

Give the baby a chance. Good food, good care, good water; surely he's entitled to these—and more.

Mothers' Forum Devoted to Babies And Their Welfare

Infant Welfare Is Purpose of New Society

PORTLAND has a brand new organization, the aim of which is to keep well babies well and thus reduce infant mortality.

The Cooperative Infant Welfare Society, representing a large number of the social and educational agencies of the city and state, together with individuals who through their interest and activity are entitled to be identified with such an organization, has been organized.

The society is officered as follows: President, Marshall N. Dana; vice-president, Mrs. Helen Ladd Corbett; secretary, Dr. Harold B. Myers; treasurer, A. L. Mills; directors, Mrs. Sadie Orr-Dunbar, Mrs. S. M. Blumauer, Rev. Edwin V. O'Hara and E. R. C. Toyer; members, J. C. Almaack, Dr. George Heber, Dr. Franklin Thomas, University of Oregon; Mrs. Sadie Orr-Dunbar, A. L. Mills, Oregon Tuberculosis association; Mrs. Milton Kahn, Mrs. George N. Black, Council of Jewish Women; Mrs. Robert G. Dieck, Mrs. Kate Mather, Mrs. Lewis Mills, Visiting Nurse association; Mrs. Helen Ladd Corbett, Mrs. Thomas Blumauer, Valentine Richard, Peoples Institute; Mrs. C. W. Hayhurst, Mrs. A. E. Fligel, Oregon Congress of Mothers; Mrs. S. M. Blumauer, American Red Cross; Dr. Ulysses Moor, Dr. J. R. Biederbeck, baby specialist; Dr. Ethel Sherrill Eames, city board of health; Dr. David N. Eoberg, state health officer; Dr. Harold B. Myers, medical director of the University of Oregon; Dr. C. J. Smith, Dr. E. J. Labbe, physicians; Marshall N. Dana, Mrs. Robert Noyes, Bishop Sumner, Rev. Edwin V. O'Hara, E. R. C. Toyer, all interested in infant welfare.

The general plan and purpose of this organization is to open a free clinic for well babies in some one district of the city and at the end of a year make a survey in the district where the clinic has been in operation and in districts where there has been no special effort at the conservation of child life. It is thought by those who know of similar work in other cities, that the figures will be so convincing that the establishment of additional clinics will be an easy matter.

The clinic will be conducted by an experienced physician assisted by a trained nurse and volunteer workers. The nurse will also act as a social worker in the home, giving advice regarding the feeding and the general welfare of the child and inducing mothers to bring their babies to the clinic soon after birth.

The desire of the society is to do intensive welfare work in an effort to reduce the infant mortality, which is now alarmingly large. The clinic will at all times seek to show that one of the most effective methods of combating infant mortality is to encourage breast feeding. At present it is about twice

as dangerous to be born in Portland as in Dunedin, New Zealand. During the war it was even safer to be a soldier in France than a baby in Portland. Figures show that only 25 of every 1000 American soldiers in France lost their lives, whereas 70 of every 1000 babies born in Portland die the first year of their lives.

The Neighborhood house in South Portland has been offered for the clinic and the Visiting Nurse association has offered to finance the clinic to the extent of the hire of a nurse until October 1. The Kiwanis club is desirous of aiding in this work and will be asked to "father" the society. The Junior Red Cross, which has some funds on hand, will be asked for \$2000 to assist in establishing the work.

High Mortality Among Babies Explained

DEATHS in the first months of life are due chiefly to the unfavorable conditions surrounding the mother during the expectant period—conditions which include poverty, ignorance, venereal disease and lack of medical and nursing care.

The prenatal and natal causes claim the highest number of victims—a number closely corresponding to the deaths in the first month of life. If infant mortality is to be controlled the work for that purpose must begin in the prenatal period and must include proper medical and nursing care for the mother at the time of childbirth.

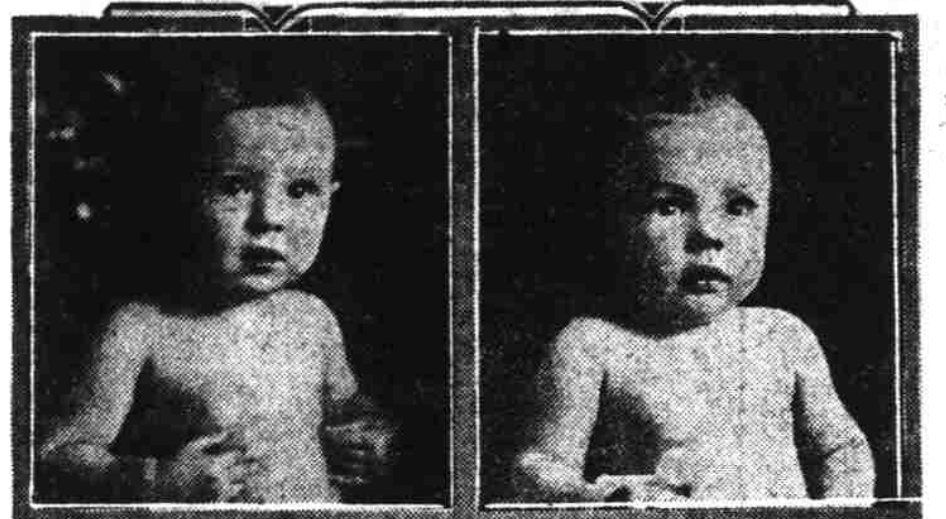
Second in number are babies who die, for the most part, in the heat of summer. Deaths from digestive troubles are increasing, but there is yet need for widespread education of mothers in the feeding and general hygienic care of their babies. Many babies whose deaths are classed under gastro-intestinal diseases actually died from neglect or from the mother's ignorance of proper care and feeding. The importance of breast feeding should be impressed upon the mother.

The public health nurse offers the solution of this problem. "More money for more nurses" is the plea of every board engaged in infant welfare work the country over.

The diseases of respiratory tract, bronchitis and pneumonia, reap their grim harvest largely in the poor, ill-ventilated, crowded homes, where good food, cleanliness and fresh air are almost unknown and where even the rudiments of decent living are too often beyond the reach of the family's resources.

Fourth in size is the number who die from the various epidemic diseases, such as measles, whooping cough and so forth. The idea, still too prevalent, that a child might just as well have these diseases and "get them over with" should be destroyed, and in its place

A BOVE, left to right, Dorothy Jean Ivie, daughter of Mr. and Mrs. E. R. Ivie, who scored 100 per cent in a recent eugenics test; Laurence D. Putnam, aged 11 months, son of Mr. and Mrs. H. L. Putnam, who scored 99½ per cent. Center, Mattie Louise Sundberg, aged 7 months, daughter of Mr. and Mrs. H. E. Sundberg, who scored 98½ per cent; Betty Bastie, aged 6 months, daughter of Mr. and Mrs. Stephen Bastie, who scored 98½ per cent. Below, Norman Jensen, aged 11 months, son of Mr. and Mrs. Osmund Jensen, who scored 99½ per cent; Harold Adair Mulkey, aged 6 months, son of Mr. and Mrs. C. P. Mulkey of Silverton, who scored 99½ per cent.



Preparation of Food Needs Care

THE preparation of artificial food is a subject for care and study, as is also the method of feeding, for how you feed is as important as what you feed.

Equipment—Nursing bottles (6 or 8) holding at least eight ounces. Large-necked bottles and nipples are more easily cleaned. Nipples (six or eight). Enlarge holes with hot cambric needle. A good supply of nipples saves time and steps. Rubber nipple covers or cotton (if small-mouthed bottles are used). Bottle brush. Bottle rack or container. May be home made out of any small pail with wires fitted in to separate bottles. Two-quart pitcher (for mixing). Glass graduate, holding at least eight

Don't let everyone who wants to kiss the baby. The baby wouldn't stand for it if he weren't helpless.

ounces, graduated in one-half ounces. Measuring spoons (table, tea and half-tea sizes). Mixing spoons (table and tea sizes). Double boiler, holding one quart. Saucepan, to boil water or scald milk. Flat-bottomed soup kettle, fitted with false bottom, for sterilizing utensils.

Preliminary Preparation—Bottles, nipples, mixing pitcher, measuring graduate and spoons should be washed in hot suds, rinsed in clear hot water, and sterilized five minutes by steaming or by boiling in hot water before using.

Milk, if not certified or pasteurized, should be scalded. Wipe the mouth of the milk bottle carefully before pouring out. Boiled water, cereal water or gruel

should be prepared. Clean milk can be spoiled by dirty handling.

Mixing the Food—The hands should be carefully washed, the utensils removed from the sterilizer without touching the top or the inside, and placed on a clean towel. Measure the sugar in a measuring spoon and dissolve it in hot water in the graduate. Empty the sugar and water into the mixing pitcher. Measure the milk in the graduate. Add to it the water in the mixing pitcher. Stir it with the mixing spoon. Fill the bottles with the desired amount for each feeding, measuring it only in the glass graduate.

Care of Filled Bottles—Cool the contents quickly by standing the bottles in

ASK FOR and GET
Horlick's
The Original Malted Milk
for Infants and Invalids
Avoid Imitations and Substitutes

A Baby's Chance

Even a dime a day, deposited in the bank at 3 per cent interest, will make a very respectable sum for the youngster to start life with when he reaches his majority.

Almost any father could, with the aid of this home savings bank, average a dollar a week at least, deposited to the baby's bank account. Why not try it for a year?

LADD & TILTON BANK
Oldest in the Northwest
Washington and Third

IMPORTANT

Your grocer is selling Mazola at reduced prices in pint, quart, full gallon and half gallon cans.

MAZOLA

IN frying, Mazola does not smoke up your kitchen. The smoking point of Mazola is far above the temperature needed for proper cooking.

You use the same lot of Mazola again and again. It always remains absolutely free of flavors of the food cooked in it.

Corn Products Refining Co.
P. O. Box 181 New York City

Two Hours Each Day Should Be in Open Air

It should be established the habits of cleanliness and health which would protect the child from the danger of these epidemics.

Work now being done in the United States, England and other countries demonstrates that each of these causes, particularly the first two, can be greatly reduced. Any community, in the light of present day knowledge of health and preventive methods, can practically determine its own infant mortality rate.

The Babe

Nae shown to little her tiny tam,
Nae stockin on her feet;
Her nippie suckle white as snow
Or early blossoms sweet.

Her simple dress o' sprinkled pink,
Her double dimpled chin,
Her mackerel lip an' beamy meel
With nae a tooth within.

Her een see like her mither's een
Two gentle liquid things,
Her fae is like an angel's face,
We're glad she has nae wings.

—J. E. Rankin

A new hospital is to be erected at Burns by the Franciscan order. The estimated cost of the structure is \$50,000.

H-O

The steam-cooked and double-toasted OAT-FOOD

"Ba Ba Goo Goo"
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"It tastes so good"

-that's why I love H-O Oat-Food

As any daddy or mother knows, the translation of that is—

The H-O Mills Buffalo, N.Y.

(signed) The Baby

So Many Things in This Big Store Just for Baby!

An immense and splendidly stocked Baby Department invites all parents with Baby Furniture to meet every need and price ranges please every purse.

Carriages, Strollers, Sulkies, Go-Baskets, Go-Carts are shown in all styles and colors. Prices begin at \$16.75 and range to luxurious models at \$125.00

Baby Bassinette, enameled \$5.25 to \$55.00

Baby Dressing Tables \$6.50

Baby Clothes Dryers \$4.50, \$4.75, \$6.50

Baby Cribs and Children's Beds from \$8.25 to \$75.00

Bedroom Suites complete, including Dresser, Chiffon, Dressing Table and Bench, Writing Desk, Chair, Bedroom Rocker, in the latest grey and ivory finishes. Don't miss seeing these.

Baby Wardrobes \$17.50 to \$75.00

Baby Developers 89c, \$1.50, \$1.75, \$2.95, \$4.25

High Chairs, Nursery Chairs, etc., and a wonderful lot of Toys for Baby's amusement.

Baby's first clothes

Every Summer Baby Should Be a Baby's Boudoir Baby

A great deal of thoughtful planning has gone into the making of Baby's Boudoir layette. There is a special method to the cutting and finishing of tiny garments from this shop. No alteration is needed for several months, often not for a year. There are 64 pieces ready to use and 14 pieces stamped or cut ready to finish.

Plan the Layette of Summer Baby Now

Drop in at our exclusive shop; plan the layette of your baby; pay us a slight deposit and you are safeguarded against any raise in the prices of baby wear. Baby's Boudoir clothes are the perfect clothes for your baby.

There Is a Baby's Boudoir Layette for Every Taste

In addition to the suggested layette more than a hundred layettes can be planned from the supplies at this shop. Layettes complete and ready for instant use are also here for your convenience.

Baby's Boudoir

388 Morrison St., Below Tenth

Shoes for Children

Children like shoes that conform with good taste, fineness of quality and style.

With the need of comfort the child has a style of its own, whose demands must receive due attention.

Our full stocks are sure to be a source of a satisfactory selection and our prices a happy inducement—the largest and most complete Children's Department in the Northwest.

Out-of-town orders receive prompt and careful attention.

Knight Shoe Co.
Broadway near Morrison

POWERS

QUALITY FIRST USE YOUR CREDIT THIRD & YANHELL

Butter Nut Bread Makes Such Good Toast!

It cuts evenly, browns quickly and uniformly and retains all the delicious home-like flavor of the fresh loaf.

Ask for **BUTTER NUT**

Notice to Parents

Children's Hair Cutting Is a Trade in Itself

FOR this reason it is impossible to obtain the results from a regular barber that may be gained from a specialist in this line.

My eight years' experience in children's hair cutting has made it possible for me to open an individual children's parlor where I do nothing but cut hair, of children of both sexes, finishing girls' hair with my own original curl which I introduced to Portland.

Mothers are invited to inspect this place. Whether you bring children or not, come and get acquainted with the only exclusive Children's Parlor in Portland.

Ideal Children's Hair Cutting Parlor
Third Floor Medical Building, Park and Alder Sts.

DENNOS Food Babies

are found near and far. Doesn't this little chap look lively and happy?

DENNOS FOOD

the Whole Wheat Milk Modifier, builds Strong Bones, Solid Flesh, Pure Blood and Good Teeth. Sample and booklet free.

DENNOS FOOD CO.,
Portland, Oregon

A DENNOS Baby From Myrtle Point, Ore.