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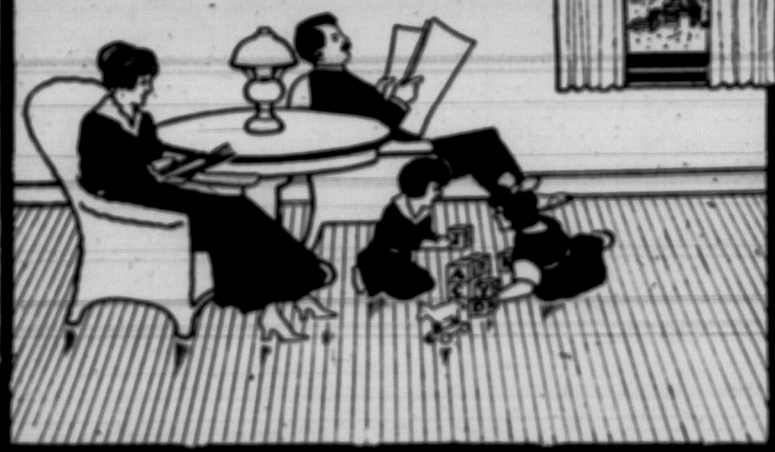
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Now only \$3.00 when the books are sold, and we
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Making Motherhood Efficient

Continued from Page 9

amined the defects disclosed will not only be noted on the score card and pointed out to the audience, but detailed and specific treatment will be prescribed for the correction or remedy of such defects, and the mother will be given such clearly defined instructions in the matter of hygienic care as will make it easily possible for her to aid effectively in bringing about the desired improvement."

The first "subject" is placed on the demonstration table, and as its cap is removed preparatory to stripping for the examination the doctor interrupts to say: "Here is an obvious defect right on the surface. Its very obviousness is probably its most objectionable feature. Although protruding ears is a defect not likely to endanger health, it is nevertheless displeasing and is liable seriously to detract from the comeliness of the victim in later years."

"But I can't help it, doctor," protests the mother. "I have done everything that I ever heard of to prevent it, and yet they persist in sticking straight out."

"Then I should say that you had not yet been told of the right thing," suggests the doctor kindly. "Protruding ears is one of the defects most easily remedied. You need only a cap, made of light material, very similar to an ordinary skull cap, to fit snugly over baby's head and which will drop low enough to cover its ears. A strip of thin elastic inserted in the back will hold it in place and keep the pressure firm; though it must not fit so tight as to retard free circulation. Allow a surplus in the band to adjust as required."

"And keep it on all the time, doctor?"

"No, only at night, or when you put him to sleep in his crib. And be sure always that his ears are pressed back in proper place under the cap when laying him on the pillow. And be careful, also, when holding, carrying or nursing him, that the ears are not pressed forward or out of proper place. With a little persistent care on your part this minor defect will soon adjust itself."

And so, as the examination proceeds it is not difficult to recognize the inestimable good accruing. But as I said before the contest is only one part of the conference. The conference proper consists of exhibit posters, demonstrations, exhibits, "Little Mother" classes, surveys of local conditions, distribution of free literature and lectures.

The Importance of Posters

Posters play an important part both in the publicity work prior to the actual campaign and during the conference. In the preparing of posters the utmost ingenuity and originality are needed. One does not, however, require the posters to be the work of an artist or to be very expensive. The teacher and her pupils at school would in all probability be glad to take the making of the posters off the committee's hands if it will supply her with what ideas it has for the making of the designs. Pictures may be cut from magazines or calendars and pasted on large sheets of cardboard and the lettering done in black marking pencil. Scores of effective posters may be made in this way. If the teacher or a child is clever at cartoons, many posters of this description will be very effective. The main thing is that there shall be no scarcity of posters. They should be placed in every available spot in the whole community and should be as "catchy" that he who runs may read. The Woman's Home Companion baby bureau has a series of ten or a dozen posters which are effective as posters for exhibit purposes during the conference. The exhibit posters at the conference are of the utmost value for their education. A poster with an attractive picture and a few tabulated facts in large, bold type, gives at a glance the information about which books are written.

The exhibit posters should include those dealing with the care of the baby and its mother, feeding, fresh air, sleeping, bathing, routine care, clothing, care and preparation of milk, outstanding vital statistics concerning infant mortality, play, housing, sanitation con-

ditions, contagious diseases, work of municipal nurse, things good and bad for baby; work of midwives, patent medicines, needs of mothers' pensions and scores of other things. These posters should be placed about the walls of the room where the lectures are given and the demonstrations and baby clinic are conducted. The committee preparing for such a child welfare conference frequently offers a prize for the best poster. In this way many original designs are secured and used, all of which add to the attractiveness of the poster display, and, what is more to be desired, in the work the campaign is trying to point out. A demonstration of preparing milk for baby by some mother who knows or a municipal nurse, and one of bathing, dressing, putting baby to bed, etc., would be an interesting feature.

Little Mothers' Classes

In connection with these last named demonstrations there might be conducted a "Little Mother's" class, where the teen age girls of the community are taught to take care of the baby and at the same time illustrate this care to the older folks who are looking on. A campaign for Better Babies overlooks an opportunity if it does not in some way reach, with something of the force of its importance, the young girls who will be the mothers of tomorrow.

Sad to relate many mothers think that the essential of a well-dressed baby is lace and starch. Little thought is given to the baby himself and to his comfort. Any woman who can sew at all well should be able to make in her spare minutes in a week a proper layette for a baby for exhibit purposes. Almost any pattern firm sells the Gertrude patterns, which have all garments fasten on the shoulder and hang from the shoulder, thus, making baby's dressing on minimum motions and supplying a maximum of comfort for the baby. If you cannot secure sleeping arrangements for baby most firms selling them would probably be glad to provide you with catalogs, or again, you might have posters illustrating the different requisites for baby's sleep. Almost as effective as a poster showing things bad for baby is a table on which are placed the actual articles; for example—pacifiers, candy, rocking chair, an empty bottle, patent medicines, soothing syrups and a dozen things which everyone has seen some mother use.

Future Applications

Each community has its own problem and it must be worked out in its own way. To secure results you must know your problem. The work of the conference must be closely related to the problems of the community or it cannot be applied. It would be well for the committee to make a survey of the district or community and outline the most outstanding necessities and work for them. Space will not permit me to give detail of this, nor could I suggest all the improvements any community might need. It might be that a slough was insanitary and there was more or less typhoid fever prevalent in the district. You have decided that the low ground must be drained, but the municipal council is slow about doing it. Make a map of the district locating on it the slough and the adjoining homes. By posters, demonstrations and exhibits show the mortality rate from typhoid fever, the results of permitting the slough to remain undrained. Show what must be done to improve this state of affairs. The thing that is an offence might be a nuisance ground, or old, unhealthy buildings, or it might be a dairy you know to be unsanitary. You should aim to have this annoyance so impressed on the minds of all who come to the conference that the authorities will be glad to make the necessary improvements.

You might need a municipal hospital, or a nurse, or a doctor. Show by means of "city" posters what the municipality is paying in infant life, in the lives of mothers and in money, if possible, for not having the necessities of good health. It will pay you to spend much time in planning things well, so that no point of their importance will be missed. This is follow-up work of real value. Plan your campaign minutely and persevere.

Free literature may be secured from