CHEERS to Julie Brown of New York (left), whose nonprofit organization Room To Grow provides poor families with free merchandise, some new, some slightly used. Everything from shoes to strollers to toys is donated by such companies as Crayola and Fisher-Price, as well as parents whose babies have outgrown the items. The families, referred by social service agencies, also get to spend two hours talking with Brown, a child therapist. She is expanding her operation to Kansas City and other cities soon. Visit the Room To Grow Web site at www.roomtogrow.org.

SNEERS to the soft-drink manufacturers that encourage children to consume soft drinks by licensing their logos to the manufacturers of baby bottles.