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**EDITORIAL.**

**NATIONAL BABY WEEK.**

To save the babies. Could any appeal be more irresistible? The babies themselves are so helpless, so sweet, so appealing, that if we realize the facts which are constantly presented to us in somewhat dry statistics we should not tolerate for a day the appalling holocaust of infant life which is going on around us, but would rise up and demand that conditions should be so altered that the babies born and unborn shall have a fair chance of life and happiness, instead of only one child in ten getting the proper care.

It is the right of the babies, and it is the right of the nation that they should be born healthy, and should grow up healthy. At the present time many babies die even before they are born, many more die before they are a year old, and of those who survive and grow up to maturity many are physically and mentally defective, instead of being healthy in mind and body. So it is well that the National Baby Week Council, of which the Prime Minister is President and Lord Rhondda Chairman, should have sounded the call to arms for a holy war on behalf of the helpless little ones who cannot plead for themselves, and that a National Baby Week is to be held from July 1st to 7th. It therefore behoves every one to consider his or her responsibility, in this matter, and how they can co-operate with those who are already at work to make the week a success, or whether they can start fresh centres of influence.

The Head Quarters of the National Baby Week Council are at 6, Holles Street, Oxford Street, W. 1, and the Secretary is Miss Alice Elliott. Those desiring information cannot do better than secure some of

the attractive and illuminating literature published about the arrangements.

The immediate objects are : (1) To arouse the sense of racial responsibility in every citizen, in order to secure to every child born in the United Kingdom a birthright of mental and bodily health. (2) To explain, assist, and extend the work of the various Children's and Mothers' Welfare Societies. (3) To promote the immediate provision of additional Crèches, Visitors, Mothers' Schools and Maternity Centres. (4) To assist in the combating of Disease, Ignorance, Carelessness, and the evils arising from improper conditions. (5) To raise a large and adequate fund for achieving these aims and objects with the least possible delay.

The Council are appealing for the help of the clergy, teachers, parents, and all citizens. The clergy are invited to preach special sermons on Baby Sunday, to take an active part in the Local Baby Week Campaign, to give special talks to Sunday School Scholars, to devote collections to infant welfare work, to insert notices in Parish Magazines, to secure the co-operation of social workers, and to get into touch with the Local Health Authority. Teachers are invited to organize visits of girl pupils to Mothercraft Exhibitions, and to Cinemas where Baby Films are shown, a most attractive set of films are being prepared for this purpose, to hold playground meetings for parents, to arrange for their pupils to distribute Baby Week literature, and to organize plays and entertainments to raise funds.

Much of the success of the movement will depend on the speakers at meetings, and a series of lectures to speakers has been arranged at 52, Berners Street, W., commencing on May 30th, at 5.30 p.m., when Mrs. H. B. Irving will speak on the object, programme, and general policy of the crusade and what to say to a general audience before and during Baby Week.

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