

# NATIONAL BABY WEEK

## Purpose of Baby Week is to Reduce the Death Rate Among the Infants

What do you want to know about babies?  
 A life-time study of babies would be a small estimate of what can be learned by a visit to the baby health exhibit opened at the court house Saturday for a week—Omaha's observance of the nationwide Baby Health week advocated by the federal children's bureau in conjunction with the General Federation of Women's Clubs.  
 Why do babies cry?

One of the striking charts hung on the walls of the exhibit tells you:  
 Because he is tired of lying on one side too long. Turn him over on the other side.  
 Because he is thirsty.  
 Because he is warm or irritated by prickly heat.  
 Because he is sleepy.  
 Because the air in the rooms is foul and smelly. Babies need lots of fresh air.  
 Because his clothes are tight or a pin

## Children Take Part in "The The"

**FLOWER FAIRIES**—Reading, left to right: Flora Shukert, a rose; Angeline Rush, a carnation; Marguerite Carnal, a sunflower; Bernice Wilcox, a poppy.



**PIXIES**—Reading, left to right: Evelyn Lowe, Blueberry; Madeline Lowe, Burr; Dorothy Norton, Bramble; Baby June Lowe, Earth Baby.



Infant—all these topics receive special consideration in the exhibit.  
 The display of baby's garments, prepared by Mrs. Emma Reed Davison of the extension work, department of agriculture, University of Nebraska, is one of the attractive features of the exhibit. The essentials in clothing, that the material should be soft, light and porous; that the garments fit so that they allow freedom of movement and unrestricted flow of the blood, and the necessity for cleanliness to prevent infection are among the points emphasized.  
**Complete Baby's Layout.**  
 A complete baby's layout is on display and some motherly soul is hovering about who tells you the number, kinds and care of the garments, proper methods of putting them on and when to use the first short clothes.  
 An illustrated dental exhibit by an eastern dental school occupies a prominent place in the exhibit for the welfare of baby's teeth was judged of so much importance that the whole of Saturday evening's program was devoted to this subject alone.  
 In connection with the home economy aspect of the baby health question, two contrasting kitchens have been set up by the domestic science department girls of the Omaha High school. One of the kitchens, an orderly, spick and span, up-to-date kitchen, is one in the home of Mrs. Do Care, while the other, a disorderly, unkempt kitchen, is Mrs. Don't Care's.  
**Anti-Spitt Campaign.**  
 Mrs. H. C. Sunney's anti-spit campaign is emphasized at the baby health exhibit by the large green placards which have become so familiar about town in the last few weeks, and the displays of the Anti-Tuberculosis society, of which Mrs. Edholm is president, also occupy a prominent place. Both agencies are working for baby health. Mrs. Edholm, who, as the federal children's bureau representative in Nebraska, has taken up the matter of birth registration, has a chart which demonstrates that in the sixteen communities where the test has been completed one of four children are unregistered, it has been found.  
 Of almost uncanny interest is the elec-

### Mothers

Is it a question with you what you ought to do to protect your babies from the danger of

**Scarlet Fever**  
 CONTAGION that lurks in raw milk? There is one safe way. Let the babies have

**Pasteurized Milk**  
 Its Safe  
 ASK YOUR DOCTOR HE KNOWS

**We Furnish**  
 All the milk that is used at the

**Baby Saving Institute**  
 mentioned in the page story in this issue of The Omaha Bee. WHY? Simply because the doctors in charge know our milk is all we claim for it—SAFE, WHOLESOME, NOURISHING.

Visit Our Display at the

**BABY SAVING EXHIBIT**  
 At the Court House This Week

**Alamito**  
 The "Milk-White" Dairy  
 Douglas 408.  
 28th and Leavenworth Streets.

## Babies and Children

1—Parents, do you know that one in every four school children has defective sight?  
 2—Do you know that 75% of the backward school children in one city have defective sight?  
 3—Do you know that in one city 90% of the backward school children began to improve when fitted with glasses?  
 4—Do you know whether your boy or girl has normal eyesight? We can tell you.  
 5—Do you know that lack of proper glasses may seriously handicap your child's future?  
 6—Do you know that we fit glasses to children with scientific accuracy?  
 7—Globe Glasses NOW may save your child years of needless discomfort and change its whole career.

**WE MAKE YOU SEE**  
**GLOBE OPTICAL CO.**  
 N.E. CORNER FARNAM AT 16 TH  
 Douglas 2441.

Bring Your Eyes to Our Experts **No Charge** for Consultation

## BABY DENTISTRY

Will Have One Room For Specializing on Care of Baby's Teeth

We will soon be in our beautiful new quarters in the Rose building, where one room will be used to specialize on children's teeth only.

**Our Treatment** is simple, easy and pleasant. Besides it is painless and cannot possibly harm you in any way.

**Honesty Built Our Business** to one of the largest practices in Nebraska.

**TAFT DENTAL ROOMS**  
 1517 Douglas Street

**DOLLS REPAIRED** Wigs, eyes and parts furnished. Dolls enamelled. Wigs made from your own combings.

**Dolly Hospital** Room 52 Douglas Bldg. Cor. Dodge St.

## To Happy Children-- Our Best Boosters--

They Have Sent Many of Their Little Friends

The two children faces in this ad tell the story of how we can satisfy the youngsters and cause no pain or illness after extraction and other dental work needed.

**Many Parents Neglect Their Duty** and we find when children come to us the pain from decayed teeth is very intense. It often keeps the children from progressing in school studies and longer neglected, the more it will cost to fix.

**Specialize in Children Dentistry**  
 One of our experts has studied the care of Children's Teeth for several years and takes great care and pleasure in this line. His ability to gain the confidence of children is marvelous and we suggest you send your boy or girl to him.

**Omaha Owned Institution** All our dentists are residents of Omaha, also the nurse is a resident. All money is spent in Omaha—not sent to some home office in another city.

**Modern Methods of Dentistry** Are not to be dreaded, our office is equipped with all appliances for alleviating pain.

**McKENNEY, DENTISTS**  
 The Man That Put T-EEET in TEETH.  
 11th and Farnam Sts., 1824 Farnam. Phone Douglas 2872.

**TEETH WITHOUT PLATES A SPECIALTY**

Office Hours, 8:30 to 6, Wednesday and Saturday to 8 P. M. Sundays, 10 to 1:30.

LET us talk the matter of your teeth over with you. All work guaranteed 10 years. See our Price List and compare it with prices you have paid for work elsewhere.

Silver Fillings	50c
White Crowns	\$4.00
Best 22-k. Gold Crowns	\$4.00
Bridge Work, per tooth	\$4.00
Best Plates	\$5, \$8 and \$10
Treatments	\$1.00

We give mileage for 50 miles on Out-of-Town Contracts for \$10 or more.

## BABY CARRIAGES

Special for Baby Week

We manufacture a complete line of Baby Furniture in all sizes and styles. Prices from \$1.50 up.

We make reed pieces to order, repair your reed rockers, recane seat bottoms.

Will call and give prices. Now in new location.

**Omaha Reed & Rattan Co.**  
 640 S. 16th, Castle Hotel Bldg. Douglas 2043.

25 Years a Successful

## PHOTOGRAPHER

14 Years of Success in Omaha

### Baby Pictures

Are something you will want when your child grows to manhood or womanhood.

We are Specialists on Baby Pictures

And our prices are reasonable.

**Free--** As a BABY WEEK SPECIAL we will give to every mother with her baby visiting the Studio during this week a beautiful large picture of BABY.

## Rodstrom Studio

1811 Farnam St. Phone Doug. 5622

## FRIESLAY

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