MAY DAY
NATIONAL CHILD HEALTH DAY
1926
A Summary of Nation-Wide Organization, Co-operation, and Activities

AMERICAN CHILD HEALTH ASSOCIATION
370 Seventh Avenue
New York

MCH Collection
Document Number 292

Provided by the Maternal and Child Health Library, Georgetown University
The promotion of May Day as National Child Health Day is one of the projects of the American Child Health Association under the direction of the Division of Publications and Promotion.


Director of Division
(Mrs.) Aida de Acosta Root

Special Staff Associates, May Day
Mary Margaret McBride
William M. Galvin

Provided by the Maternal and Child Health Library, Georgetown University
MAY DAY—1926
A WORD OF SUMMARY

Reports of the 1926 May Day chairmen indicate that this nation-wide celebration for child health has taken a permanent place in the calendar of both public and voluntary health agencies and with the public at large.

The value of centering attention on work and plans for child health is becoming more and more clearly realized, and there is unanimity of opinion that May Day serves this purpose well.

So many matters press for attention in present day life that even the important question of health is apt to be neglected unless it is emphasized in a special way from time to time. Such emphasis is, of course, only supplementary to the continuing health programs, but the sponsors of May Day are encouraged to believe it has proved to be of real value to such programs.

This May Day Report for 1926 is prepared and published largely to place at the disposal of every state and local chairman the experience of the others, and also to give some idea of the splendid co-operation given the May Day project by a number of large national groups. The May Day Report for 1925 recorded several forms of state organization and set forth many details of programs worked out in the hundreds of observances held that year. Inasmuch as copies of the 1925 Report were furnished to state health officers, to the May Day chairmen and others who will continue their leadership in May Day activities, it is felt that a similar report this year would be superfluous.

Instead, therefore, of reporting separately the activities of each state and locality, the plan of this Report is to bring together many of the ideas that were successfully employed this year. It is hoped that this results in a more convenient report.

It is impossible to include, even in general outlines, the many excellent local observances of the day. Indeed, many fine programs must go without mention because of the difficulty of collecting complete reports and the well nigh impossible task of reading the thousands of press clippings relating to different observances.
State chairmen were appointed for forty-seven states and the District of Columbia. Over half of the state chairmen were members of the staffs of the several State Health Departments, and usually the chief of the Division of Child Hygiene assumed the active leadership of the observance. In every instance the chairman was thoroughly familiar with child health conditions in his or her state, and the sponsors of May Day feel a justifiable pride in the splendid qualifications of the state chairmen. A list of these chairmen follows:

**ALABAMA**
Miss Jessie L. Marriner, Director, Bureau of Child Hygiene and Public Health Nursing, State Board of Health.

**ARIZONA**
Mrs. Margaret T. Randell, Florence.

**ARKANSAS**
Dr. A. M. Harding, Director of Extension, The University of Arkansas.

**CALIFORNIA**
Dr. Ellen Stadtmuller, Director, Bureau of Child Hygiene, State Board of Health.

**COLORADO**
Miss Grace M. Smith, R. N., Director, Division of Child Hygiene and Public Health Nursing, Colorado State Board of Health.

**CONNECTICUT**
Dr. A. Elizabeth Ingraham, Director, Bureau of Child Hygiene, State Department of Health; and Miss Dorothy Buckley, Nutrition Specialist, Connecticut Dairy and Food Council.

**DELAWARE**
Dr. Charles A. Sargent, Director, Division of Child Hygiene, State Board of Health.

**DISTRICT OF COLUMBIA**
Dr. Hugh J. Davis, Director, Child Welfare Society, Washington, D. C.

**FLORIDA**

**GEORGIA**
Dr. Joe P. Bowdoin, Director, Division of Child Hygiene, State Board of Health.

**IDAHO**
Mrs. Thomas Dolman, Blackfoot.

**ILLINOIS**
Dr. Grace S. Wightman, Director, Division of Child Hygiene, Department of Public Health.

**INDIANA**
Dr. Ada E. Schweitzer, Director, Division of Infant and Child Hygiene, State Board of Health.

**IOWA**
Mrs. C. C. Thornburg, Des Moines.

**KANSAS**
Dr. J. C. Montgomery, Director, Division of Child Hygiene, State Board of Health.

**KENTUCKY**
Dr. Annie S. Vecch, Director, Bureau of Maternal and Child Health, State Board of Health.

**LOUISIANA**
Miss Agnes Morris, Director, Bureau of Child Hygiene, State Department of Health.

**MAINE**
Dr. Clarence F. Kendall, Commissioner, State Board of Health.

**MARYLAND**
Dr. J. H. Mason Knox, Jr., Director, Division of Child Hygiene, State Department of Health.
<table>
<thead>
<tr>
<th>State</th>
<th>Director/Chairman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>Dr. Merrill E. Champion, Director, Division of Hygiene, State Department of Public Health.</td>
</tr>
<tr>
<td>Michigan</td>
<td>Mrs. A. B. Cramer, Highland Park, Detroit.</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Dr. Ruth E. Boynton, Director, Bureau of Child Hygiene, State Board of Health.</td>
</tr>
<tr>
<td>Mississippi</td>
<td>Mrs. Lewis Yarborough, President, Mississippi Congress of Parents and Teachers.</td>
</tr>
<tr>
<td>Missouri</td>
<td>Dr. Irl Brown Krause, Director, Division of Child Hygiene, State Board of Health.</td>
</tr>
<tr>
<td>Montana</td>
<td>Dr. Hazel Dell Bonness, Director, Division of Child Welfare, Montana State Board of Health.</td>
</tr>
<tr>
<td>Nebraska</td>
<td>Mrs. George H. Wentz, President, Nebraska State Parent-Teacher Association.</td>
</tr>
<tr>
<td>Nevada</td>
<td>Mrs. Cassius Smith, Carson City.</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>Miss Elena M. Crough, R. N., Director, Division of Maternity, Infancy and Child Hygiene, New Hampshire State Board of Health.</td>
</tr>
<tr>
<td>New Jersey</td>
<td>Dr. Julius Levy, Bureau of Child Hygiene, State Department of Health.</td>
</tr>
<tr>
<td>New York</td>
<td>Dr. Elizabeth M. Gardiner, Director, Division of Child Hygiene, State Department of Health.</td>
</tr>
<tr>
<td>North Carolina</td>
<td>Dr. H. A. Taylor, Director, Bureau of Maternity and Infant Hygiene, State Board of Health.</td>
</tr>
<tr>
<td>North Dakota</td>
<td>Mrs. T. L. Brouillard, Ellendale.</td>
</tr>
<tr>
<td>Ohio</td>
<td>Dr. H. E. Kleinschmidt, Director, Division of Child Hygiene, State Department of Public Health.</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>Dr. Lucile Spire Blachly, Director, Bureau of Maternity and Infancy, Department of Public Health.</td>
</tr>
<tr>
<td>Oregon</td>
<td>Mrs. Glendora Blakely, R. N., State Advisory Nurse, State Board of Health.</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>Dr. Samuel McC. Hamill, Acting Chairman, 1322 Spruce Street, Philadelphia, and Dr. Charles H. Miner, Honorary Chairman, Secretary State Department of Health.</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>Dr. Marion A. Gleason, Director, Child Welfare Division, State Board of Health.</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Miss Ada Taylor Graham, Director, Bureau of Child Hygiene, State Board of Health.</td>
</tr>
<tr>
<td>South Dakota</td>
<td>Dr. Clara E. Hayes, Director, Division of Child Hygiene, State Board of Health.</td>
</tr>
<tr>
<td>Tennessee</td>
<td>Dr. Dorothy L. Heller, Associate Division of Child Hygiene, State Department of Public Health.</td>
</tr>
<tr>
<td>Texas</td>
<td>Miss Amanda Stoltzfus, Bureau of Extension, University of Texas.</td>
</tr>
<tr>
<td>Utah</td>
<td>Dr. W. Y. Richards, Director, Child Hygiene Bureau, State Board of Health.</td>
</tr>
<tr>
<td>Vermont</td>
<td>Mrs. Samuel Frank, President, Vermont Branch, National Congress of Parents and Teachers.</td>
</tr>
<tr>
<td>Washington</td>
<td>Mrs. Charles G. Miller, Chairman, Press Division and Corresponding Secretary, State Federation of Women's Clubs.</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>Judge A. C. Backus, Milwaukee.</td>
</tr>
<tr>
<td>Wyoming</td>
<td>Mrs. Thomas Hunter, Cheyenne.</td>
</tr>
</tbody>
</table>

Each succeeding observance of May Day has demonstrated the wisdom of beginning long in advance to arrange programs for Child Health Day and efforts were begun in September, 1925, to
secure the appointment of state chairmen. Unfortunately, in two or three states the appointments were made rather late; but good results were achieved everywhere and a number of really remarkable state-wide programs were successfully carried out.

In several states county chairmen were appointed for every county in the state, and many states were organized partly on county lines. In other states local chairmen for cities and towns were appointed. Altogether over one thousand county and local chairmen were appointed.

General outlines of the three principal methods used to organize states for the observance are given on pages 16-18, together with the many agencies used locally to co-operate in bringing the importance of child health and the celebration of May Day to the attention of the public.

SOME ENDORSEMENTS

The sponsors of May Day thoroughly realize that the value of the child health celebration must lie in its stimulation of local health activities. With this in mind, the direction and details of local observances are left entirely to state and local chairmen. There were many valuable features, however, which did not seem to fall logically under the province of state chairmen and were, therefore, undertaken by the American Child Health Association.

The tremendous power of public officials to lead public opinion is recognized by the sponsors of May Day and every effort was made to enlist this leadership in the cause of child health.

Foremost, of course, is the endorsement of the President. This was obtained on the occasion of the observance of the first May Day for Child Health in 1924, and again for May Day, 1925. It was felt that it would be an imposition on the time of the President to return year after year for a reiteration of his cordial endorsement already given on two occasions. The strong messages proved of great advantage in obtaining the support and co-operation of other groups. Mrs. Coolidge also took part in the May Day celebration in Washington.

The endorsement of state executives was obtained for the most part by state May Day chairmen. A request from the American Child Health Association supplementing those of the May Day state chairmen was sent to all governors. These were responded to by twenty-five governors, who for the most part issued formal proclamations. In some instances the governor's endorsement took the form of a letter to the state chairman or a statement to the press. The purposes for which a state proclamation may be issued
are limited in some states by statute. Governors who officially endorsed the observance of May Day are:

Alabama, Governor Brandon  
Colorado, Governor Morley  
Connecticut, Governor Trumbull  
Delaware, Governor Robinson  
Georgia, Governor Walker  
Illinois, Governor Small  
Iowa, Governor Hammill  
Maine, Governor Brewster  
Maryland, Governor Ritchie  
Minnesota, Governor Christenson  
Montana, Governor Erickson  
Nevada, Governor Scurgham  
New Hampshire, Governor Winant  
North Dakota, Governor Sorlie  
Ohio, Governor Donahay  
Oregon, Governor Pierce  
Pennsylvania, Governor Pinchot  
Rhode Island, Governor Pothier  
South Carolina, Governor McLeod  
South Dakota, Governor Gunderson  
Tennessee, Governor Peay  
Vermont, Governor Billings  
Virginia, Governor Byrd  
Wisconsin, Governor Blaine  
Wyoming, Governor Ross

Following the plan of making the May Day observances as local as possible, the endorsement of mayors of cities was also sought. For the most part this, too, was left to state chairmen but supplementary requests from the American Child Health Association were sent to the mayors of cities with population of 25,000 or over. Favorable action, taken by the following city executives, has been brought to the attention of the American Child Health Association:

Boston, Mass., Mayor Nichols  
Bridgeport, Conn., Mayor Behrens  
Butler, Pa., Mayor Wick  
Cambridge, Mass., Mayor Quinn  
Chicago, Ill., Mayor Dever  
Denver, Colo., Mayor Stapleton  
Everett, Mass., Mayor Chisholm  
Fall River, Mass., Mayor Talbot  
Fresno, Calif., Mayor Sunderland  
Houston, Tex., Mayor Holcombe  
Jeffersonville, Ind., Mayor Poindexter  
Lewiston, Me., Mayor Wiseman  
Lexington, Ky., Mayor Yancey  
New York, N. Y., Mayor Walker  
Oakland, Calif., Mayor Davie  
Philadelphia, Pa., Mayor Kendrick  
Pittsburg, Pa., Mayor Kline  
Plainfield, N. J., Mayor MacMurray  
Portland, Ore., Chief of Police  
Jenkins for Mayor Baker  
Poughkeepsie, N. Y., Mayor Lovelace  
Providence, R. I., Mayor Gainer  
Queens, Borough of, N. Y., President Connolly  
St. Paul, Minn., Mayor Nelson  
Salamanca, N. Y., Mayor Hunt  
Salt Lake City, Utah, Mayor Nelson  
Shoshone, Ida., Mayor Darrah  
Syracuse, N. Y., Mayor Hanna  
Wilmington, Del., Mayor Forrest

It will be noted that the mayors of the three largest cities in the country (New York, Chicago, and Philadelphia) gave their endorsement to the project.

In addition to the executives, federal, state, and local, valuable endorsements were obtained from a number of other sources. For example, the State Board of Health of Arizona, and the New York Commissioner of Education prepared statements for the newspapers which proved of great value.

---

1 Doubtless there were others who have not been brought to the attention of the American Child Health Association.  
2 The list is known to be far from complete.
BETTER HOMES IN AMERICA

Better Homes Week, 1926, was set for the week of April 25-May 1. Almost a year before May Day, 1926, the sponsors of the two movements arranged to co-operate and May Day was designated “Child Health Day” of the Better Homes Week demonstration. Over 3,000 local chairmen were appointed for better homes demonstrations. Out of the first 1,690 of those reporting, 360 observed Child Health Day with special exercises. These programs, the Executive Director of Better Homes reports, were carefully worked out, in most cases, and of real educational value.

THE GENERAL FEDERATION OF WOMEN’S CLUBS

The General Federation of Women’s Clubs co-operated in the May Day project through several of its departments. The American Home sent copies of the May Day Plan Book to all the state chairmen, asking them to give every assistance in their power to making the day a success.

The Department of Public Welfare, through its various divisions, asked state co-operation in several ways. The Division of Child Hygiene worked with the Parent-Teacher Associations in studies for the pre-school child, helped establish playgrounds, children’s clinics, and in some places helped to raise money for playgrounds.

The Division of Public Health pushed its study of the health laws of a community, so that progress in this work could be reported on May Day. Ohio won the prize for having the largest percentage of towns reporting on May Day, and representatives of the American Child Health Association and the American Public Health Association are assisting local health departments in two of the communities in Ohio in working out a model health program. In addition, the Ohio Public Health Association gave a copy of “A Health Survey of 86 Cities” as a prize to each club entering the contest.

The Division of Delinquency sent the May Day Plan Book with a suggested program to every industrial school in the country, while the Indian Welfare chairman wrote to all the Indian schools asking that the day be made a memorable one through the use of Indian songs and dances.

Of the forty-four chairmen of Public Welfare, thirty-seven reported definite activities among the club women of the state in support of May Day. In four states the chairman was named May Day chairman by the state health officer, and in five states
the chairman of health was vice-chairman for May Day. In twenty other states the Public Welfare, Child Welfare or Public Health chairman was on the State Committee and local Federation presidents were chosen as leaders in many states.

For next year, most of the states are making the study of health laws and work for child health an integral part of their year's program.

THE NATIONAL CONGRESS OF PARENTS AND TEACHERS

It was the happy thought of the president of the National Congress of Parents and Teachers to set May Day as the date of "go" for the 1926 "Summer Round-up of the Children." Information of this important, nation-wide drive, to stimulate interest and co-operation of every community in sending to school in September its First Grade children as free as possible from remediable defects, was sent out widely by the American Child Health Association.

Reports and newspaper clippings show that examination of preschool children, arrangements for their continued safe-guarding, and efforts to educate parents to the importance of the Summer Round-up program were important features of a gratifying number of community programs. In Mississippi, Nebraska, and Vermont, the May Day state chairmen were presidents of the State Congress; and everywhere the Parent-Teacher group gave active and generous co-operation.

This is one of the most interesting and gratifying instances of the use of May Day to stimulate larger interest in a program of constructive value.

NATIONAL SAFETY COUNCIL

The ghastly toll of injuries and death to children in highway and traffic accidents makes the field of accident prevention, and particularly highway safety, of great concern to all those whose life work is devoted to child health and welfare.

When, therefore, the Secretary of Commerce called a conference on highway and traffic safety in Washington, March 24-25, 1926, the American Child Health Association sent a representative. Mrs. Aida de Acosta Root addressed the meeting and pledged the whole-hearted support of the Association to the program of the conference and promised to do everything possible to interest all groups in child health work to pay particular attention to highway safety.
Little time remained to organize the safety feature thoroughly and incorporate it in the May Day program for 1926. Through the courtesy of Mr. Whitney of the National Safety Council, a practical program was worked out and presented to a limited number of the larger cities.

Through the good offices of municipal health commissioners, the interest and support of mayors, police departments and other groups was obtained in the cities of New York, Chicago, Cincinnati, Memphis, etc.

State chairmen were immediately advised of the action taken and many local programs paid particular attention to the traffic safety feature. Some specific examples are given later on in this report.

**THE UNITED STATES DEPARTMENT OF AGRICULTURE**

Almost from the beginning of the hope that the picturesque and popular appeal of May Day might be utilized to stir and enlist popular interest in, and support of, state and community child health programs, the officials and experts of the United States Department of Agriculture in Washington and the workers in the field saw the vision and the possibilities and gave this developing project increasing enthusiasm and co-operation.

Secretary Jardine's courteous letter of December 12, 1925, was given wide circulation. Dr. C. W. Warburton, director of Extension Work, wrote personally to each state director in the Extension Service; and the spreading interest and enthusiasm resulted in personal service in state and community programs in almost every state. It is certain that this co-operation was a large factor in creating a larger community interest in child health and wider and more constructive understanding of child health protection.

**MAGAZINE CO-OPERATION**

The success of May Day 1925 owed a debt beyond defining to the interest and generous co-operation of the editors of the country.

The even more significant and far-reaching success of May Day 1926 would have been impossible without the continuing interest and service of this group.

The American Child Health Association decided early in the plans for 1926 to attempt few articles; rather to put the vision of May Day before as many editors as possible, in personal conferences and through a very few carefully considered and prepared

It is impossible even now to estimate accurately the total magazine circulation of May Day articles, prepared in the national office on request, written by magazine editors themselves as a result of their own personal enthusiasm, quoted entire or in part from such articles as those listed above and sent to large lists of key people.

An incomplete report shows that sixty-seven magazines of one kind or another used May Day articles, editorials, or covers, and in some instances all three.

Perhaps most effective was the co-operation of the women's magazines of great circulation. The Delineator in an editorial stated: "The American Child Health Association *** has turned May Day into an onward march for healthier children." Good Housekeeping, in addition to a splendid editorial, carried Miss Katherine Glover's article, "Making America Safe for Mothers." A powerful editorial in the Woman's Home Companion called upon parents "to look upon the hope of the '100 per cent' child not as a vain one but as a wholly possible achievement."

St. Nicholas Magazine, the National Republic, the Independent, Normal Instructor and Primary Plans, the Woman Citizen, the Yeoman Shield, were some of the magazines of general circulation that devoted generous space to May Day for Child Health.

Hardly less important were the publications of women's clubs, medical societies, and volunteer associations in the health field. By presenting the May Day idea and its purposes they were able to prepare the ground with local workers upon whom in the last analysis rests the success of the May Day celebrations. Clinical Medicine, Hygeia, the American Journal of Nursing, Mind and Body, the Public Health Nurse, and a number of state medical journals reached most of the private practitioners, public health doctors and nurses.

Bulletins of State Departments of Health, the Red Cross Courier, the Junior Red Cross Magazine, the Bulletin of the National Tuberculosis Association, the Child Welfare Magazine (organ of the National Congress of Parents and Teachers) and many state bulletins of the Federation of Women's Clubs and Parent-Teacher Associations were of untold value in disseminating the May Day idea and child health plans.

Educational journals were everywhere helpful. Trade journals such as the American Food Journal, Baking Technology, Dairy...
Products Merchandising, Dry Goods Economist, Motion Pictures, National Grocers Bulletin, all co-operated generously and added materially to the success of the celebration.

Even a number of house organs used specially prepared child health articles and other material. Among them were the Atlantic and Pacific News, Hercules Mixer, Harvester World and Squibbs Messenger.

NATIONAL ADVERTISING

In connection with previous May Days, the national committee made encouraging progress in developing the national co-operation of the daily press and monthly magazines. Early in the preparations for May Day 1926 it was realized that a very powerful agency for calling attention to child health and the celebration of child health on May Day existed in the national advertisers, some of whom had indicated their willingness to do everything possible on the occasion of earlier celebrations.

Accordingly, preparations were begun in December, 1925, to place the child health idea before the great national advertisers and seek their help. Mr. Herbert S. Houston, a member of the Executive Committee of the American Child Health Association, at one time president of the Associated Advertising Clubs of the World, volunteered his co-operation. It was determined that the best means of reaching advertisers and advertising agencies would be by means of a personal letter from Mr. Houston together with a leaflet outlining the co-operation desired. Advertisers were requested to use an attractive May Day seal designed by Walter D. Teague, with the legend, “May Day is Child Health Day—Insure America’s Future.”

Three hundred and sixty-one letters were sent to a list of national advertisers and agencies. Ninety-seven requests for cuts or copies of the seal were received.

Space does not permit individual acknowledgment to all of the advertisers who so splendidly co-operated. Some idea of the wide audience reached through advertisements can be had from the fact that the Metropolitan Life Insurance Company devoted its May advertising to child health and May Day. The Hawley Advertising Company, who placed the copy, reports that these advertisements appeared in the American Magazine, Atlantic Monthly, Boys' Life, Good Housekeeping, Harper's, Ladies' Home Journal, McCall's, National Geographic, Pictorial Review, Red Book, Review of Reviews, Scribner's, Woman's Home Companion, World's Work, Saturday Evening Post and the Literary Digest, which
magazines have a combined circulation of over eighteen million copies.

Two thousand posters were also made from the design of the seal and contributed by the Frank A. Munsey Company of New York. These were used in windows and on bulletin boards, for the most part in Greater New York.

Through the courtesy of Baron G. Collier, Inc., a health poster in color based on the May Day seal was prepared and displayed on more than one hundred elevated railway stations in Greater New York.

**MOTION PICTURES**

There is growing demand from local May Day chairmen for suitable films and slides for use in motion picture theatres and elsewhere. It is regrettable that the supply of good child health films and slides is strictly limited and totally inadequate to these demands. Literally hundreds of motion picture managers would be glad to use suitable material and, needless to say, the motion picture is one of the most potent agencies of reaching the public.

The expense involved precluded the sponsors of May Day from attempting to provide films for use in the child health celebration. Fortunately a number of good films are in existence. The Children's Bureau of the United States Department of Labor, the Extension Service of the United States Department of Agriculture, State Health Departments, the Metropolitan Life Insurance Company, the National Tuberculosis Association and several other volunteer organizations in the health field have a limited number. In some instances hospitals had projection machines and good films.

Recognizing their inability to supply films, the sponsors of May Day turned to the less expensive expedient of providing a May Day slide for use in the theatres equipped to show them. Through the helpful co-operation of Mr. Will Hays and Col. Jason S. Joy and the generosity of the organization which they represent, the Motion Picture Producers and Distributors of America, Inc., an attractive slide was prepared from a painting by Miss Anna Milo Upjohn and sent out to theatre managers and May Day chairmen on request.

Letters to May Day Chairmen and to local Women's Clubs were sent out by the Motion Picture office. These letters carried the information that slides would be sent free to any theatre manager who promised the local patrons to use it. In response to some 10,000 letters sent out, there were 3,500 replies; and reports from May Day Chairmen indicate that they were useful in stimulating interest.

[13]
NATIONAL PUBLICITY

The general plan for national publicity was merely to report progress in the development of the national organization of the May Day celebration and to request the co-operation of nationally known publicists and authors who are familiar with the health field.

Letters were sent by Mrs. Aida de Acosta Root, Director of the Division of Publications and Promotion of the American Child Health Association, to the editors of all daily newspapers in the United States, setting forth the general idea of Child Health Day, outlining the aims of the celebration, requesting editorial support and co-operation with local committees.

It was realized that detail of local celebrations and plans for year-round health programs would furnish the news items of greatest interest to the editors. It was also felt that some force would be lent to the local observances by the knowledge that the celebration was genuinely national in character. Over 4,000 newspaper clippings were received at national headquarters, approximately 400 of which were editorials. It is estimated that the newspapers which carried May Day editorials have an aggregate circulation of around twenty millions.

Perhaps the most distinctive contribution made to the national publicity was through a number of prominent writers who syndicated their articles to the numerous papers throughout the country.

Among these may be mentioned Arthur Brisbane, considered by many the foremost editorial writer in the United States; Roger Babson, the financial expert; Fred Haskin, whose news-letter from Washington is one of the most widely used in the country; Dr. Royal S. Copeland, United States senator, who conducts a health column in all Hearst newspapers; Dr. W. A. Evans, who conducts a similar health service for the Chicago Tribune, the New York News and the Tribune Feature Service; Angelo Patri, whose writings are used by the Philadelphia Public Ledger, the New York Evening Post and the Public Ledger Service; Grover Patterson, who writes a New York news-letter; Russell M. Crouse (Manhattan) of the Public Ledger Service; Marguerite Mooers Marshall of the New York World; Ida Bailey Allen and Emily Hoffman of the New York Evening World; Prudence Penny of the Hearst Staff.

The Newspaper Enterprise Association which serves over eight hundred papers throughout the country used a series of six articles written by prominent women in different fields. These articles were contributed by Billie Burke, actress; Alma Gluck, singer; Nina

---

1 See also "Magazine Co-operation," page 10.
Wilcox Putnam, author; Aida de Acosta Root, social worker; Florence Vidor, motion picture star; Mrs. Paul Whiteman, dancer.

The Editors' Feature Service also prepared a May Day article for its service.

Government officials, notably Dr. Hugh S. Cumming, surgeon general of the U. S. Public Health Service, Miss Grace Abbot, chief of the Children's Bureau, prepared stories which were very widely used.

Professor George Thomas Stafford of the University of Illinois, Dr. Lee J. Levinger, and others whose work is in the child health field, prepared articles for wide-spread distribution.

Many other articles and editorials were released directly from the American Child Health Association, most of which were based on information obtained from child health specialists. Others calling attention to the appropriateness of the May Day, Child Health Day project based on letters received from Elizabeth, Queen of the Belgians and Marie, Queen of Roumania, were sent out.
MAY DAY—1926

SOME STATE PROGRAMS

Conditions in the several states vary so that the sponsors of May Day have felt the wisdom of leaving both the form and the method of state May Day programs entirely to the judgment of state chairmen.

It may be helpful, however, to outline the three principal methods used by May Day chairmen in 1926, for which purpose reports of the May Day chairmen for Pennsylvania, Minnesota, Nebraska, Wisconsin and Washington have been drawn upon.

Pennsylvania, Minnesota and Nebraska were all organized on county lines. Without attempting to say that this form of state organization is the best, it is one that has proved exceedingly successful, particularly in the more populous states.

In Pennsylvania, Dr. Samuel McClintock Hamill was acting chairman and Dr. Charles H. Miner, Commissioner of Health, was honorary chairman. The work of securing county chairmen was begun as early as September, 1925, and well in advance of May Day, 1926, chairmen had been secured for nearly every county in the state. This gave county chairmen ample time to select local leaders sufficiently in advance to enable them to select and work out programs suited to their respective districts. In some counties, only a few local chairmen were appointed, and in others, as many as fifteen. As a result all of the cities and larger towns in Pennsylvania had constructive programs and many of the villages and rural communities organized celebrations.

Programs and other material which might be helpful to county and local chairmen were obtained from the American Child Health Association, the State Department of Health, the Philadelphia Child Health Association, and the Metropolitan Life Insurance Company. This was sent out by Dr. Hamill's office, together with suggestions from Dr. Hamill. Dr. Hamill and Dr. Miner also met many of the local chairmen personally and went over possible health projects and the celebration of these on May Day.

In Nebraska where Mrs. G. H. Wentz, president of the Nebraska Parent-Teacher Association, served as state chairman, a state committee was organized consisting of the chief of the State Bureau of Health, the director of the Division of Child Hygiene, the secretary of the Nebraska Tuberculosis Association, the state superintendent of public instruction, the president of the Nebraska Federation of Women's Clubs, the secretaries of the
State Medical and Dental Societies, and the field representative of the American Red Cross.

County chairmen were appointed for 93 counties. The health work in Nebraska centered largely around the pre-school child, with a view to making him physically fit to enter school in September. This program was organized early in the year by the National Congress of Parents and Teachers and in Nebraska was conducted in co-operation with the Division of Child Hygiene with the help of the Children's Bureau at Washington. Other co-operating organizations were the Women's Clubs, American Legion, Kiwanis, Red Cross, Medical and Dental Societies.

May Day was the celebration of the progress of this work and a means for calling the attention of the public to its importance.

In the report on May Day from Nebraska it is stated that 54 conferences had been held in 34 different counties. While these conferences are sponsored by the Parent-Teacher Association as a state contribution to a nation-wide program, 49 associations took part in carrying out the project. On the date of the report 1,971 children had been examined and 1,794 children were found to have some form of defect. An intensive follow-up program is under way.

Examinations and clinics were given the chief emphasis, but there were many pageants, festivals and other programs in the lighter vein throughout the state.

Minnesota was also organized on a county basis but the state chairmen in most instances were county nurses. Dr. Ruth E. Boynton, director of the Division of Child Hygiene of the Minnesota Department of Health, was state chairman for the third successive year. Here again existed the cordial co-operation of all state organizations interested in health. Letters were sent out from the chairman of the Division of Health of the Department of Public Welfare of the State Federation of Women's Clubs to all club presidents, urging that pre-school clinics be inaugurated on May Day so that children might enter school in the fall in as good condition as possible. The same material was sent to seventy-five newspapers from the office of the press chairman.

In the March issue of the official bulletin of the Minnesota State Parent-Teacher Association there were plans for May Day work, and this material was also sent to schools from the office of the director of Physical and Health Education of the State Department of Education.

Folders giving definite suggestions as to local means of publicity, window exhibits and participation of organized groups were sent out by the Division of Child Hygiene to public health nurses
and others whose responsibility it might be to promote interest in their several communities.

The choice of a definite program in each case was left to the local chairman, and it may be assumed that the greatest health need of each community was thus emphasized. In Crookston, presidents of three clubs met with the state health officer and the superintendent of schools to plan for a survey of health conditions among school children. In Crystal Bay, the Women's Club arranged for Schick and Dick testing. In Caledonia the milk situation was studied and preparations made for pre-school clinics later in the summer. And so through a wide variety of activities.

Another form of organization used with very great success by Judge A. C. Backus, May Day chairman for Wisconsin, was to appoint chairmen for cities and towns direct. Working in close cooperation with the State Department of Health, Judge Backus named local leaders in over forty cities and towns which included particularly all of the larger communities in the state and not a few of the smaller towns and villages.

A standing committee has been appointed to meet from time to time to perfect plans for May Day, 1927, in the city of Milwaukee, and while there is no permanent state committee it may be assumed that the results of the labors and judgment of the Milwaukee Committee will be made available to the other chairmen throughout Wisconsin.

Still another type of organization was used in a number of states. The state of Washington may be taken as typical, where Mrs. Charles G. Miller, an officer of the State Federation of Women's Clubs, acted as May Day chairman. She began by obtaining the endorsements and enthusiasm of the State Health Department and of all of the groups with definite health programs. A committee of the heads of these organizations was formed which included Parent-Teacher Associations, the Federated Clubs, the League of Women Voters, the Women's Legislative Council, the Y. M. C. A., the Y. W. C. A., the W. C. T. U., the American Legion, the Good Templars, the Boy Scouts, and the Camp Fire Girls.

Each organization then appealed directly to these local units, and these local units were urged to meet and cooperate with the units of the other organizations in forming local committees and arranging local celebrations.

The following pages attempt to give, very briefly, some instances of various community activities and celebrations. They are cited in the hope that they may prove helpful and interesting to other
chairmen and other communities; but the summary aims only to give a birdseye view, with no attempt at completeness nor evaluation.

FESTIVALS

Governor Donahey, of Ohio, reviewed 3,000 Blue Ribbon children who paraded in Mansfield. Representatives of the American Red Cross and the National Child Health Council were also in the reviewing party. This colorful gathering was filmed by the news reels and given wide distribution throughout the United States.

A large athletic meet, followed by a pageant at Georgia State Agriculture College at Athens, was viewed by about 4,000 spectators. A Health Cup presented each year by the Kiwanis and Rotary Clubs was awarded to the Chase Street School.

Over 3,000 children took part in a child health parade in Louisville, Kentucky. Each school had a float representing some feature of health work.

A May Festival was held in the Frederick and Nelson Auditorium, Seattle’s largest department store, on May 8 with more than 1,200 children participating. Walla Walla had a pioneer pageant; Bellingham, a tulip festival, and Wenatchee, an apple blossom carnival.

Five of the larger townships of Uniontown, Pennsylvania, had programs in which each school in the township took part. These programs lasted a half-day; in some cases all day. They included May Pole dances, physical education drills and athletic games. In most instances they were given out-of-doors with hundreds of people in attendance.

Eleven day nurseries combined in a carnival of plays and dances given in a public park in Philadelphia, Pennsylvania, and crowned, as May King and Queen, children who had earned this award through the observance of food and health rules throughout the year.

The children of six townships of Dauphin County, Pennsylvania, with perfect dental records, “The Dental Honor Roll,” paraded. There were 800 in line.

About 200 children were assembled in a Newport, Rhode Island, park and about 100 babies in carriages or strollers participated in a baby parade which was the culmination of a Better Babies’ Clinic held on the preceding day. Prizes were awarded the healthiest and best looking babies. A May Pole dance by Girl Scouts in costume and other Girl Scouts dressed as foods suitable for babies, and as air, sunshine and water, was very successful.
Thirty children from the grade schools of Hastings, Minnesota, took part in the play “Little Vegetable Men.” Several dances by the Vegetable Men and the Health Fairy and Flowers were added and health songs were sung by the same groups. Their costumes were bright and pretty and the play was very successful.

Child Health Day floats with children dressed as all kinds of vegetables, one with American Red Cross nurses and a doctor weighing children, were in the May Day parade in which all schools of Winona, Minnesota, were represented.

An instance of the way Child Health Day is being observed in out-of-the-way corners of the country was afforded last year by the pretty celebration held at the Hindman Settlement School in the Kentucky Mountains.

This year another interesting program was given on the White Earth Indian Reservation in Minnesota. Miss Agnes A. Alexander, field representative of the State Child Hygiene Division, says:

“Pine Bend, a little inland village on White Earth Indian Reservation, is exceedingly difficult to reach during the Winter and the early Spring months. Miss Martin and I tried several times to reach it in March, when we began classes in the hygiene of maternity and infancy on the reservation, but each time we found the roads impassable.

“Last week we reached the village by a circuitous route and began a four days’ health program with the assistance of Miss Nora Pietz and Miss Rose Wagner, teacher and missionary for the Indians.

“The program included: Demonstrations in the hygiene of maternity and infancy, inspection of school children, a children’s clinic, and a May Day celebration. Throughout the program, the need for milk, vegetables, fruit and cereals in the diet, which had been emphasized, was again brought to the attention of the Indian fathers and mothers who were present at the May Day demonstration.

“The May Day program opened with a parade. Health posters, proclaiming the foods essential for the growth of children, and baskets made by the Indian women containing fruits and vegetables, were carried by the school children. They wound their way through the woods, past each log cabin in the little village, to the music of a guitar and a violin played by two youths of the village who offered their services as the line was being formed. Surely no music ever blended in more perfect harmony with the sighing of the pines, nor was there ever a parade witnessed with more interest than was the gay-capped little procession at Pine Bend.

“After lunch, served under the trees, we retired to the school, which was filled to capacity with fathers, mothers and grandparents who had come to hear their youthful progeny expound the gospel of cleanliness.

“After songs and recitations, the older generation joined in the outdoor sports with as much enthusiasm as the younger. The winding of the Maypole, the last event of the day, was a great novelty for the Indians. No tribal pow-wow ever indulged in with keener pleasure. On our leaving Pine Bend, Miss Pietz and Miss Wagner, our co-operators, assured us that our work was eminently worthwhile, even if it did no more than awaken the dormant community spirit.”
PARKS AND PLAYGROUNDS

The “Park Boards” of Indianapolis planned special programs of games, folk dances, May Pole windings, and picnics for all playgrounds.

The playgrounds of Spartansburg, S. C., celebrated May Day by giving health talks, health songs and rhymes by children, and telling stories to impress the importance of observing health laws.

As a result of the May Day celebration a movement has been started in Lawrenceville, Pa., to provide a building in which to enjoy indoor games.

A playground was opened at East Liverpool, Ohio, and souvenirs sold to raise funds for playground equipment.

CLINICS

Clinics held in the stores and library of Portland, Oregon, by the Public Visiting Nurse Association were well attended. Nurses were stationed in the infants' wear department of several department stores to advise mothers and expectant mothers. A demonstration of bathing a baby was given by a Little Mothers Class.

All children entering the track meet, at Portland, Oregon, were examined. Out of 3,762 entries, 167 were found to have defects which caused them to be rejected.

“One especially noticeable thing about the rural school meetings was the large attendance of parents,” reports Miss Dunn, a local chairman in Montana. “The nurse was scheduled for Highwood on the same day that a track meet was being held. Interest in the health examinations was very keen. More than 100 children were given attention and the parents stayed about the cabin where the nurse was working rather than watch the athletic events. A child was slightly injured when one of the contests was taking place and received first aid from the nurse. Pupils from 12 districts were reached at this one center.”

As a permanent activity for Lincoln, Nebraska, six women's organizations have organized and financed a Baby Welfare Clinic. This is the first health work which has been done for the infants of Lincoln. The first session was held May 14 at the Orthopedic Hospital. Fourteen babies were examined. In less than two months 98 babies have attended, many of which are regular attendants. Other clinics will be opened in various parts of the city as the need is felt.

Twelve hundred children who will enter kindergarten in the fall in Lincoln, Nebraska, were examined in April and May and given preventive treatment for small pox and diphtheria.
Six hundred and seventy-two children were reported examined in South Dakota. There were other clinics in the state which did not report the number of children examined. In Aberdeen ten clinics for pre-school children are planned for the summer. In one town, Pierre, the clinic for next May Day has already been planned (June, 1926). These clinics were sponsored by a variety of organizations and individuals: several by Parent-Teachers' Associations, others by county health associations, superintendents of schools, women's clubs, hospitals and school nurses. The Von Pirquet test for tuberculosis was given children of tubercular parents in Howard, S. D. The doctors themselves examined each other before May Day.

Examinations of babies from two or three days to a week were held by local agencies in fourteen of the large cities and towns of Indiana. This was done in some instances by co-operation with school inspection nurses and University of Indiana Extension workers. In one town 266 children were given the Schick test for diphtheria. A two-day clinic for pre-school children was held in Logansport and is to be conducted periodically by local physicians. Cards were received by the State Board of Health from parents of 166 children pledging yearly examination and an endeavor to have corrections made. Many children were enrolled in Child Health clubs.

At Geraldine, Montana, the nurse examined the town school students one day, and the day following was able to reach many out of town children. In Montague notices had been sent to every rural school announcing a schedule of meeting places and the nurse found many children and parents awaiting her at each examination center. In one or two instances she was able to make an additional visit a day, thus reaching a larger number of people. All engagements were met on schedule with the exception of the last two days when rain prevented travel by car. The delay helped to put over a better health lesson in one community for the children came to school especially spick and span for several days, taking particular pains to be neat when the nurse arrived. This was in a part of the county where the county superintendent expected a poor report. This service in rural schools of the country was very much appreciated as it is the first work of the kind for some years. All but three of the schools desiring service were reached. Many people came ten and fifteen miles to see the nurse.

In Deer Lodge County, Montana, 2,097 school children received the iodine treatment for prevention of goitre. This treatment was stressed during child health week.
On May 5 an all-day clinic for school children—the first of its kind in the county—was held in Carter County, Montana, and 128 children were examined. In Great Falls all dentists gave up morning office hours to examination of children's teeth at their own office—choice of dentist being left to the individual.

Eldorado, Pa., established a permanent baby clinic as one result of May Day 1926.

One father and mother of Graves County, Kentucky, drove 40 miles to bring their children to the County Conference held in Mayfield courthouse.

HEALTH TALKS

In Racine, Wisconsin, numerous public addresses were given by physicians, nurses and others interested in the subject of child health, reaching groups of business men, mothers and children.

Talks by doctors, nurses and dentists were given before several luncheon clubs in Wyoming.

A Y. M. C. A. industrial secretary gave child health talks in all shops of Oil City, Pa. Rotary, Kiwanis, and Lions' Clubs heard child health talks at their weekly meetings.

An all-day meeting in Springfield Community Church was attended by 300 people.

Health speakers were furnished by the Bureau of Maternal and Child Health of Kentucky to small towns and clubs. A colored physician of Mayfield, Kentucky, talked at five churches and also worked at child health conference.

It is impossible to estimate the extent of this form of May Day observance.

LITERATURE

The Bureau of Child Hygiene of the Maryland State Department of Health printed a complete Plan Book adapted to the needs of the state. It contained suggested programs for schools and clubs, recitations, plays and songs. Ten editions of 7,000 copies of this 24-page book were distributed.

The March number of Health, published by the New Hampshire State Board of Health, an eight-page pamphlet, was devoted to May Day plans.

March, April and May issues of Health Notes, issued by the Florida State Board of Health, 11,000 circulation, carried articles on May Day.
In Indiana, 725 bulletins were sent out by the Division of Child Hygiene telling of May Day. These were sent to deans of colleges, school officials, commercial and other clubs, county agents, and others.

The Ohio Public Health Association prepared an attractive sticker for May Day chairmen for use in letters and bulletins.

South Carolina had 10,000 copies made of health songs, 5,000 runners, 300 posters and 1,000 mimeographed letters containing suggestions for May Day programs. These were sent out by the Division of Child Hygiene to county and local chairmen, teachers, clubwomen and other interested persons. The February issue of the South Dakota Public Health Bulletin was a "Special May Day Child Health Number." The Division of Child Hygiene issued mimeographed suggestions and bibliography for child health observances, which included an inventory called "How is the Child in Your Home," a plea for the periodic examination of children and adults, a suggested school plan for May Day (which was really a year-round program), an article "Children First in Meal Planning" and a number of other health day suggestions.

Twenty-four thousand leaflets giving recipes for foods for little children furnished by the Bureau of Maternal and Child Health of Kentucky were distributed by Piggly Wiggly stores in Louisville.

Attractive suggested programs were issued by the Child Welfare Division of the Rhode Island State Board of Health.

Literature from the Metropolitan Life Insurance Company and the Children's Bureau was distributed at a Louisville, Ky., store Baby Clinic. The Metropolitan Life Insurance Company furnished quantities of literature for Harrisburg, Pa., and several other cities.

Lance and Shield, the monthly magazine of the health education department of the Oregon Tuberculosis Association, published a May Day number containing suggestions for May Day programs, costumes, etc.

Pamphlets gotten out by the Wisconsin Anti-Tuberculosis Association were distributed by the various milk dealers throughout the city in the delivery of their milk to consumers two days previous to May Day in Milwaukee, Wisconsin.

The Red Cross Museum loaned good health bulletins for use in Endeavor, Pa., during May.

The Fayette County, Pa., Tuberculosis Society purchased May Day Festival Books for every school in the county. Each school had at least one; the larger schools more. In Philadelphia 50,000 leaflets with text adapted from the May Day Plan Book were distributed.
The dentists of Philadelphia, Pa., distributed to their patients, pamphlets on teeth, one dealing with diet and the other with the care of the teeth.

Mayfield, Ky., milk dealers used tags, which fitted over top of milk bottles, advocating clean milk and tuberculin tested cows.

Literature on flies, as well as fly swatters, were delivered to Mansfield, Pa., homes by Boy Scouts.

The clinics held in Racine, Wisconsin, in addition to being advertised through the press, were advertised through the distribution in public and parochial schools of 10,000 May Day circulars donated jointly by Rotary, Kiwanis, Optimists and American Business Clubs.

RADIO

The plan of leaving radio programs entirely within the province of state chairmen seems to have worked out satisfactorily.

As an aid to state chairmen, however, the American Child Health Association obtained the help of several individuals, prominent in the health field, who prepared talks suitable for radio broadcasting. Copies of these speeches were sent to state chairmen only for such use as they might care to make of them. Addresses of this sort were used in many states.

Practically every state where a radio broadcasting station is situated had one or more child health programs. In the number of programs given Washington state is in the lead with twenty-one one-hour programs given during the month of April and May from Seattle and seven other programs from seven other towns.

An effective radio program was conducted the evening before May Day from Boston with speeches by Governor Fuller, Mayor Nichols and Dr. Bigelow, State Commissioner of Public Health. Other programs on previous days had been arranged by Dr. Champion, Director of the Division of Child Hygiene.

Governor Erickson of Montana is another state executive who spoke on behalf of child health over the radio. Dr. Cogswell, secretary of the State Board of Health, and Chancellor Bramon of Montana University also delivered talks during the two weeks preceding May Day from Montana's only broadcasting station located at Missoula.

In Minnesota a series of four radio talks was given, one by the Commissioner of Health of Minneapolis; one by the nutrition expert of the State University; one by the chairman of the Division of Health of the State Federation of Women's Clubs, and the last by the director of the State Division of Child Hygiene.

[25]
An excellent afternoon program was given from state WTIC Hartford, Connecticut.

In New Haven the radio program consisted of talks by Dr. J. P. Rice, “Our 54,000 Children in New Haven,” and Dr. Martha E. Elliott, U. S. Children’s Bureau, “Sunlight for Babies.”

In Pittsburgh, where the active and well organized Public Health Association sponsored May Day activities, ten talks from three stations were given between April 26th and May 3rd. One of these stations, KDKA, is the pioneer radio broadcasting station of the world and is also the most powerful.

An interesting feature of the radio programs in Philadelphia, was the meeting of mothers arranged by interdenominational church groups in various homes, to listen to the radio programs. One of the child health talks was made in a leading church of Philadelphia on Child Health Sunday, May 2nd. This also was broadcast.

The program from the Denver station included talks on better children, nutrition, and toxin-anti-toxin.

The May Day chairman for Florida spoke over the radio on every Saturday evening during the month of April, and a somewhat similar program was given from station WHAS Louisville by the Kentucky May Day chairman.

In Georgia arrangements were made for a continuous year-round child health radio program.

**SCHOOLS**

In several states, notably Montana and Pennsylvania where the state commissioner of education was on the state May Day committee, suggestions for school programs were mimeographed and distributed to the teachers of the state. In some instances this material was sent to the regular mailing list, in other states education publications carried the message of May Day.

Public and parochial schools of Indiana arranged programs which included songs, games, plays, pageants. A typical example of the nature of health talks is furnished by Clifford Wells, coach of Logansport High School, who told how basket ball is a builder of health and outlined the qualifications necessary to play a good game.

The school program in Roaring Springs, Pa., began the previous year. Every pupil in the grade and high schools was weighed and measured at the beginning of school in the fall of 1925. A record of all underweights was faithfully kept and followed up each month during the school year. Extreme cases were given special attention, the parents visited and urged to co-operate in remedying existing conditions. Teachers checked up on the children’s breakfast menus,
suggesting changes when desirable, and insisting on clean faces, hands, teeth and the carrying of clean handkerchiefs. Each pupil had his teeth examined and then followed up to see that defects or cavities were attended to at the earliest opportunity. The Parent-Teacher Associations will furnish milk for undernourished school children next year. The May Day chairman for Roaring Spring personally visited each room in the grade schools, presented the May Day plan to the children and pointed out that it was their duty to be healthy children today so as to be physically and mentally fit citizens tomorrow.

Nine negro schools of Charleston County, S. C., participated in a health program at St. Paul's Presbyterian Church with songs, recitations, a parade of pre-school children and a pageant on foods. Health literature was distributed and a tube of Colgate's toothpaste was given each child.

Dental cards were distributed to school children of Altoona, Pa. One side showed the condition of a child's teeth, the other side will be signed by the dentist after corrections are made. Those children whose teeth had been put into satisfactory condition were given free tickets to one of the leading motion picture houses in the city.

An especially picturesque observance was that of the Armstrong (Beaver Co., Pa.) School, a one-room rural school with an energetic, original teacher. The children spent the morning of their May Day in making May baskets. In the afternoon mothers were invited to view an exhibit of school work including health posters. A short program of songs and appropriate recitations followed. Then each mother was presented with a bouquet and the children filled their May baskets and were taken to the Providence Hospital where they distributed them among the patients and repeated a number of the songs on their program. The Sisters of Charity in charge entered into the spirit of the occasion and had the more timid of the children completely at ease. After the flowers were distributed the children were shown the operating rooms and every other part of the hospital, the Mother Superior explaining that she felt this a splendid opportunity to rid each child of the dread of hospitals and operations which often makes the average child a somewhat difficult patient. The children seemed thoroughly to enjoy their visit and apparently carried away an impression of a hospital as a cheerful, comfortable place where "folks go to get well."

Nearly 14,000 health buttons were awarded the healthiest boy and girl in each class room of the public and parochial schools of Allegheny County, Pa.
A unique May Day basket at Woodrow Wilson Jr. High School of Cedar Rapids, Iowa, was filled with certificates from dentists for those children whose teeth had been examined, cleaned and filled and were in good condition.

In schools of Knoxville, Tennessee, children in excellent physical condition were awarded blue ribbons, white being given those who were making efforts to improve.

The St. Cloud Public Schools recognized National Child Health Day by a program to which the public was invited. A puppet show, a health movie, May Pole dance, a health play and the awarding of the Health Cup and Health Tags by the school nurse made up this program.

In Bridgeport, Connecticut, the May Day program centered around the schools. Mrs. Winifred Hart, director of Health and Hygiene, sent to each school the health statistics for the past three years, which facts could be used as a cause for rejoicing because of the improvement shown, or to create a realization of defects and so stimulate new efforts toward improvement.

CHURCHES

Many clergymen, feeling that clean living and sound health go hand in hand, have stressed the importance of health, particularly in childhood, from their pulpits. The Sunday immediately preceding May Day has been chosen by most ministers for health sermons.

Also, many of the most active volunteer groups engaged in child health and welfare work are church organizations.

The executives of the Federal Council of Churches in Christ are most sympathetic with the May Day program. The enormous cost of merely mailing letters to the hundreds of thousands of ministers affiliated with the Council has precluded placing the aims of May Day before the churches direct, but May Day chairmen have labored with good success.

The clergymen of the entire county of Blair, Pa., preached on child health the first Sunday in May (May 2). Similar cooperation is reported from all the churches of Tyrone, Hollidaysburg and other Pennsylvania cities.

Child Health was the theme of a sermon broadcast by one of the leading churches in Philadelphia.

A particularly cordial response from ministers was also obtained in Indiana.

[ 28 ]
LIBRARIES

A number of libraries co-operated in the May Day celebration in various ways.

A special exhibit of child health literature was arranged by the Public Library in Racine, Wisconsin.

In Cincinnati, the librarian went a step farther and released through the press a short bibliography of standard reference books on child health which local libraries were prepared to furnish their patrons.

In a number of instances the community child health program was held in library auditoriums, and in Portland, Oregon, a library was pressed into service as a baby clinic.

SAFETY PROGRAMS

A state-wide safety program for children was incorporated in the regular program in Florida. Over 5,000 children marched in the Safety Parade in Jacksonville. Safety Week program was sponsored by the Jacksonville Motor Club. The parade included many floats and prizes were given for best dramatization of the safety idea by schools, Boy Scout Troop and Girl Scout Troop. Prizes were donated by the Jacksonville Motor Club and the Jacksonville Automobile Dealers' Association. The loving cup was won by Kirby-Smith, Jr. High School with 1,101 students in line. Over 17,000 "ABC" Safety Books, containing color plates and pages for coloring, were distributed to the pupils in the lower grades of city and country schools by Jacksonville Motor Club. Activities included sermons on safety in churches, safety talks and demonstrations before civic clubs and schools and two dinners (one for white, another for colored) at which truck drivers were told the fundamentals of safety. A system of testing truck drivers was inaugurated and every one who goes throughout the year without accident will be placed on an honor roll and will, in addition, receive some award from the firm for which he works. Cash prizes or salary increases to honor-roll drivers have been pledged by two large firms. Honor-roll drivers will receive distinctive emblems for display on their truck radiators. Gold badges are planned for five years on honor roll. The point was stressed that honor-roll drivers will find positions more easily.

Boy Scouts and Girl Reserves of Springfield, Ohio, demonstrated Safety First and First Aid methods and Boy Scouts dramatized safety ideas in many towns.

[29]
At noon all traffic halted one minute with red lights on in Cincinnati in memory of 103 children killed in last five years by traffic accidents.

During first week of May, Delaware school of Palmerton, Pa., put on special Safety program. Each class made a safety poster and talks on safety were given each class.

MOTION PICTURES

As has been explained previously the crying need is for a suitable library of child health films for use throughout the year. Their use on or around May Day would be particularly appropriate but good use could be made of them at any time. Such films as were available were drawn upon.

Dr. Stites, head of the Cresson Sanitarium, Cresson, Pa., loaned his films, machine and operator for half a dozen performances in different towns, and himself gave interesting talks on health.

May Day slides were shown in twelve of the Hartford moving picture theatres. The Visiting Nurse Association arranged a motion picture program in the largest theatre in the city. Tickets of admission were printed by the Metropolitan Insurance Company and were distributed by their agents as well as by the visiting nurses. The manager of the theatre was most generous in providing organ music and a comedy film. The State Department of Health and the Dairy Council provided educational health movies, about five in number. The mayor also addressed this meeting, which was attended by 2,000. The nurses of the N. V. A. acted as ushers.

A film loaned by the City Safety Commission on the prevention of accidents was shown for a week in Milwaukee, Wisconsin.

Special pictures were run in three Lincoln, Nebraska, theatres, with an estimated audience of 35,000. A six-reel film, “Say It With Pearls,” was shown in the public schools to about 10,000 children.

The Metropolitan Life Insurance Company sent the film, “New Ways for Old,” to Endeavor, Pa. This shows the value of toxin-anti-toxin for diphtheria.

A tooth brush drill at the State Theatre and a health playlet, together with moving pictures, was shown at Loew’s Regent in Harrisburg, Pa. Children who showed cards proving that they had had their teeth examined by a dental hygienist were permitted to attend the performance free.

Films loaned by the Child Welfare Division of the Department of Health were used in all theatres of Juanita County, Pa., and in a number of other cities and towns throughout the state.
Four health films from the Interstate Dairy Council and Pennsylvania Tuberculosis Society were shown at Clearfield, Pa., and nine others were used in nearby small towns.

A "Projectoscope" threw May Day slogans on a large blank wall and another on the smooth asphalt street on the busiest corner of Clearfield, Pa.

Films from the State Board of Health and Metropolitan Life Insurance Company were shown all the week of May 12th in twelve counties in Kentucky.

Motion pictures and slides were shown at 36 lectures by representatives of the Department of Health in Maine during the month of May. Brief talks were given between pictures at motion picture houses in several cities of the state on May Day.

Parts of the Mansfield, Ohio, parade of 3,000 Blue Ribbon children were shown in weekly reviews in motion picture houses all over the country. Five films loaned by State Division of Child Hygiene were used in Indianapolis theatres.

Moving picture "parties" were given in Washington, D. C., at which educational films from the Children's Bureau were shown and Cho Cho, the health clown, performed.

Health films from the Children's Bureau in Washington were used the first three weeks of May between two regular films in each town of Carbon County, Pa. These were shown a second time in Palmerton to foreign mothers in one of the school buildings, accompanied by a health talk.

WINDOW DISPLAYS

A valuable and practical means of drawing attention to the observance of child health day and of emphasizing the importance of caring for the health of children is afforded by merchants' show windows.

Large firms like Lord & Taylor, Arnold Constable, and other great metropolitan department stores, have shown their willingness to co-operate in this way.

Kaufman's Store, Harrisburg, Pa., had an excellent display featuring a model clinic.

In Racine, Wisconsin, as a preliminary demonstration of what health examinations are, an exhibit was arranged by the Wisconsin Anti-Tuberculosis Association which furnished the material and personnel, and the F. W. Woolworth Company, which permitted the use of a store window. This exhibit showed the actual conduct of a physical examination in pantomime accompanied by explanatory placards. In spite of bad weather large crowds gathered during
the entire time this exhibit was in progress. Its purpose was to
demonstrate the methods of examination of pre-school and school
children in order that a large attendance might be assured at the
May Day special clinics and that the idea of school medical exam-
inations now in progress temporarily under the auspices of the
Racine, Wisconsin, Tuberculosis Society might be explained to the
people of Racine in order that appropriations might be forth-
coming to insure the permanence of this work.

One of the largest show windows of Bellwood, Pa., that of the
Bellwood Furniture Store, gave a window over to the May Day
committee, which decorated the window as Healthland with the
slogan, "Make Bellwood a Healthy Town." Posters made by
the children were also used.

Biggins & Heberling, of Tyrone, Pa., arranged a window dis-
play on health and offered a prize to the 6th grade pupil submitting
the best description of it.

Merchants of Oil City, Pa., decorated windows and displayed
posters on health. Two windows were rented for display of health
material for a week. The Girl Reserves helped distribute posters.

A novel window display was that in Beaver Falls, Pa., where
the cooking of a model breakfast by girls from the home economics
classes of the Beaver Falls High School was shown in the window
of an electric company.

Dr. Scott, dentist, of Lansford, Pa., directed demonstration
given by Lansford school dental hygienist in the show window of
one of the town's largest stores.

In Louisville, Ky., Kaufman, Strauss & Co., displayed a Health-
land Trail together with wearing apparel for children.

A Madford, Oregon, grocer had a popular window display
showing the American Child Health Association's Map of Health-
land. A bright streamer from the poster called attention to
objects on display. Long Sleep Mountain was demonstrated by a
doll asleep in a crib, Orange Valley by a basket of oranges, etc.

In an Art and Baby Shop in Roseberg, Oregon, the county
nurse placed a box for prenatal letter requests and a lovely window
display was shown.

POSTERS

A new poster, "The Runabout's Daily Program," was prepared
by Rhode Island's State Division of Child Welfare and dis-
tributed to all Well Baby Conferences and Nursing Organizations.
This Division also provided fliers, "Good Morning! This is
National Child Health Day," to be used in stores or on store win-
doors.

[32]
Posters carried on the front and rear of street cars in Washington, D.C., announced May Day as Child Health Day and called the attention of the public to the necessity of periodic health examinations.

The Quota Club of Oil City, Pa., offered a prize of a five-dollar gold piece for the best health poster made in two Junior High Schools of the city. These were displayed in a prominent downtown store.

The art classes of Juanita Gap, Pa., schools used health habits as subjects for posters.

The fifty best posters of 200 made in Klamath Falls, Oregon, schools were shown in store windows, and a prize was given the best poster in five city schools.

Forty cards, “May First—Child Health Day,” were used on trolleys in Oil City, Pa., and the Beaver Valley Traction Company (Pa.) displayed a special poster on all cars, printed at their own expense.

The Louisville (Ky.) Taxicab Company ran a legend over the front of their cars: “May Day Is Child Health Day.” This was carried for a week by hundreds of taxicabs. The Louisville National Bank exhibited on the bulletin board in front of its building, one of the most prominent corners of Louisville, a sign with “May Day Is Child Health Day. Health Every Day for Kentucky Children,” the entire first week of May.

One of the Madison, Wisconsin, banks displayed health posters and photographs of babies who have accounts with this bank. Passbooks of one dollar were given to each child born in Dane County during the past year.
MAY DAY—NATIONAL CHILD HEALTH DAY
LOOKING FORWARD

"Health officers of the various communities, governors of states, mayors of cities, teachers in our schools, many individual welfare workers and organizations; not to mention the clergy, a veritable army, all united in an effort to do the utmost within their power in a permanent American movement toward securing to our children their most elemental rights:—to be born well, to have a healthy childhood, and to reach maturity in the happiness that comes in its fullness only to those whose physical heritage has been safeguarded. With bodily health almost surely goes the natural selection of healthy associations, moral and spiritual as well as physical. Also, with such health, and just as naturally, goes an aptitude to receive the right instruction easily, to be kind, to regard the rights of others, that is, to make good citizens.

"The movement demands that no man or woman who enlisted in this cause last year or this year shall fall behind or fail to enlist others, so that each year the results will double until it has become a national habit, an almost subconscious impulse, to remember the child wisely, constructively, from the day that parents are born until the day their children become parents; that is, always.

"Then no words of any one man or woman will be necessary in defense of the nation's will that its children shall be well."

HERBERT HOOVER
A BULLETIN OF SUGGESTIONS FOR 1927

For health officials, school administrators and teachers, and all communities, organizations and individuals interested in making the vision of "the child's bill of rights" become a working program in every community. Price, 10 cents.

THE MAY DAY FESTIVAL BOOK (New Edition)

An illustrated pamphlet of programs, plays, and suggestions intended to emphasize the picturesque and joyous features of May Day observance. Price, 10 cents.

OTHER SOURCES OF INFORMATION

A revised child health bibliography and up-to-date lists of sources from which child health films and posters may be obtained. Mimeographed copies will be sent free on request.

AMERICAN CHILD HEALTH ASSOCIATION
370 Seventh Avenue
New York
THE CHILD'S BILL OF RIGHTS

The ideal to which we should strive is that there should be no child in America, that has not been born under proper conditions, that does not live in hygienic surroundings, that ever suffers from undernutrition, that does not have prompt and efficient medical attention and inspection, that does not receive primary instruction in the elements of hygiene and good health.

Herbert Hoover