

Our Omaha Exhibit for National Baby Week



(1)—Dillon, son of Dr. and Mrs. Louis Swartzlander. (2)—Edda Lenore, daughter of Mr. and Mrs. A. S. Herman, 4002 Seward. (3)—Billy, son of Mr. and Mrs. M. Lauritsen, 911 North 28th St. (4)—Elmer, son of Mr. and Mrs. E. J. Manu, 2443 Hartman Ave. (5)—Henrietta, daughter of Mr. and Mrs. John E. Nilsson, 1323 North 23rd. (6)—Leonard, son of Mr. and Mrs. Samuel Nathan, 2115 California. (7)—Mary Ellen, daughter of Mr. and Mrs. W. A. Rourke, 2506 California St. (8)—Virginia, daughter of Mr. and Mrs. R. W. Ogden, 2215 Manderson St. (9)—Tivian, daughter of Mr. and Mrs. B. MacEldon, 422 South 26th St. (10)—Ann Elizabeth, daughter of Mr. and Mrs. E. D. Patton, 331 North 41st. (11)—Katherine Louise, daughter of Mr. and Mrs. E. E. Kolbe, South 19th. (12)—Margaret Elizabeth, daughter of Mr. and Mrs. H. M. Anderson, 8217 Center.

Photos by Rembrandt and by Heyn.

BABY WEEK OPENS NATIONAL CRUSADE

Campaign to Improve Health of Infants Begins Today Throughout Nation.

OMAHA TAKES BIG PART

"See, I am sewing for the Red Cross," said the pretty girl proudly. "What are you doing, Mrs. Jones?"

Mrs. Jones opened the nursery door upon three healthy children, one still in his crib, and said: "That's what I am doing for my country."

"The armies of tomorrow are in the nurseries of today. The standing of the United States of America among the nations of the world in 1950 is being settled today by the mothers of America."

"Do your bit," says the president. "Everyone can help." But the mother needs do no more than she is already doing in standing behind the mental and moral fiber of her children—the future defenders of America.

No one who is not connected with the work realizes how the United States has advanced within the last twenty-five years in its solution of this most important problem—the health of its children.

Better Baby Week, being celebrated here, is more than a local movement for healthier children. It is a sign of a new national attitude toward the future.

Time was when big families "just grewed" like Topsy. Look over the lists of your ancestors in the family Bible and see the proportion of childhood deaths among the eleven or twelve children of your great-grandfather. Half of them or more were carried away before they even reached childhood. It was due to no lack of love—to no lack of care. It was due to ignorance.

Today American people are learning, and learning fast, that a healthy babyhood means a healthy childhood, and a healthy childhood means a strong manhood.

Co-operating with the movement for better babies all over the United States are strong industrial forces, such as the manufacturers, wholesalers, and retailers who handle products for babies.

What an incalculable service is rendered, for example, by the manufacturer of a pure baby food, who is making possible strong childhood, even under conditions where it is impossible to procure pure milk—and this is a condition more widespread than most people realize.

Such manufacturers are producing a complete food—itsself made out of pure milk modified to meet babies' needs so that it is as near as possible to the babies' natural food.

Think what it means to the happy-

ness of the home when a child passes without trouble through these difficult and dangerous years which used to be the most dreaded of its whole existence. Now the healthy child is the rule where before he was the exception.

Babies Are Safer.
The mother can go into any drug store today and by buying the right baby food be assured that her child is as safe as if he were under the care of the greatest specialists in the country. This food itself represents the work of specialists whose knowledge is based on not one baby, but hundreds and thousands of babies. It is as great a blessing as universal education—the universal availability of the right food for babies.

The nation is awake. Preparedness is in the air. We are at last getting ready for any emergency. In the van of the great army of tomorrow move the women of America fighting the greatest fight of them all—the fight for better babies and for the healthier, stronger generation of the future.

ICE CREAM WITHOUT CREAM.
Tallow and Berries Smothered With Snow a Delicacy in the Far North.

The main food of the Alaskan Indian is meat and fish. In the winter many people do not cook the fish at all, simply leave them in the house for two or three days and then eat them raw. Women always serve the food and always see that others are satisfied before beginning their own meal.

They have to be very careful not to spill anything, for that would bring bad luck to the one whom they are serving.

When a person is invited to eat in the village it is considered bad manners to eat all that is before him. He must leave enough to take home to the members of the family who did not come. The host generally gives his guest a piece of dried fish to hold the food which he is to take home. The fish is broad and flat, about one-half an inch thick, and the bundle is carried away openly, without any attempt at hiding it.

In the summer, berries, fruit and roots are added to the diet, and berries are frozen in the fall to last through the winter. Since white people came, flour and canned goods have changed the food very much. It is easy to have ice cream for dessert any time. There is no cream about it, but tallow and berries are mixed with snow, sometimes fish being added to it, and when it is frozen it makes a fine dish.—Southern Workman.

Stood on His Rights.
"Why did you strike this man?" asked the Judge sternly.

"He called me a liar, Your Honor," replied the accused.

"Is that true?" asked the Judge, turning to the man with the misshapen face.

"Sure it's true," said the accused. "I called him a liar because he is one, and I can prove it."

"What have you got to say to that?" asked the Judge of the defendant.

"I've got nothing to do with the case, Your Honor," was the unexpected reply. "Even if I am a liar I guess I've got a right to be sensitive about it, ain't I?"—Topsie State Journal.

PUTTING IT OVER THE COW

Japanese Know Beans and Extract Artificial Milk From Them.

The milk problem is by way of being solved in Japan, where cows are scarce, by an extensive use of artificial milk derived from the soy bean. First, the Japanese soak the beans, then boil them until the liquid turns

white, when they add sugar and phosphate of potash. The boiling is resumed until a fluid results very similar in consistency and appearance to ordinary condensed milk. When water is added soy milk is hardly to be distinguished from fresh cow's milk.

In composition also the artificial milk is almost like genuine milk. Its proteins, fats and sugars are in very nearly the same proportion, although,

of course, they are wholly vegetable in origin.

Whether the substitute is equal to real cow's milk as a form of nourishment is not quite clear, for much of the value of milk as a food comes from the enzymes or vitamins it contains. The Japanese, however, declare that it serves all the purposes of cow's milk, and that it has the advantage of being less liable to infection when properly and carefully manufactured.

—Youth's Companion.

"Pep" in a Child's Photo



A "Heyn" Photo of Master Bobby Schaye.

Any normal child has a boundless store of "Pep" and "Ginger." But it tests the mettle of even the best of Photographers to get a child sitter to DISPLAY this "Pep" and to squeeze the camera bulb at JUST the right moment.

Our Mr. Jerome Heyn is never happier than when making CHILDREN'S pictures. Delighting in the work as he does, he cannot fail to IMPRESS upon the sensitive photo plate JUST the pleasing whims, smiles and graces that make lovable children's pictures all the more appealing.

If you've a little Lad or Lassie at your home, have some "HEYN photos made—the kind with "Pep."

THE HEYN STUDIO

16th and Howard Sts.

ESTABLISHED 1881



A Pasteurized Milk Baby.

DOCTORS! Why Play with Fire?

Modern medicine is more preventive than curative. When such great leaders as we will quote below state positively that pasteurized milk is safer than raw, why hesitate? The only safe milk at all times is pasteurized milk.

Dr. William T. Sedgwick,
Pres. American Public Health Assn.:

"Raw milk as long as it lasts we must count as one of our worst public health failures."

Nathan Straus, Capitalist, Merchant and Noted Welfare Worker:

"I have tried pasteurization, tried it thoroughly, and until you can show me something better, I may be pardoned for believing that it is the thing to do."

Professor M. J. Rosenau,
Harvard University:

"Bacteria have killed more people than bullets. Therefore, the sanitarian naturally connects preparedness and protection with pasteurization."

S. Henry Ayers,
Dairy Division United States Government:
"As a final safeguard, all milk, regardless of its grade, should be pasteurized."

And hundreds of others of equal importance. Today, every drop of milk fed to children in Omaha should be pasteurized. Are you doing your part? Doctors, visit this most modern milk plant!

ALAMITO "Milk-White" DAIRY
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and

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Ask anyone, then bring the baby in. She will register the happy smiles and cute ways in a manner that will surprise you.

The Address

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