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J. Blyn & Sons

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From an original oil painting by Balfour Ker

SAVE the SEVENTH BABY!

ONE out of every seven babies born in this country dies before it is a year old.

The seventh baby dies whether it be the child of rich or poor. It is not necessarily the slum baby, but the cuddlesome healthy babies aired in the park by white capped nurses; lively dancing babies tumbling on the small town lawn; country babies under the widest and freshest of country skies. **One out of every seven is doomed to die this year.**

Fifty per cent of these deaths are from preventable causes. More than one hundred thousand babies are wantonly sacrificed each year.

Face these appalling facts: One hundred and forty babies out of every thousand born in America do not live to see their first birthday. Seventy of these babies would be alive if it were not for—what?

Who or what killed them? If their deaths were preventable, who was criminally negligent? What could be done about it?

The more The Delineator asked itself these questions and realized what this awful human waste means to America, the greater grew its conviction that it was somebody's business to do something. We have made it our business. The Delineator has arrayed itself to fight ignorance in relation to babyhood all over the United States, and the battle is on for the life of the Seventh Baby. Never has the need of victory been

so great. *Peace is hard on little babies. War is many times harder.*

Forty per cent of our American babies are born under the care of midwives—most of them filthy in their habits and ignorant and superstitious in their practices. Through ignorant midwifery 15,000 of our mothers die each year from avoidable accidents of childbirth. Who is she—this midwife? What does she do to the Seventh Baby? How many births does she attend in your community? The Delineator knows these things and is going to publish them.

We know that pneumonia and other preventable diseases kill thousands of babies every year. We know that heat and flies and dirt and ignorance are responsible for much of the ghastly wreckage of babyhood. We know that less than one-third of American cities have decent standards of purity for milk.

In certain American cities the death rate of babies is **ten times higher** than in others. Is your community a fit place for a baby to live? Are you sure? Your baby may be swathed in fine linen, but its safety is measured by the health of the poor waif clothed in rags. The safety of the children of both rich and poor is measured by the condition of health of the whole community.

The Delineator is determining what communities in this country give babies a fair chance. If your community does not, we are going to fight **with your help** to make it wholesome.

In direct charge of the Seventh Baby Campaign is Dr. Charles E. Terry, the sani-

tarian who became a national figure by his work as health officer in cleaning up Jacksonville, Florida. Back of Dr. Terry stands an advisory committee composed of Dr. Rupert Blue, Surgeon-General of the United States Public Health Service; Mr. Franz Schneider, Jr., Sanitarian of the Russell Sage Foundation; Professor Selskar M. Gunn, Secretary of the American Public Health Association; Miss Ella Phillips Crandall, Executive Secretary of the National Organization for Public Health Nursing.

We are receiving active co-operation from the foremost experts in the country and from local and national health organizations. Tens of thousands of dollars will be spent in working with men and women throughout the nation to make their communities safe for the babies.

How great our success in fighting for the life of the Seventh Baby depends on you individually—you and your community. We want your interest—your active interest and co-operation. We want you to follow this campaign, to which pages are devoted in each issue of The Delineator. We want you to become a part of this movement. You owe it to your children, your community and your country. The Delineator explains the most practical war service you can render.

Never before has America needed that Seventh Baby so much as now. Have we your support?

O. 14.
The Delineator
New York City
I am interested in saving the Seventh Baby. Enclosed is \$1.50. Send The Delineator for one year to the address below.

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