

NOW THAT YOU ARE A DAD, YOU ARE NO LONGER COOL. THE FASTER YOU GET OVER IT, THE FASTER YOU WILL BECOME MORE RESPONSIBLE.



IF IT CAN HAPPEN, IT WILL.



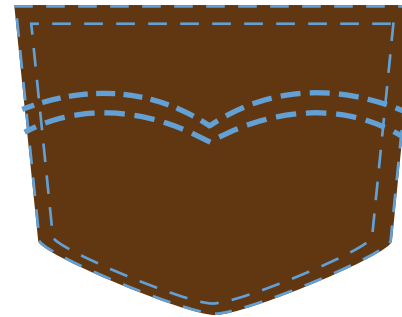
...THINKING OF WOMEN; THINK LIKE THEM

ANTICIPATE THE NEEDS OF YOUR CHILD

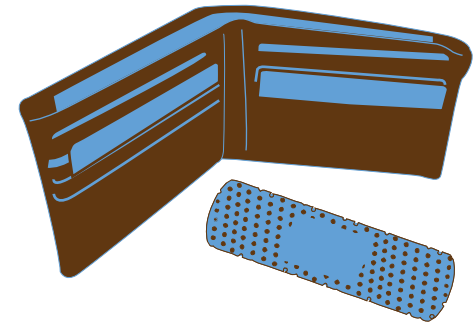
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COMPARED TO THE MOTHER, YOU ARE USELESS, BUT TO YOUR CHILD YOU ARE NOT HOPELESS

FEED YOUR CHILD AT LEAST ONE BOTTLE A DAY



YOU DON'T CARRY A POCKETBOOK, BUT YOU DO HAVE POCKET. AFTER USING A PUBLIC RESTROOM FOLD A PAPER TOWEL AND LEAVE IT IN YOUR POCKET FOR THAT MUCH NEEDED WIPE.

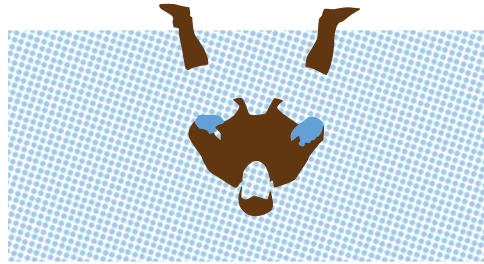


YOU DON'T CARRY A PURSE, BUT YOU DO HAVE A WALLET. SLIP A BAND-AID INSIDE FOR THE INEVITABLE SCRAPE. YOU WILL LOOK LIKE A HERO. SLIP A PEN IN THERE TOO.

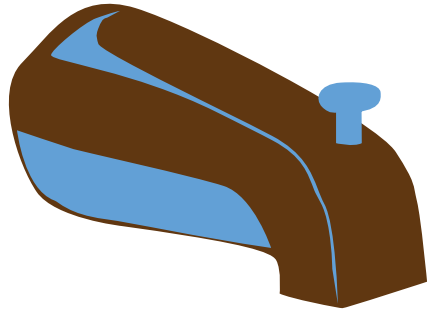
DON'T CRY OVER  
SPILLED DRINKS  
KEEP THEIRS AND YOUR  
DRINKS FAR FROM REACH  
AND THE EDGE  
OF THE TABLE



PLAY GOALIE  
WITH YOUR CHILD'S HEAD.  
LET YOUR HAND BE THE  
BUFFER BETWEEN THEIR  
HEAD AND THE  
UNDERSIDE  
OF THE TABLE



GIVE IT A DECADE.  
YOU WILL GET TO SHARE  
YOUR TV FUN WITH THEM,  
JUST BE PATIENT.  
VISUALS & ELECTRONICS  
MAKE A BIGGER IMPACT  
THAN YOU REALIZE.

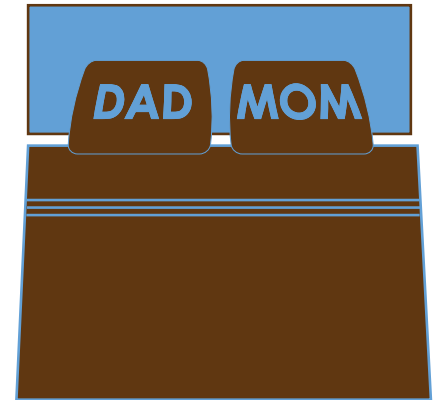


WATCH THIS SPOUT.  
NEVER LEAVE THEM  
IN THE BATH ALONE.  
ANYTHING ELSE CAN WAIT.  
USE YOUR HAND TO COVER  
THE SPOUT WHEN  
YOUR CHILD  
EXITS THE TUB

**I SPY  
I DRAW  
I MIMIC**

MAKE IT A GAME.  
AND THE NAME OF THAT  
GAME IS  
**DISTRACTION.**  
WHEN ALL IS GOING TO  
HELL, PLAY A GAME.

CARE TO ADD A TIP?



THIS BED IS FOR  
TWO ONLY.  
IT MAY BE CUTE TO SHARE  
YOUR BED, BUT YOU COULD  
CRUSH THEM IN YOUR  
SLEEP OR WORSE, CURSE  
YOUR FUTURE SLEEP.