

BROWN BARRETT'S

COFFEE ESSENCE



Good Coffee, Quickly Made.

It comes to your table with all its natural flavour preserved.

Because Brown Barrett's special vacuum process—the result of 60 years coffee experience—saves that golden coffee aroma which makes good coffee so delicious.

The BROWN & WHITE LABEL products

Cradle Education

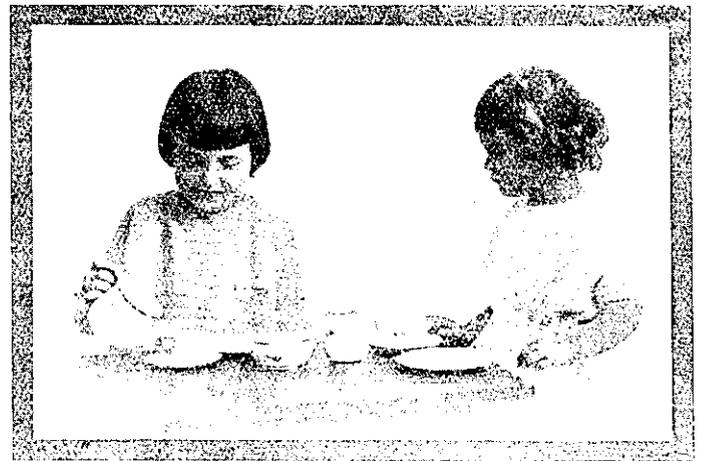
Persistent crying in a perfectly healthy baby is a sign of a faulty cradle education. Some of the most common causes are mentioned below

“CRADLE education!” some people will say. “Why, how can you educate a baby? He has no mind worth mentioning. Besides, why not leave the poor mite in peace for a little longer before beginning to educate him?”

But it is time we got rid of the idea that education is a tedious, unpleasant process, intimately connected with school and school books, wholly divorced from the rest of life. Education, in its widest sense, concerns itself with teaching the individual to live efficiently and rightly, from the mental and moral and from the physical point of view.

never learns to adapt himself to his environment because everything conforms to his whims and wishes. Such a child is subjected from the first to an ill-organised, badly planned, unsuitable life. This may go so far that a baby cries every time he sees his mother and needs expert treatment to cure this extremely annoying habit.

Everybody knows the “badly educated” baby—even though it is not always recognised that it is the education and not the baby that is at fault! He is the baby who will not lie in his cradle, the baby who insists on being cuddled and amused



Joan and Margaret, daughters of Dr. and Mrs. G. H. Robertson, of Wanganui. Tesla Studios, Wanganui

What mother does not want this for her baby?

Every mother knows, too, that Baby has a mind. It is not expressed at first, for the child's physical weakness, his inexperience, his lack of knowledge prevent this, but it is there all the same, and it develops surprisingly quickly during the first weeks and months of life. How soon the baby learns to recognise when he is about to be fed! Babies of four weeks old cease their cry of hunger when they are taken up in the nursing position. How soon the baby learns to recognise the faces around him! How soon he begins to hold out his arms mutely asking to be taken up; how soon he knows if a cry will get him what he wants!

The truth is that education, whether we will or no, *does* begin at birth. It may be a good education, the baby being trained from the first, by patience and self-denial on the part of his mother, to regular habits of feeding and sleeping; or it may be a bad education. In this latter case the baby is frequently given what he wants simply because he cries. Thus his mother sets a premium on his crying by giving him pleasure every time he cries. He

the whole time he is awake, the baby who will not wait for his feeds, the baby who will not sleep through the night.

Forming Regular Habits

THE first point to consider is regularity. The baby from the first must be taken up regularly to be fed, but if it is not his feeding time any cries for food must pass by unheeded. (One must always be sure, of course, that he is not in pain or needing other attention.) The normal, healthy baby does best on four-hourly feeds—at 6 a.m., 10 a.m., 2 p.m., 6 p.m., and 10 p.m., and there is no fear of his injuring himself if he is left to cry even for half an hour at a stretch. The crying will not continue for many days—unless, of course, the child is exceptionally delicate and really needs food more often—and after the initial battle, Baby usually resigns himself to his fate. He has learnt his first lesson—that he is not a potentate and there is no magic in his cry; that his will is not law to the world.

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Salad Dressing

Cornwell's Vinegar, slowly aged and mellowed, imparts to a dressing that delightful flavour which epicures appreciate—and without which no salad would be an entire success.

CORNWELL'S VINEGAR

PURE MALT VINEGAR BREWED FROM Malted Grains

DOMINION COMPRESSED CYCLIST VINEGAR DRINKING CROCKERY

26 FLUID OZS