

**PLAN "BABY DAY"**

**National Child Health Week Starting May 1 With Baby Day Aims to End Preventable Child Mortality**

The first week in May is to be observed throughout the country as National Child Health week under the auspices of the American Child Health association. On the north shore the Infant Welfare society is sponsoring Sunday, May 1, as "Baby Day."

One of the pressing social and economic problems of our day is the problem of child conservation. A country may waste its economic resources as America has done and live, but if a nation is to survive its children must be preserved.

The Infant Welfare society is reaching the most needy babies through its twenty-three stations located in the congested districts of Chicago, but it is estimated that 2,000 babies die yearly in Chicago from preventable diseases and, of the infants who survive the hazards of the first year of life, thousands suffer needlessly in the better homes as well as in the overcrowded districts of the city.

In order to spread the gospel of child health to every one in the community this society is trying, through its observance of "Baby Day" and National Child Health week, to focus public attention on the needs of the babies and little children. Churches, medical societies, clubs, and business houses have been asked to co-operate. Catholic and protestant churches have been asked to make special mention of "Baby Day" on Sunday, April 24, and May 1.

Child health posters are being made in the art departments of the Chicago high schools and will be displayed during "Baby Week" in the infant wear section of Marshall Field and company.

There will be talks over several radio stations on child health questions.

The Woman's City club, 360 North Michigan avenue, will have a series of half-day programs during the week of May 2. A number of department stores will have nurses specially trained in child health problems to confer with mothers in their infants' section.

Mr. and Mrs. Charles Howard Bent of 112 Woodland avenue, and their children, Willard and Marion, visited in LaGrange last week-end.

Mr. and Mrs. Arthur W. Payne and their daughter, Frances, of 367 Sunset road, have returned from a visit to Washington, D. C., and Philadelphia.

Mrs. G. M. McSweeney, 1004 Spruce street, entertained a few friends at bridge Tuesday, April 19.

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