

From the New York Evening Sun

**GLADLY IMITATE
MOTHERS IN U.S.**

**French Women Change
Methods With Infants.**

'AMERICA' THEIR MAGIC WORD

**Give Babies Milk Instead of Coffee
and Wine.**

Saving future generations for France has been the job of Dr. Frances Sage Bradley, just arrived from overseas, where she went to establish a children's bureau for the French under the supervision of the American Red Cross.

"The losses on the battlefield in France," said Dr. Bradley, "are small compared with the terrific losses at home due to infant mortality. This is due directly to ignorance of the French mothers in the proper care of their children."

"The French Government has never had State supervision of its children. Before I left the Red Cross had established a chain of stations and dispensaries where treatment was given the children and educational lectures given the mothers."

"Each child born in a village is now registered, and his progress or decline in health is noted. Each of these stations has been equipped with French doctors and nurses trained in the work by the Red Cross doctors and nurses."

Eager to Change

"The French mothers are remarkably receptive and quick to learn," Dr. Bradley continued. "The magic phrase that moved down prejudice and clinging to old customs was 'American mothers do it this way.' The French women were eager to do anything that the American woman did."

"In some parts of the country we found that the French mothers used to bind the legs and bodies of their babies round and round in strips of cloth tightly wound. The child had no freedom of its limbs whatever."

"You mustn't do that," we used to say. "That is very bad for the baby. He must be free to kick his legs if he wants to, so that his muscles may develop and he may grow into a strong big man. American babies do this."

"Americans are strong—they came and saved France," they would answer. And the next time we visited them or they came to us for treatment or advice they would show us the child without the bindings.

"See," they would say eagerly. "No more bindings. My baby kicks now. Do American babies kick so?"

"They were just as eager to learn the proper foods to give their children. The French for generations have been accustomed to giving their little ones cider, wine and coffee at the table with their meals. We tried to make them realize the importance of giving children only milk and water to drink. It wasn't easy for them to get milk, because there were scarcely any cows. But they did the best they could."



**-and now France wants
Better Babies**

THE war has robbed France of its babies as well as its fighting men. Babies are more precious to-day than ever before. France knows that her future depends upon the proper care of her babies.

French mothers impressed by the big strong American soldiers they have seen, are turning to us for help in the upbringing of their babies.

French mothers are throwing away their century-old habits of feeding babies cider, wine and coffee, and are taking up American ideas of baby-care.

America First in Baby Conservation

Why does France choose American methods of child-rearing? Because America has a practical, successful plan of baby-development that has benefitted half a million children.

Years ago the Woman's Home Companion

established the better babies movement in America. Slowly and carefully this magazine built up the movement until it spread across the continent, earned the endorsement of the American Medical Association and was adopted by American mothers everywhere.

The Greatest Editorial Achievement

The Better Babies movement is undoubtedly the greatest editorial achievement ever accomplished by a magazine. It is a personal, intimate, confidential kind of work that cannot be done by a Government bureau or by any society of private individuals.

The Woman's Home Companion had the confidence of American women, and on that feeling of friendliness and faith it founded the movement that soon became a national force for child betterment and is now being adopted by France.

A Magazine for Women—Edited by a Woman

WOMAN'S HOME COMPANION

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