

the city gates of LaCrosse, but the sentiment has a place in the heart of every city and the result is:

LaCrosse is the city that gives babies the best deal in America!

The baby death rate in LaCrosse is 30.6 per 1,000, compared to 193 per 1,000 in Passaic, N. J., where babies get the worst deal in America, as told in *The Day Book*.

To learn how LaCrosse became the "baby's paradise" and secure pointers for the nation's baby-saving campaign, I went to Dr. J. M. Furstman, health commissioner. He said:

"We educated the milk man.

"We educated the mother.

"We educated the community."

In 1911 the baby death rate in LaCrosse was 70.7 per 1,000 living births. In 1915 the rate was 30.6.

"Milk supply means life or death to many babies," said Dr. Furstman. The first thing done, he said, to check the procession of white heifers, was to open hostilities with careless milkmen. It was a bitter fight, according to the health commission. Many milkmen were prosecuted. But the doctor won and LaCrosse babies now drink pure milk.

"Mother love is the most beautiful thing in life, but it takes mother sense to save babies," said Dr. Furstman. "We reached the mothers and babies through visiting nurses, public school nurses and 'Little Mothers' clubs. The clubs were composed of school girls who were taught in the school how to wash and dress a baby. They practiced on baby brothers and sisters at home."

Much sickness among LaCrosse babies came from impure water. A water plant was built at a cost of \$450,000, 20 wells were sunk, the river abandoned as a water supply and now La Crosse babies have pure water, as well as pure milk.

Health inspection was introduced into public schools and school nurses visited homes as well as schools.

Last summer LaCrosse gave use of its most beautiful park, Myrick park, to babies for a summer camp.

Working mothers who had been leaving their babies with neighbors when they went to work, took the babies to the camp, where trained nurses kept them cool and well-fed all day.

A baby welfare exhibit was held last fall. Milk exhibits taught mothers many things about the quality of milk. As a result, unclean dairies lost patronage and regained it only when the health department declared the dairies clean.

One of the most important things done, says Dr. Furstman, was to ask prompt reports on births. When a physician reported a birth, the nurses visited the new baby and mother from one to three times a week. The nurses told the mothers, where necessary, how properly to feed, clothe and bathe the infant.

LaCrosse has a population of 31,000. It is a city of factories, rubber mills, breweries, round houses and woolen mills, a beautiful little city of little lawns, and, according to figures, the best place in the country for a baby to be born.

GET OUT! SAID MEXICAN LEADER TO UNCLE SAM'S BOYS—CAN YOU READ REPLY?

BY SAM LOYD

Puzzleland Camp, Somewhere in Mexico.—While everybody at home is wondering whether Gen. Pershing can hold the lines he has driven far into Mexico should the native troops attack the Americans, the boys in

khaki are puzzling over quite a different problem.

What did Gen. Pershing reply to the Mexican, Gen. Obregon, when Carranza's military chief intimated that Pershing should take his men out of Mexico?