

Society Section

The Evening Herald

Baby Week Section

SECTION TWO

ALBUQUERQUE, NEW MEXICO, SATURDAY, MARCH 4, 1916.

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Baby Week As a Conservation Measure Discussed By Physician

Dr. Evelyn F. Frisbie Points Out That Saving of Human Life Is More Important, Though Less Considered, Than the Preservation of Timber and Water Power Sites; Advance of Science Enables Better Efforts to Be Made to Prevent Loss of Lives.

(By Dr. Evelyn F. Frisbie.) We are accustomed to think of conservation in terms of forests, mines and natural resources. These are very important things to conserve but they do not compare in importance in either economic or other values with the natural and human resources the importance of conserving which we are only just beginning to realize.

Society is rapidly enlarging its interests in the individual, and by looking at humanity from the biological standpoint finds it has power to control human destinies by material forces and develop a healthier, happier race.

The wonderful advance of science, especially along the lines of preventive medicine, has shown us that many physical ills can be overcome and others eliminated, and that greater observance of the laws of heredity can raise the average age of mental, moral and physical well-being far above the present standard. All civilization is beginning to realize the necessity of conserving these vital resources and of increasing them.

The battle-roy of this crusade to conserve these resources of national vitality must be educational in nature, for we must acquire a keener consciousness to physical imperfection. Right living in reference to individual hygiene is a matter of habit and this cannot be secured by legislation. Therefore, our only hope of accomplishing adequate basis for conservation lies in the education of the child to habits looking to attainment of the highest physical perfection in the coming generation. This can be accomplished only by a campaign of education through the schools—instilling principles of right living and adequate knowledge of the physical being; reaching the parents when possible, with especial emphasis upon the care of infants and young children.

The conditions of modern life have compelled such gross violation of all biological principles that unless great effort is put forth to restore more natural conditions the race is bound to suffer and has already suffered marked physical deterioration. While science has done wonders in controlling many diseases, notably cholera, typhoid, malaria, typhus, bubonic plague—by sanitation, it is still true that our individual defenses against disease are the vital forces which which nature endowed us and it behooves us to conserve them to the individual if we are to have a nation of the physically fit.

The most important age of the individual life to get results from obedient nature's laws is during the period of growth and development, for violation of them during this time is invariably followed by some degree of physical well-being against great odds while the plastic child would be blighted for life.

We are confronted by the appalling fact that not more than one-third of our school children are free from physical defects which handicap their work to some degree. Terman, in

his "Hygiene of the Child," gives the following facts: For the 20,000,000 children enrolled in our schools 10 per cent are suffering from malnutrition, 50 per cent have defective teeth to the extent of interfering seriously with health, 10 per cent suffer from obstructed breathing due to adenoids or enlarged tonsils, 10 per cent have enlarged cervical glands, 50 per cent are or have been infected with tuberculosis, of whom 10 per cent will in all probability later succumb to the disease, 20 per cent have defective vision, 10 per cent have defective hearing, 10 per cent have spinal curvatures or some other deformity likely to interfere with health, 25 per cent have organic heart disease, and at least 10 per cent are predisposed to some form of serious nervous disorder.

Most of these conditions are distinctly preventable, and it is our duty to see that in the coming generations they are prevented. The ultimate effect of these conditions upon human destiny is self-evident but a glance at the actual economic loss in the conserving terms of dollars and cents may be even more appealing to some minds. Terman, quoting Professor Irving Fisher, also tells us that of the million and a half deaths in the United States each year 45 per cent are preventable, the preventable loss from this cause being \$3,975,000,000. More than this, for each one preventable illness, the total cost of which, counting medical attendance and wages lost, amounts to \$1,000,000,000. Tuberculosis alone involves an annual loss of \$500,000,000, diphtheria \$100,000,000, measles \$50,000,000, and whooping cough \$25,000,000.

It is estimated that the total physical death of the United States is \$110,000,000,000. However, our vital assets more than double this sum according to Prof. Irving Fisher's estimate of \$2,500 as the average financial value of one individual to society. This is one thousand times the value of our loss for the conservation of which the nation spends more money than it does for the conservation of the children.

When we consider the annual financial loss of \$1,075,000,000 from preventable deaths together with the \$1,000,000,000 more loss from unnecessary illness it is not worth while to carry on a campaign of education, in personal and social hygiene which absolutely can deliver us from the burden of physical suffering, sickness and premature death far more oppressive than any possible burden of militarism. In the face of these facts, certainly one week devoted to this work is only one-thousandth second part of what we should do.

MASQUERADE BALL.

At the Columbus hall, March 7. Positively the last and the best of the season. Six beautiful prizes given for the best costumes. Music by the Rooster Union five-piece orchestra. A good time assured all.

To the Ladies of Albuquerque. The Evening Herald takes pleasure in announcing for Tuesday Evening, March 7, a special American Style number, comprising twelve or more pages and presenting a number of important, exclusive articles by authoritative writers of national standing, upon styles for the spring and summer seasons of 1916. These articles have been prepared with care especially for this number of the Evening Herald, and you will find in them information of considerable value in planning the spring and summer wardrobe, in all its details of suits, gowns, lingerie, footwear and the various other details of feminine apparel.

The Program for Baby Week. SATURDAY, MARCH 4—FLAG DAY. Distribution of Pennants by Committee of Woman's Club to all homes in city where child was born in 1915. SUNDAY, MARCH 5—CHILDREN'S SUNDAY. In charge of Y. W. C. A. Special Services for Children in All Churches. Special Vesper Service at University in Afternoon. MONDAY, MARCH 6—LITERATURE DAY. In charge of Parent-Teachers' Association. Literature to be distributed to homes where there are babies. TUESDAY, MARCH 7—ORPHANS' DAY. In charge of the Tuesday Club. Home-made Cookies, Fruits, Toys, Books and Clothing to be Distributed to the Fatherless and Motherless. WEDNESDAY, MARCH 8—FATHERS' DAY. In charge of the Y. M. C. A. Mass Meeting at the High School Auditorium with Inspirational Address by N. W. Benning, Secretary of the Y. M. C. A., and Papers by Rabbi Moise Bergman and Francis E. Wood. Free Children's Clinic at the Woman's Club. THURSDAY, MARCH 9. In charge of The Woman's Relief Corps of the G. A. R. Program to be announced later. Free Clinic at Woman's Club. FRIDAY, MARCH 10—SCHOOL DAY. In charge of the Woman's Club. Suitable programs in the different grades of the Schools. In the evening, two children's plays at the High School Auditorium. Free Clinic at Woman's Club, with Lectures in Spanish and English. SATURDAY, MARCH 11. Free Clinic at Woman's Club.

The Why of Baby Week Told By Child Welfare Chairman

Mrs. John W. Wilson Points Out Opportunities That Are Presented to Albuquerque Public for Helping Itself Through Helping the Little Ones of the Community; Campaign Will Supply the Instrument for Furthering of Mothers' Wishes.

(By Mrs. John W. Wilson.) The observance of baby week is to bring to the minds of the whole community the importance of the health of the baby our nation's great asset. Every parent has a right to know the facts which science has made certain as to ways in which it is possible to protect babies from sickness and death.

One of the problems confronting our country is how to arouse parents and communities to the realization of the needs of the children. It is a sad thing to know that in the United States there are over 300,000 baby deaths yearly, at least half of these deaths are preventable, or the babies who survive, many thousands drag through life handicapped because of improper care in infancy. Prevention through education is the only effective method of coping with this condition.

John W. Wilson says: "Give me intelligent motherhood and good parental conditions, and I have no doubt of the future of this or any other nation." The children raised in such an environment will be helpful to mothers in the care of the baby. The Parent-Teachers' association of the city will see that this literature goes into all homes. A baby week campaign should be a community affair, each person feeling that he or she has a part in it. The Albuquerque Woman's club at the suggestion of the state federation has started no pains in forwarding the work of this baby week campaign, and a spontaneous interest and a desire to help

things which has been manifested on the part of the members. The Woman's club will open its doors Wednesday, Thursday, Friday and Saturday of next week from 9 to 11 o'clock for clinical purposes and lectures. The physicians of Albuquerque are giving their time to these clinics gratis and we want every mother in Albuquerque to feel welcome to come. It is difficult for the average school at home to meet the special needs of many children. The accidental, congenital, congenitally latent and mental types cannot always be dealt with by the home or school. The ultimate aim of this clinic is to rescue the mother, stand and handicapped child from becoming a martyr or failure and to suggest opportunities for development and well being.

We want our children to have not only sturdy bodies and well equipped brains, but right habits of being pure of thought and speech, capacity to live clean wholesome lives. These qualities cannot be developed more intelligently than by having the home atmosphere so permeated by them that the children, actually breathe in these qualities when they breathe in the home atmosphere. The way must be made clear for all children to become strong and healthy, sincere, unselfish and capable, with minds trained, spirits made stout to guide right both mind and body. Mothers love and mother thought is a mighty force which eventually will overcome every man's effort to send a child to making this world a better place for all children.

rate of this country, as a whole is unknown, but estimates tend to show that it is at least twice the rate in New Zealand which the registrar general of that country reported in 1912 to be 31 per 1,000. New Zealand like certain of our states is a young and vigorous country with a scattered population and with no large cities and there is every reason to believe that similar conditions obtain in this country would produce similar results.

JUDGES FOR THE INTERCOLLEGIATE DEBATE ARE NAMED

T. R. Woodley, J. Frangis E. Wood and Dr. David C. Trenchell will be the judges of the debate between the University of New Mexico and the State Agricultural college tonight. H. H. Benning will be the chairman.

MILLEN TO SPEAK AT BENNING RECEPTION

A reception to Secretary N. W. Benning of the Y. M. C. A. and Mrs. Benning will be held at the Commercial club tonight from 8 until 10 o'clock. The program will include speeches of welcome, a response by Mr. Benning and music. Order of exercises: Clark M. Carr—Address for Commercial club. A. H. McMullen—Address for the Y. M. C. A. The Rev. E. P. Schneider—Address for Ministerial Alliance. Dr. D. R. Boyd—For the University. Professor John Miller—For the Public Schools. Response—Mr. Benning.

Just Remember that BABY'S LAUNDRY is quite as important as BABY'S FOOD

Just Remember that BABY'S LAUNDRY is quite as important as BABY'S FOOD. This laundry is prepared to do Baby's work quickly and for less money than it can be done at home—and under perfect sanitary conditions. The Excelsior Laundry TRY US FOR BABY'S WORK Phon. 177 Phone 177

Baby Week Baby's Picture Walton's OF COURSE!

NEW ZEALAND HAS LOWEST INFANT DEATH RATE. New Zealand has long had the lowest infant death rate in the world and more than any other country New Zealand is actively working to reduce its infant death rate still further. This saving of babies' lives has progressed most markedly since the New Zealand Society for the Health of Women and Children began in 1907 its instructive nursing. The nurses of this society—called "Plunket nurses" from the former governor and his wife who assisted Dr. Truly King in organizing the society—work from some seventy centers scattered through the dominion and visit periodically all the neighboring towns and outlying districts to give advice and instruction in matters pertaining to the hygiene of motherhood. The services of the nurses are at the disposal of every member of the community, rich and poor, and special emphasis is laid on the value of her advice and help to expectant mothers. She does not, however, undertake the daily care of sick people as her primary aim is educational.

My Mama is Wise and I'm Fat -We Trade at- Skinners Grocery 205 South 1st Phones 61 and 62 You Can Trust the Food We Sell for Baby