Their

harnesses are simple to adjust. And one of the seats can serve as a booster seat for an older child. When they aren't in use, they disappear and you get a bench seat that comfortably accommodates two adults.



Seat closed.



Child seat opened.

Child shown in booster seat.

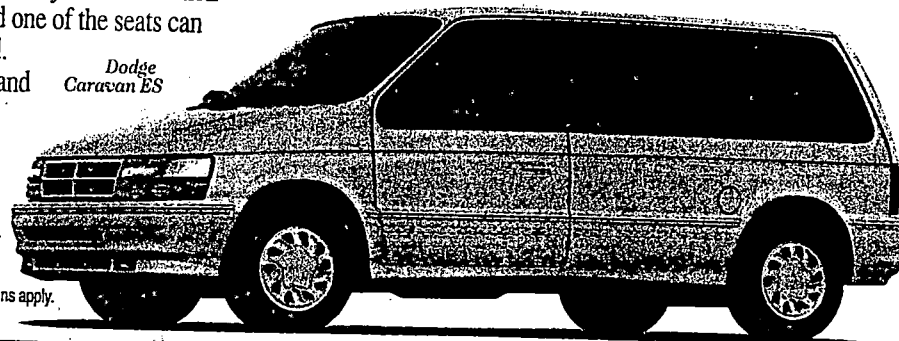
Dodge Caravan ES

So if you have little ones, talk baby talk with your Dodge dealer. He'll tell you all about our latest arrival...and show you why Dodge Caravan is America's favorite minivan.

**Rediscover American Value.**

Call 1-800-4-A-DODGE for a free product brochure.

**Advantage: Dodge**



Buckle up for safety.

BUY OR LEASE AT YOUR DODGE DEALER.

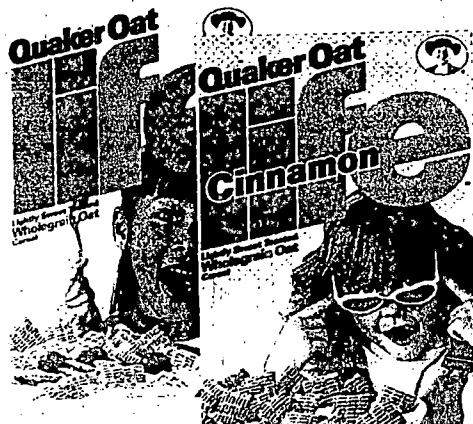
See limited warranties at dealer, exclusions and restrictions apply.

**"You're not going  
to finish all your  
Life® Cereal,  
are you?"**

**"Get a grip!"**



*Life,  
the delicious  
wholegrain  
Quaker Oat  
cereal!*



**Your kids  
will eat it!**



inner

1-76

# The cheese snack that goes wherever kids hang out.



kes to pick

pink remains  
of pan.  
dd to the cent  
Cook and stir  
and bubbly. Re  
to pan. Stir in  
tir about 1 min  
ds are heated. S  
couscous or m  
n servings.

ion per serving  
(ut), 6 g fat, 37  
carbo., 10 g die  
m. U.S. RDA: 2  
% vit. C, 19%  
vin, 44% niacin  
continued on page

D GARDENS, FEBRUARY

a delicious, 100 percent natural treat that keeps up with kids, get  
individually wrapped MooTown Snackers.® It's the packable, snackable  
cheese that won't hang around for long.

Company, Inc.

for it!  
for the  
readers  
he first  
est: The  
of the most  
g magazine  
newsstand  
as' Home  
s Digest is  
azine with  
n books,  
d videos—all  
earing  
ou need in  
able guide.  
herever  
are sold.

# Play for keeps.

Will keep playing & playing & playing with her Power Wheels® Barbie™ Corvette.®

Play cellular phone—  
essential for Barbie™  
business calls  
and hours of chit chat.

Detailed dash,  
shift console with  
an ignition key,  
and glove  
compartment.

More play!  
Power Wheels also  
makes road signs,  
and stoplights  
that really light.



Play with confidence:  
Unique floor pedal  
system that makes the toy  
go when the pedal  
is stepped on and stops  
the toy completely  
when it's released.

Real doors that  
open and close!

Runs on  
Power Wheels  
exclusive  
Super 6-volt  
system with  
rechargeable battery.  
Goes 3 mph  
forward  
and reverse.

Behind this  
symbol is a  
well-made toy:  
Power Wheels  
builds in quality  
with Corvette-  
perfect styling  
and super tough  
construction.



We've been making the world's  
best battery-powered riding toys for over 20 years.  
For a catalog or more information, call 1-800-348.



Ladies' Home Journal

study habits  
work as well as  
all the directions  
or questions and  
y not productive  
e kinds of tests,"  
  
will be given and  
ne district super-  
at to expect.  
scores, if there is  
or that surprises  
e testing coordi-  
dance counselor.  
th his classroom  
ng you can do to  
school progress  
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ng that the tests  
  
mpares to other  
our school has  
g period of time;  
with testing offi-  
ee how you can

ild's teacher dur-  
ou know when a





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DEC. 94 BHG

P. 11

Boys will be boys and boy will they ever love the colorfully coordinated combinations made possible by OshKosh Mix n' Match clothes.

**OSH KOSH**

*Big Boy*

THE GENUINE ARTICLE

Kids' clothes where everything goes.

Better Homes & Gardens

December 1994

p. 11

## While Your Child's Having A Ball, He Could Be Learning Too.

The more a child's senses are stimulated, the more he'll want to learn.

With that in mind, Texas Instruments created the Listen & Learn™ line of infant toys. They talk, make sounds and play music while introducing young children to the world around them.

A soothing voice introduces your children to farm animals and everyday objects by naming them and making the appropriate sounds. They'll learn nursery rhymes as familiar tunes are played and sung.

The shape is intriguing. And as the ball rolls it rewards them with sounds, encouraging crawling while helping to develop hand-eye coordination and basic motor skills.

**"YOU FOUND**

Like other

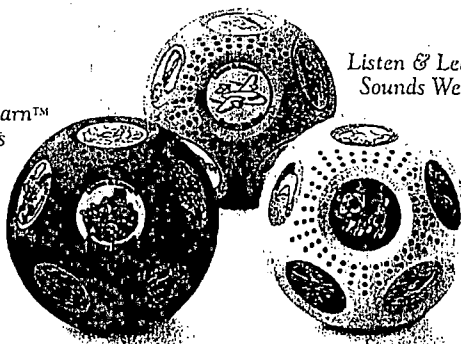
TI infant toys, the Listen & Learn line was researched with mothers and developed with a team of specialists. So you can feel confident these toys are appropriate for children ages 6 months to 3 years.

Fill their world with fun...and learning too. For more information please call 1-800-TI-CARES.



**"RIBBIT" "BYE-BYE"**

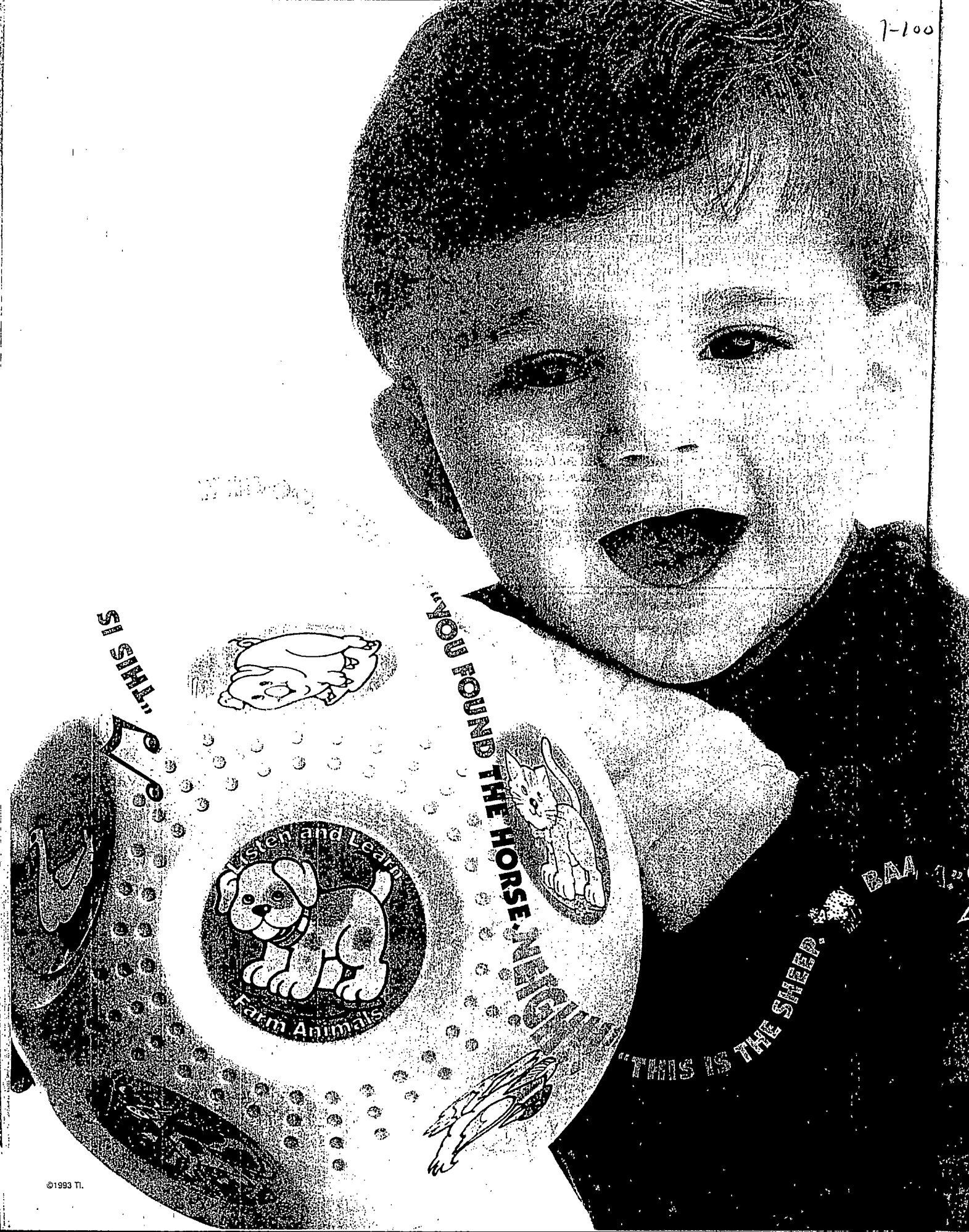
Listen & Learn™  
Nursery Rhymes



Listen & Learn™  
Sounds We Hear

Listen & Learn™  
Farm Animals

**TEXAS  
INSTRUMENTS**

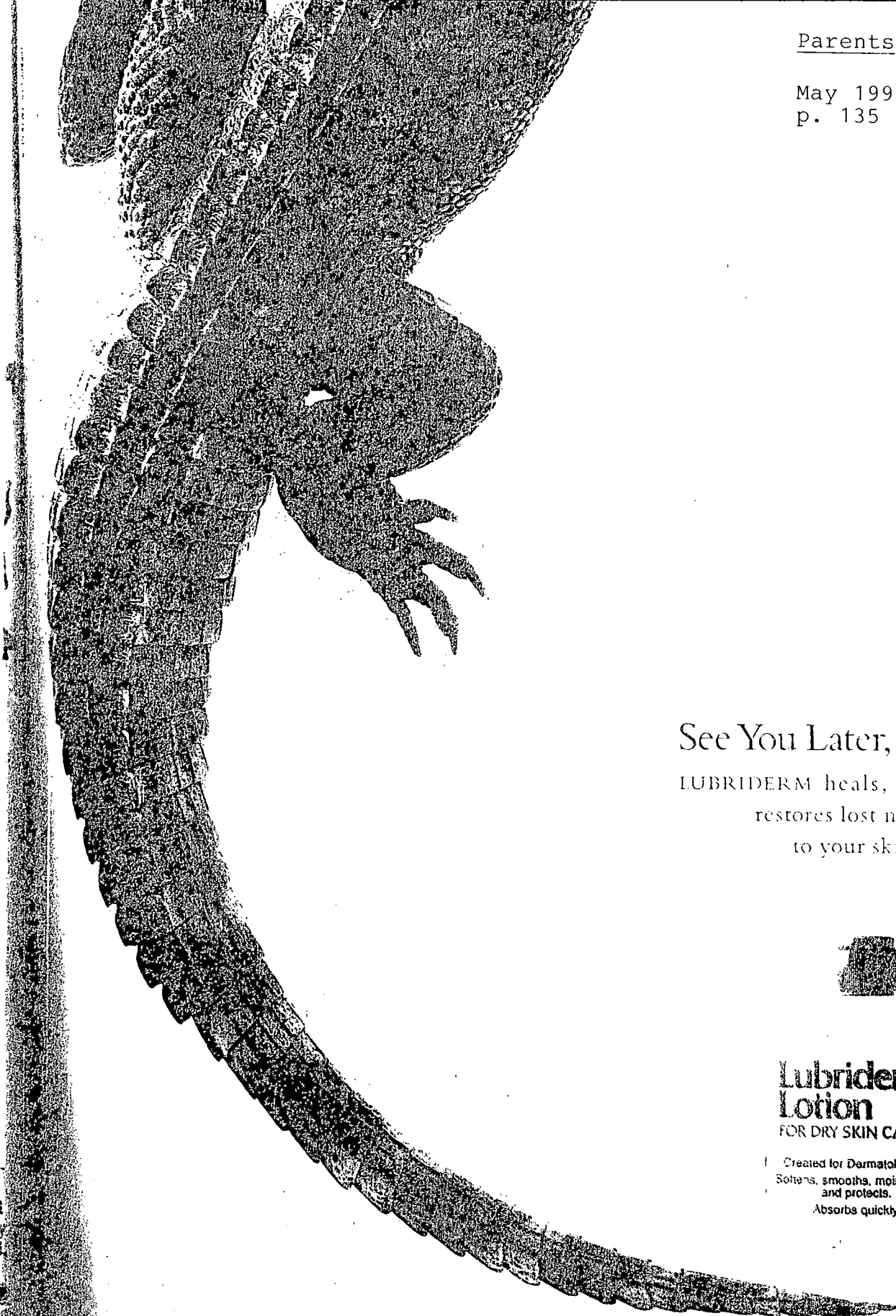


---

MISCELLANEOUS FOLK SPEECH  
(INCLUDES NAMES)

---

100.5



See You Later, Alligator.

LUBRIDERM heals, protects and  
restores lost moisture  
to your skin.



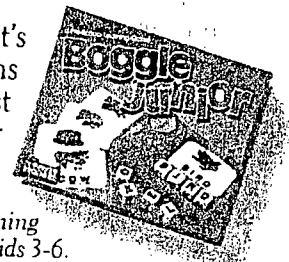
**Lubriderm®**  
**Lotion**  
FOR DRY SKIN CARE

Created for Dermatologists.  
Softens, smooths, moisturizes,  
and protects.  
Absorbs quickly.

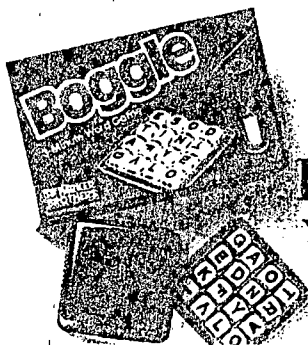
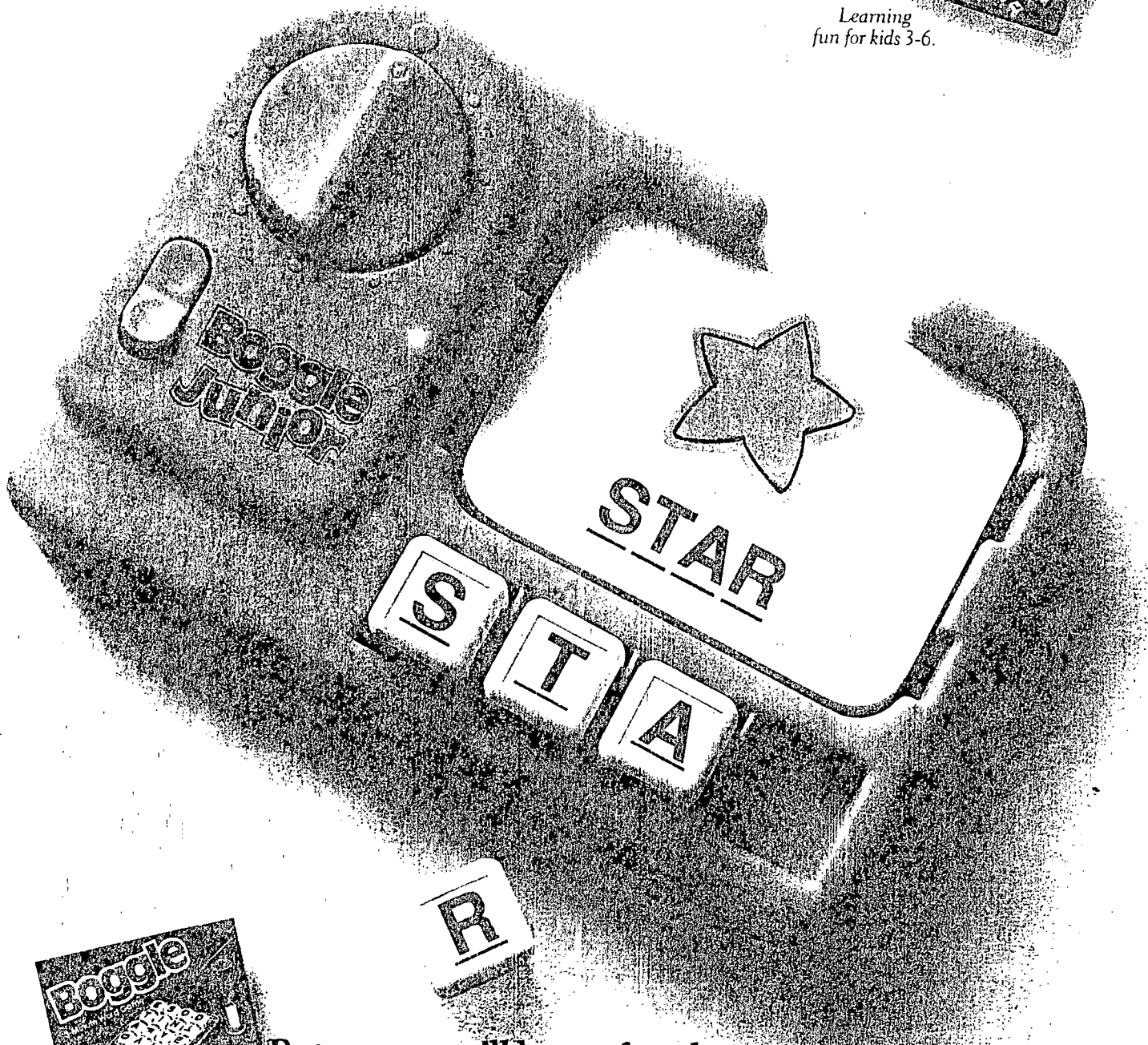


# It's amazing how quickly kids start using four-letter words.

Our BOGGLE JUNIOR™ game grows with children as they learn. First, it's a letter-matching game. Then, for pre-readers, it's a spelling game which turns into a test of memory for more advanced players. Finally, older kids can test themselves against the clock. It's exciting at all levels. So let them use our four-letter words—in the BOGGLE JUNIOR™ game. From Parker Brothers.



Learning  
fun for kids 3-6.



But you can still have a few choice words.

You just have to find them in under three minutes. The game is primo, crackerjack, habit-forming fun. The last time you got a word in edgewise? The Parker Brothers. It's how you spell fun for evvory

Parents

December 1992  
p. 183





**Even little stinkers love it.**

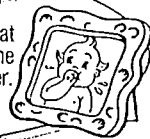
Tree Top. All natural with no sugar added,  
because they're sweet enough already.





### Who Framed Me?

Your little fingerprints are all over the job, which is what makes this Play Clay™ picture frame such a great memento for Father's Day. And it's a cinch to make at home with ARM & HAMMER® Baking Soda, cornstarch and water. For the recipe and full instructions, just call our 800 number below.

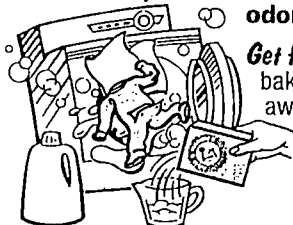


# Come Clean, You Lil' Stinker!



## An Absorbing Tale of Everyday Miracles to Clean and Super Deodorize a Tyke's Tough Laundry.

We caught ya, kid, red-and purple-handed, with stains on your shirt, spit-up on your bib and *smelly* stuff elsewhere too unsavory to mention. You're a menace to clean society, so we're letting your mom in on some inside information: there's a laundry additive that *not only cleans*, it actually **absorbs odors**: ARM & HAMMER® Baking Soda.



**Get fresh with stinky laundry!** A 1/2 cup of baking soda added to liquid detergent does away with odors, leaves laundry clothesline fresh. Bonus benefit: baking soda makes liquid detergents *work even harder* to clean food goop, grape juice and spit-up.

A 1/2 cup of baking soda in with bleach loads helps deodorize and gets your **WHITES** even **WHITER**. (And, of course, baking soda won't irritate your tender skin.)

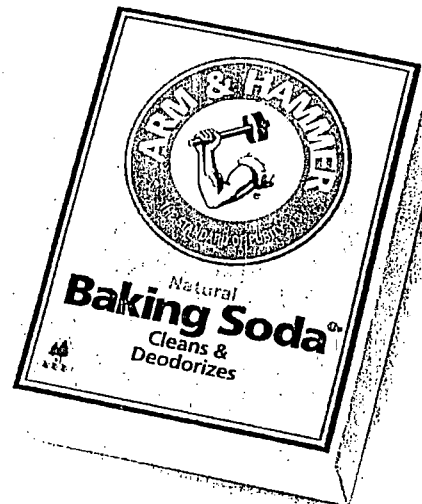


Baking soda's great on undercover assignments, too, like pre-soaking cloth diapers (a 1/2 cup per gallon of water) so they come out *looking and smelling great*.

And nothing gets rid of that *Sour Milk Smell* in your bottles better than rinsing them with a solution of baking soda and warm water.

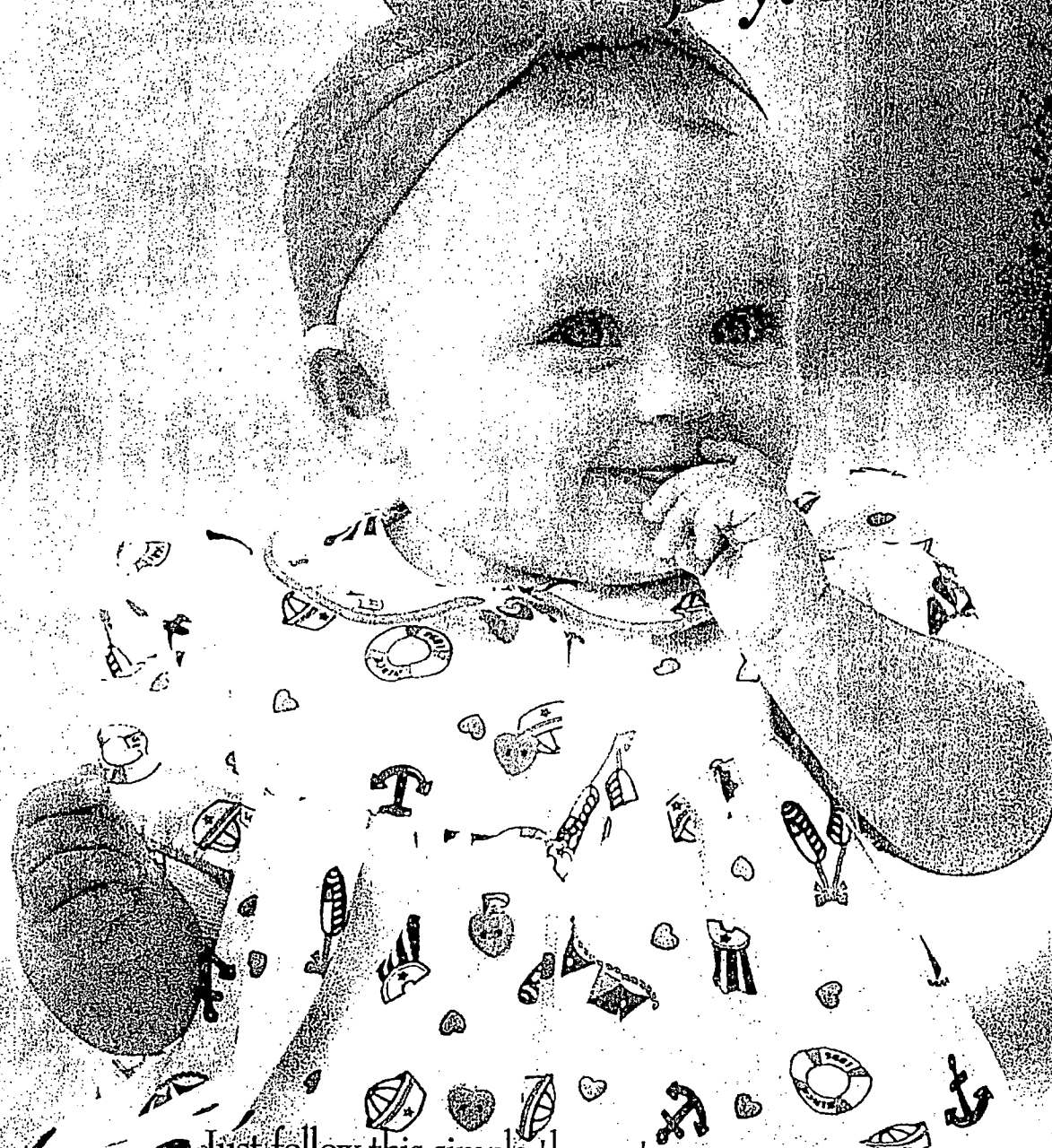


With these and so many other lawful uses, no wonder they call it "The Everyday Miracle."™ For our free Baby Booklet with more inside information about cleaning around your baby, call 1-800-ARM-HAMR.



—The Everyday Miracle™—

How to gift wrap a  
bundle of joy.



Just follow this simple three-step process:  
First, pick out some suitably tasteful wrapping. Next, dress your little bundle up in it.  
Then simply stand back and admire your handiwork.



Parents

November 1994  
p. 143

*Bounty®  
welcomes your bundle of joy...  
and a bundle of reasons  
why you'll need Bounty's superior  
absorbency and strength\*!*

*For dozens of dribbles and leftover nibbles and oodles  
of oopses and wonderful whoopses  
and millions of messes and ice cream on  
dresses and spills that are icky  
and spots that are sticky and jiggles of jelly and  
gooey marshmallow and  
little juice leaks and chocolate on cheeks and  
pudding that plops and fruit punch that drops and gobs  
of potato and blobs of tomato and ketchup  
that squirts and sloppy  
desserts and puddles of slush  
and missiles of mush...*

*The Quicker Thicker Picker-Upper.*

©1993 P&G \*Wet strength and absorbency vs. national 2-ply paper towels





ot

Presenting...

# LITTLE SLEEPYHEAD

by Susan Wakeen ★

Shown smaller than  
actual seated height of  
approximately 9 1/2".

Pink plush teddy bear  
is included at no  
additional charge.

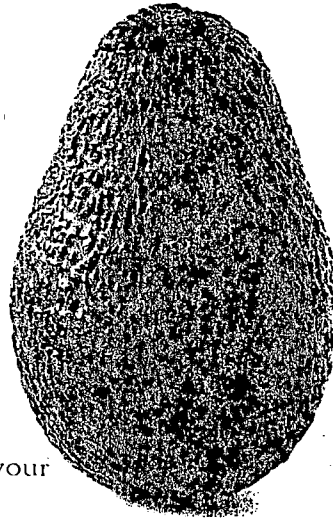
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Ladies' Home Journal

September 1992  
p. 85



## Cutie.



Let's face it, when it comes to food, most kids are finicky. So you spend most of your

healthy addition to a tuna fish sandwich or quesadilla.

time looking for new and easy ways to excite their little appetites. Well, here's something that will make you both smile.

And with apple and banana slices it makes for a fantastic fruit salad. In fact, the California Avocado is so versatile its only limit is your imagination. ♦ So

Pizza topped with California Avocado.

## Pie.

next time you're at the market pick

It's delicious, and as you can see, loaded with personality.

up some California Avocados. And

put on a happy face.

♦ The California

Avocado is

also a



RIPE WITH  
POSSIBILITIES.

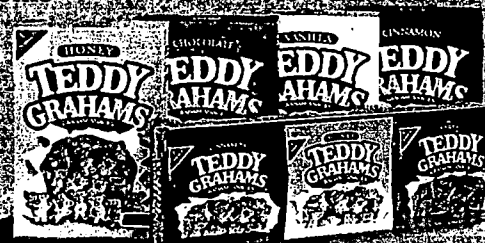
California Avocado Quesadilla



# Mother's Little Helper.

Sometimes you need a little help finding wholesome snacks kids will love. That's why you can feel good about Teddy Grahams®. They're not too sweet and they're low in saturated fat, with no cholesterol.

Teddy Grahams®. The delicious way to bring wholesome snacks out of hibernation.

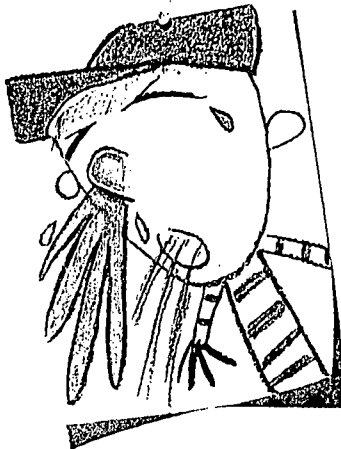


Nabisco® for a healthy appetite.

"Clothes-Pin Nose"



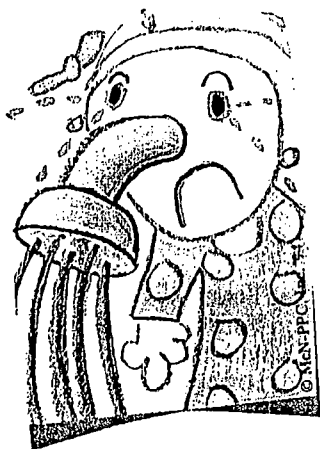
"Sneeze Monster"



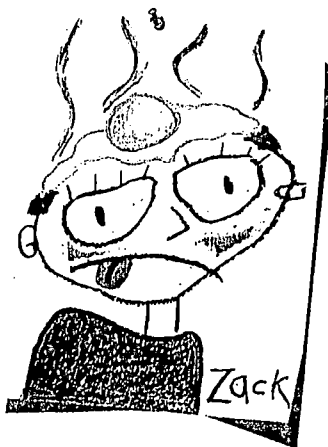
"Volcano Throat"



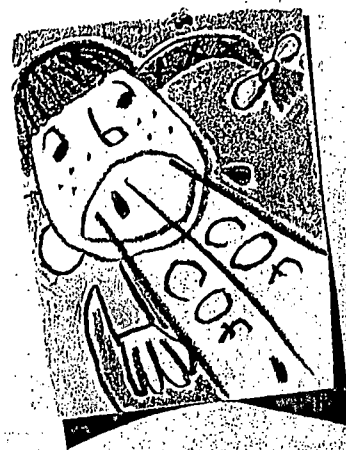
"Faucet Nose"



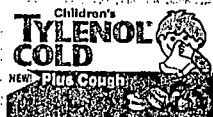
"Fry an Egg Fever"



"Barking Cough"



6 MAJOR COLD SYMPTOMS. ONLY 1  
CHILDREN'S MEDICINE RELIEVES THEM ALL.



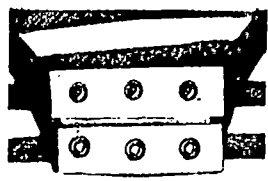
CHILDREN'S TYLENOL® COLD PLUS COUGH. THE ONLY ONE

Parents

December 1994  
p. 6

# If you thought your belly button was the coolest thing you'd ever seen you

Every year moms and dads all over America spend millions and millions of dollars on playthings for their children.



*A neat idea: Catch snaps are hidden so babies look neat.*

And most of it is pretty cool stuff.

Rattles in the shape of footballs. Scratch and sniff books. Velvet-lined music boxes. Little shopping carts. Tiny lawn mowers. Miniature hockey sticks. Giant stuffed gorillas. Books about flying elephants. Dolls that cry, laugh, even go to the potty.

So why is it that your baby's favorite toy in the whole world costs absolutely nothing and he plays with it whenever he gets in front of the in-laws?



At Healthtex, we understand all parents want their babies to enjoy their belly buttons. (Is it an innie or an outie?) But we've also discovered over the years that parents like

to keep their covered up a Which is Healthtex Bo the most popular we've ever in With a p Bodyshirt lo regular shirt mention it lo itself, too?) T along the cro keep it tucked you're lifting highchair, or patented do We've r and big for Reinforced And hidden the crotch l Of cou (a label, by

# belly button was the coolest even you'd show it off, too.

Healthtex, we to keep their babies' chubby little tummies  
understand all covered up as much as they possibly can.

parents want Which is why we developed the new  
their babies Healthtex Bodyshirt™, one of  
to enjoy their the most popular new items  
belly buttons we've ever introduced.

Is it an innie With a pair of shorts, our  
or an outie? Bodyshirt looks just like a  
but we've also regular shirt. (Oh, did we  
erred over the mention it looks great by  
years that itself, too?) Three snaps  
parents along the crotch, however,  
like keep it tucked in whether  
you're lifting him out of the  
highchair; or he's performing his  
patented double somersault.

We've made our snaps nice  
and big for quicker diaper changes.  
Reinforced them to make them more durable.  
And hidden them from view to not only make  
the crotch less bulky, but softer as well.

Of course, to earn the Healthtex label  
(a label, by the way, that's never scratchy)

our Bodyshirt must be easy to put on, easy to  
take off and, above all, it must be comfortable.  
So, we've added two snaps along the shoulder  
to keep the neck-opening from turn-  
ing a baby's smile upside down.

It's made of a soft cotton/poly  
blend that's always easy to  
wash, doesn't fade, and needs  
little or no ironing. It's sized  
to fit very comfortably — not  
too big, not too small, but ju-  
ust right. (Goldilocks would  
have loved it.)

And its durable construc-  
tion and cute designs will  
make it the favorite of  
your little show-off.

Just call us at the toll-free  
number listed below and ask about our new  
Bodyshirt. We think you'll discover that it  
may be the coolest thing  
to come along since.  
well, your <sup>1 11 1</sup>

Parents

**Healthtex**

Questions? Call us at our toll-free number, 1-800-554-7637. Look for Healthtex March 1993  
pp. 100-101



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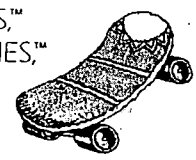
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**Introducing JOHNSON'S  
NO MORE OUCHIES.™**

The new first aid  
pain-relieving anti-  
septic spray that  
takes the ouch out of your  
child's minor cuts, scrapes  
and scratches fast. And  
makes treating them a  
lot less scary, too. Unlike  
messy creams and  
ointments, the non-  
aerosol pump spray

means you don't have to touch your  
child's ouchies to make them better.  
All in all, it's great news for kids.  
And for parents like you. Look  
for NO MORE OUCHIES in the  
First Aid Section of your store,  
and try new JOHNSON'S  
NO MORE ITCHIES,™  
NO MORE GERMIES,™  
and NO MORE  
BURN,™ too.



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Nobody knows all better better than Johnson's

Ladies' Home Journal

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