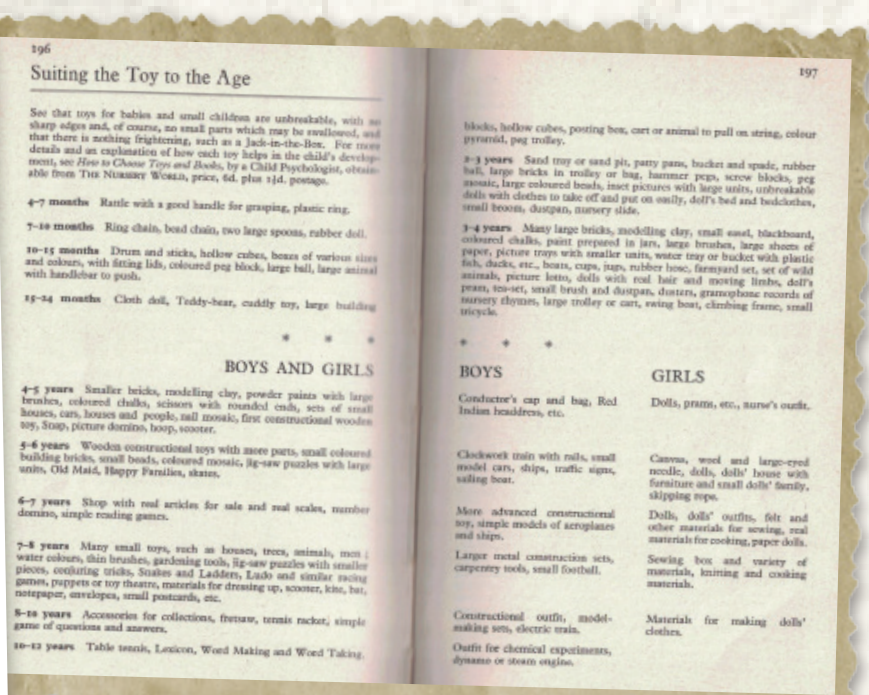
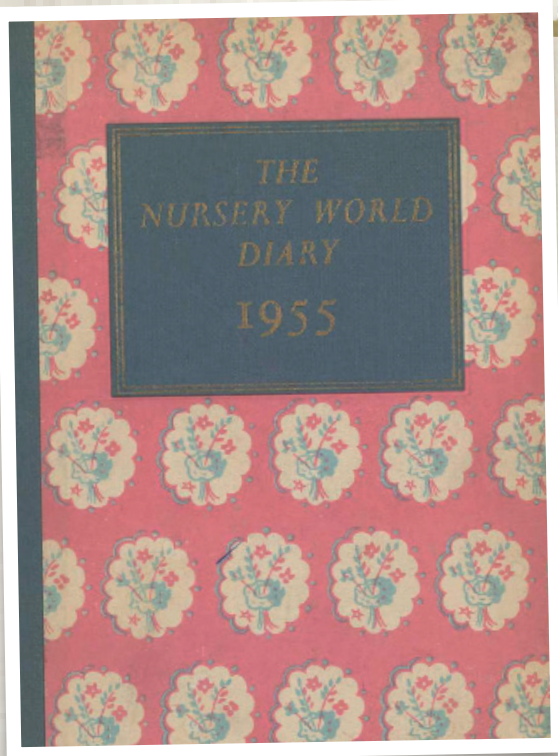


For the record

Nursery World diaries for new mothers gave a host of information on childrearing – from what to keep in the medicine cupboard to the correct toys for boys and girls. We delve into copies from 1955 and 1957, as we mark our 95th birthday



Advice on toys (above) and childbirth (far right). An ad for a girdle (right)

In 1925, *The Nursery World* was born, describing itself as 'the only weekly paper in the Kingdom devoted to the interests of the greatest profession in the world – the profession of the Nursery'. By the '50s, there was official merchandise, with the first *The Nursery World* diary published in 1954 by proprietors Benn Brothers (based at *Nursery World's* offices in Bouverie House, 154 Fleet Street).

One copy from 1955, bought for 7 shillings and 6 pence (the equivalent of about £9 today), contained addresses for useful institutions (such as The Unmarried Mother and her Child, and the Association for Tall Women) and telephone number lists (dairy, chimney sweep, coal merchant and ambulance being suggested entries). There was a page to plot baby's weight on a graph, a place to note husband's clothing sizes, and sections on first-aid;

giving much advice that is in direct contravention with best practice now.

It also listed symptoms of infectious diseases, including not-yet-eradicated diphtheria and smallpox, plus advice on good habits, menus for toddlers, party games, appropriate toys and an advertising section with its own index. 'Above all you can make this diary your own record book and reminder,' said the (unnamed) editor of the time, 'noting in it the date of events in your own and your family's life, important items of expenditure and all those addresses and telephone numbers that get lost on scraps of paper. This diary comes to you as a friend and guide; see that you get the utmost help and pleasure from it.'

FIRST-AID Down the throat

'Pins and safety pins are often

passed without trouble, and if they are followed by X-ray pictures taken at intervals it has been found that the intestines usually turn the pin so that the sharp end is pointed backwards as it is carried along.'

Foreign bodies

'If the foreign body is stuck in the eyeball and cannot be removed by a gentle wipe, it should be left; this also applies to any object lodged in the clear area which covers the pupil or iris. In such cases a drop of castor oil or liquid paraffin should be dropped inside the lower lid and the eye covered with a soft pad or bandage which is just firm enough to keep the eye shut. Then take the child to see a doctor.'

Breath holding

'Breath holding is met with in infants or toddlers during an outburst of rage. It may be noticed that after beginning to scream, a

for the happy event . . .



The young expectant mother needs a garment which gives ample support to the figure, yet is sufficiently adjustable. Court Royal's Maternity Girdle M.498 has an entirely boneless front and is made in good quality Spun Rayon Satin with Satin Elastic sides. There is hook and eye fastening at the back, lined with plush, and side lacing adjustments. Sizes 24"-32" and price, £1 5s. 6d. Another important requirement is Nursing Bra. 7481 in sizes 34"-42" at 11/9d. Both of these garments are supplied in Tea Rose or White.

COURT ROYAL
FOUNDATIONS

Obtainable from Court Royal stockists everywhere. If in difficulty, order direct from The Treasure Co. Co. Ltd., 103 Oxford Street, London, W.1, stating size required and enclosing remittance plus postage as follows: Brasieres 4d. (6d. for 2) Girdle 1/-.

Trade enquiries to the Manufacturers: Charles Boyer & Co. Ltd. Lower Bristol Road

Revised and Enlarged

CHILDBIRTH WITHOUT FEAR

by GRANTLY DICK READ, M.A., M.D.

This is the most complete explanation now available of Dr. Read's famous natural childbirth method. Thousands of women have successfully followed his teaching and experienced practically painless childbirth. Enthusiastically endorsed by mothers and medical authorities, natural childbirth makes it possible for the mother to see her baby born and hear its first cry.

This third edition of *Childbirth Without Fear* includes much new material and five entirely new chapters. A fuller explanation of the reasons for fear and the resulting painful labour is included. Well-illustrated directions are given for the simple exercises which help the expectant mother to maintain her health and prepare herself for childbirth. Also described are postnatal exercises which will aid the mother to regain her strength and her normal figure.

Expectant mothers will find this book an invaluable source of aid and encouragement.

10s. 6d.

WILLIAM HEINEMANN · MEDICAL BOOKS · LIMITED

99 GREAT RUSSELL STREET, LONDON, W.C.1

or Guernsey[...] Measure out the exact quantity of cod-liver oil and butter for the day into a small cup; give a little by spoon, cold before each artificial feed until the day's supply is finished. If frequent motions occur, omit all fat at once and do not press milk mixture.'

A recipe for the first wean (suggested when the baby was eight to nine months) was 3oz of cow's milk, 4oz of water and one teaspoon of sugar; alternative recipes were given for dried milk. For milk mixtures for newborns, it was suggested that three-day-old babies should be fed 1oz of fresh milk, 4oz of water and one teaspoonful of 'sugar of milk' or lactose. 'On

alternate days beat half a raw egg yolk into the day's milk mixture when cold,' it adds.

Good habits by the child psychologist

'Eating. If a dish is refused remove it without question, but do not allow a child to fill up on something preferred. If, however, a child shows a definite dislike of a certain food, e.g. meat, offer an alternative, in this case a protein.

'Regard mealtimes as a happy social occasion, not as an opportunity for nagging. Get on with your own meal, and talk about things other than food and likes and dislikes.'

The vitamins

Liver was suggested as a chief source of Vitamin A, B1, B2 and B3, with suggested toddler recipes including stewed liver with parsley, sheep's brains in parsley sauce, herring roes on toast and banana crispie pudding (sliced banana coated in blancmange and sprinkled with crushed cornflakes and baked for a few minutes). ■

child throws himself back stiffly and stops breathing. After a little while he becomes blue and unconscious, but once he is unconscious he again becomes limp and begins to breathe. Such an episode may become a habit, and to break the habit it is necessary to make the child breathe before he becomes unconscious. This is usually best achieved by suddenly making him catch his breath by wetting his face with a spongeful of cold water or by giving him a sharp smack. Although this habit of breath holding is unpleasant to witness, it is not dangerous, as breathing always starts again when the child is unconscious.'

Choking

'A resounding slap such as is often given to anyone who chokes at mealtimes is of no use at all. The thump on the back should be a quick, sharp thump in order to jerk the object forwards and upwards out of the throat.'

Poisoning

'If the lips or the mouth are burnt, do not make the child sick. If poisoning by strong acids, give magnesia or lime water, to neutralise the acid. Washing soda (1

saltspoonful to a cup of water) may be used, but not bicarbonate of soda as it will effervesce in contact with acid and thus may cause further damage. Milk can be used if nothing else is available.'

The medicine cupboard

'Aspirin is not for the undiagnosed pain, nor for tummy aches, but to relieve pain which is understood, due to injury, toothache etc. Give roughly 1 grain for each year up to 10 years. Glycerine to soothe sore gums. 1 teaspoonful can be mixed with 1 teaspoonful of brandy (or whisky or gin) and rubbed on. Tincture of iodine painted on the gum around an aching tooth may also be soothing.'

FOOD AND DRINK

Weaning

'If using fresh milk, use raw Tuberculin Tested if possible. Weaker recipes are necessary for Jersey, Guernsey or goat's milk. Give only half the advised fat if using Jersey

A Woman's Advice to Married Women

Dr. Helena Wright believes that only a woman can teach other women to achieve complete happiness in their sexual relationship in marriage. Her two books THE SEX FACTOR IN MARRIAGE and MORE ABOUT THE SEX FACTOR IN MARRIAGE are recommended by the medical profession, and have sold between them over 300,000 copies

The Editor of The Nursery World will be glad to send you either of these books on receipt of a postal order. Their price is 8s. each (postal charges paid). Please write to her at 154 Fleet Street, London E.C.4

Good thinking...

In its 95 years of publishing, *Nursery World* has chronicled the evolution of conventional thinking on women, children and, in later decades, newer mainstream debates on race equality and LGBT rights, as these extracts to celebrate our birthday show

14th July 1926. 'The Child in the Servantless Home'

'It is impossible to manage a home and children singlehanded without good health. The working mother should, for her own sake, do all she can to preserve her health, and often a few hours' rest in bed will prevent serious trouble. It is sheer folly when overtired or unwell to go blindly on with the daily programme, exclaiming that you cannot be spared. Better "be spared" for twenty-four hours than for a fortnight! A periodical day in bed would relieve most of the troubles that many working mothers seem to accept as inevitable...

'Picnic meals of brown bread and butter, fruit and milk, will do the children no harm, and need involve no fuss whatever, while the morning sleep should, of course, take place at the accustomed time. Usually the father or some elder member of the family can arrange to return in time to bath toddlers and put them to bed, and this can be a real treat for all concerned!'

17th May 1939. 'First things First – but what are the first things? Asks a Single-Handed Mother'

'To "keep one's husband always one's lover" makes for a happy home-life for children as well as parents. Isn't it one of Mother's essential jobs so to arrange all her work so she is not too tired to be charming and companionable and to care a little for her own looks? Children, as well as father, love a "lovely" mother! (I find a weekly Health and Beauty Class a sure defence against middle-aged spread, and it is also a good evening's relaxation!)

'Now, single-handed mothers, let us all keep a good sense of proportion and not be over-conscientious about the myriad

secondary duties, but find time to be happy and so make happy homes for our families.'

7th October 1943. 'Our responsibility'

'Miss Janet Dunbar... will speak in the new "Woman's Page" programme to be broadcast by the BBC on Fridays at 6.30. You may remember her recent talks on the Beveridge Report [a report which was highly influential in the founding of the post-war welfare state]. Miss Dunbar has strong views about the part women should play in local government and about the housewife's way of saying "they" do so-and-so or won't do so-and-so without realising that "they" is really "we" and that it is up to us to



Mothers were advised to rest in order to avoid burn-out

Pregnant women were urged to maintain their social life

make the better Britain we all want when this war is won.'

10th May 1951. 'Unmarried mothers and their children'

'A number of Acts to improve the life of children have been passed since 1918, and the [National Council for the Unmarried Mother and her Child, founded in 1918] has had a good deal of influence on them. Neville Chamberlain sponsored its first Bill, which advocated the legitimization of children whose parents subsequently marry... Though to the disappointment of some, a child still cannot become legitimate if one of the partners was married to somebody else at the time of the birth.'

2nd December 1965. 'Pretty & Practical'

'Parties, theatres, dances, there is no reason why your social life should stop short as the months of waiting advance. In fact, now is the time to



Nursery World August, 19, 1988



BOY
OR
GIRL
?

Even at birth they differ



What if all we have to—boy or girl? It's a question full of day-dreams that melt in through the ages and have persisted. Some contemporary say that all they care is that the baby should be healthy and happy, but most have a secret wish for the sex of the child, while a few mind stay deeper.

Children in a world of such beliefs and superstitions, and in this day (when we stand in silent parts of the world to ensure only one or the other). Even in our new country there has been some publicity for at least two

of an analysis of sex (or rather than the other), in the early stages.

BEFORE BIRTH

in so many ways

By Doctor
JOAN DOMEZ, MD, FRCP

stock up on the glamorous “do’s” and outings – you will certainly feel more tied down when the first baby arrives...

‘The old absurdity of trying to hide the bulge, followed by elaborate devices to attract attention away from the bulge, no longer apply, thank goodness – no one tries to “keep the secret” any more. Now in fact you can get away with being really dramatic. You can exploit the precious and unique feeling of poise and confidence, of purposefulness, that is one of the subtlest delights of pregnancy.’



tomboyish girl may get by, but it is unfortunate to be a mannish woman, or a timid, feminine man.’

9th February 1989. Race awareness training

‘The biggest difficulty in tackling racist attitudes and racist practice is that they are not just individual problems but are woven into the fabric of our lives. From the largest institutions to the smallest, we can expect to find that “white Anglo-Saxon

Protestants” have the best chance of getting to the top and that there are a disproportionate number of people from ethnic minorities in the most boring, worst paid jobs. At its most vicious, racism can mean being terrified to go to bed at night in case someone puts a firebomb through your letterbox – a regular event in some areas, like Newham in east London. At its most subtle, racism may mean people making ill-informed negative assumptions



Race awareness was a topic covered in a 1989 issue

Nursery World's take on the fostering system's discrimination against same-sex couples in 1992

about cultures other than their own. Changing attitudes is a small step in the right direction, but this is only one aspect of what has to be achieved if we are to give pre-school children the confidence and understanding they will need to deal with racism on their own behalf as they grow up.’

21st May 1992. ‘An equal right to parenting’

‘The previous restrictions on single men or unmarried couples fostering were relaxed in the early 1980s. Then, in the consultations about the new 1989 Children Act, the guidance and regulations on family placement seemed to rule out gays and lesbians on the grounds that “equal rights” and “gay rights” have no place in fostering services.’ [Following a massive response, the wording of the act was redrawn to claim that ‘it would be wrong arbitrarily to exclude any particular groups from consideration.’]

7 November 2002. ‘Suffering in silence’

‘Iris Gibbs, a parent-child psychologist at the Anna Freud Centre... says “Society idealises childbirth and motherhood, and this puts women under pressure when their experience does not match their expectations. Many women suffer from the baby blues, but often the expectation among family and friends is that it will pass. When it doesn’t, a mother may feel even more overwhelmed by her feelings. Proper help and support is needed to help these women and the families that are affected.”’



13th August 1970

‘It’s young sons who stamp the hardest, shout the loudest, when they are crossed. Little

boys are more of a challenge, little girls more of a delight. Because they are so different, physically, mentally and psychologically, they need bringing up differently. Upbringing colours a child’s whole outlook, makes him satisfied or discontented to be what he is. It is especially important to treat a girl as a girl in a one-sided family with several brothers, and a boy with only sisters as a boy. A

While most homosexual parents care for their children in happy, loving families, when same sex couples go to court to offer temporary foster care, their sexual orientation is often seen as a negative factor...

