

Bulletin No. 45, 59, 62, 86. 88, 91 ... New York City [1924].

BULLETIN 45

The A-1 American Boy

NATIONAL HEALTH! This is the slogan of today. But we cannot build a healthy nation except by building healthy citizens. Nor can we make healthy citizens except by rearing healthy children.

The rearing of healthy children is not merely a matter of public and home sanitation, nor of care during infancy. It is equally, if not principally, a matter of training children in *health habits*.

How to Teach Health Habits to Boys

Not by telling them that they ought to be healthy, not by presenting health as an irksome task, not by prescribing a set routine. Health is from within. Health habits are formed only when health is seen as a glorious ideal, and hygiene as the road to its conquest.

This set of posters presents *health ideals* and outlines *health habits* for American boys. The subjects are:

- 1. Wanted! Boys!**
- 2. Health Habits Are Stepping Stones.**
- 3. Give Your Body Proper Fuel.**
- 4. Clean Up! Brush Up! Spruce Up!**
- 5. Open Air Boys.**
- 6. Are You an A-1 American Boy?**
- 7. Sleep Is as Needful as Food.**
- 8. Right Posture.**
- 9. What Cigarettes Do.**
- 10. Loafing and Living.**

Description of the Posters

The posters are attractively lithographed on very strong cover paper 17 × 28 inches in size and eyeleted for hanging. They contain striking illustrations, beautifully hand-colored, supplemented by lively, interesting wording.

How the Posters May Be Used

The posters will be found of value by all who work with and for boys in Clubs, Athletic Associations, Camps, Y. M. C. A.'s, Settlements, and other places.

Price, complete set of 10 posters, postpaid \$5.00

Single posters, postpaid .60

Colored Lantern Slides, postpaid, each .80

NOTE: 10 or more posters, selected from any series, 50c each.

NATIONAL CHILD WELFARE ASSOCIATION, Inc.

Educational Building 70 Fifth Avenue New York City

10M-1-25 (See Illustration on other side)

Each poster 17 × 28 inches. See description on other side.

These posters are copyrighted by the National Child Welfare Association, Inc.

BULLETIN 59

Describing a Series of Educational Posters Entitled Kindness to Animals

Cruelty or indifference to our animal friends is the unfailing mark of a backward nation. It is also, in the individual, the sure sign of an unawakened imagination and an uncultured heart.

An understanding, sympathetic, protective attitude toward animals should be aroused in every child, not only for the sake of the animals, but equally for the sake of the child himself. Ultimately, also,

this attitude will benefit the nation, for the love and protection which the child extends to his dumb playmates will, later, widen into a finer, higher citizenship.

SUBJECTS COVERED

The posters aim to bring before the child his debt to animals and what he may and should do for them in return. The titles are:

- 1. The Horse's Rights**
- 2. Hunting with a Camera**
- 3. Don't Desert Pussy**
- 4. Thirsty Animals**
- 5. Feeding the Birds**
- 6. Our Animal Helpers**

DESCRIPTION OF THE POSTERS

The posters are 17 by 28 inches in size, and are lithographed in full color on extra heavy cover paper. The illustrations are supplemented by appropriate original verses, especially appealing to children. The posters may be carried in a flat suitcase or sent by parcel post.

HOW THE POSTERS MAY BE USED

This series will be valuable to Societies for the Prevention of Cruelty to Animals, teachers, Sunday School workers, leaders of Bands of Mercy, and all others who are interested in the welfare of animals and in the "culture of the heart" of children.

PRICES

Complete series of 6 posters, postpaid \$2.00

Colored Lantern Slides, postpaid, each .80

Address **NATIONAL CHILD WELFARE ASSOCIATION, INC.**

Educational Building 70 Fifth Avenue New York City

10M-12-24 (Illustrations on reverse side)

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

(These posters are copyrighted by the National Child Welfare Association, Inc.)

©1921 NATIONAL CHILD WELFARE ASSOCIATION, INC. 70 FIFTH AVE. NEW YORK CITY N.Y.

An original Educational Poster for Independence Day, suitable for use in Day Schools, Sunday Schools, Libraries, Settlements, Community Houses, and Clubs.

It is 14 by 22 inches in size and hand-lithographed in two colors on extra heavy cover paper, with eyelets for hanging.

In addition to the Independence Day poster, our National Holidays series includes educational posters for Memorial Day, Labor Day, Columbus Day, Armistice Day, Thanksgiving, Christmas, Lincoln's Birthday, Washington's Birthday, Flag Day, and Arbor Day. Illustrated bulletins of any will be sent upon request.

Price 60 Cents, Postpaid

NATIONAL CHILD WELFARE ASSOCIATION, Inc.

Educational Building 70 Fifth Avenue New York City

(See other side for Memorial Day Poster)

5M-2-25

BULLETIN 62

©1921 NATIONAL CHILD WELFARE ASSOCIATION INC. 70 FIFTH AVE. N.Y. CITY

An original Educational Poster for Memorial Day, suitable for use in Day Schools, Sunday Schools, Libraries, Settlements, Community Houses, and Clubs.

It is 14 by 22 inches in size and hand-lithographed in orange and black on extra heavy cover paper, with eyelets for hanging.

In addition to the Memorial Day poster, our National Holiday series includes educational posters for Independence Day, Labor Day, Columbus Day, Armistice Day, Thanksgiving, Christmas, Lincoln's Birthday, Washington's Birthday, Flag Day, and Arbor Day. Illustrated bulletins of any will be sent upon request.

Price 60 Cents, Postpaid

NATIONAL CHILD WELFARE ASSOCIATION, Inc.

Educational Building 70 Fifth Avenue New York City

(See other side for Independence Day Poster)

5M-2-25

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BULLETIN 86

Music and Childhood

“Music is a moral law. It gives a soul to the universe, wings to the mind, flight to the imagination, a charm to sadness, gaiety and life to everything else. It is the essence of order and leads to all that is good, just, and beautiful.”—Plato.

The musical instinct is as deeply rooted as the speech instinct. But just as a “Kim” reared in the jungle can never fully acquire human speech, so a child's musical instinct may be starved so that he can never enjoy as he ought his God-given musical heritage.

Every parent, every educator, every child-lover should aid in the movement to bring music into the lives of the nation's children.

Subjects Covered

- 1. The Musical Birthright**
- 2. Music in the Nursery**
- 3. What Music Means to Children**
- 4. Cultivating Musical Taste in Children**
- 5. Music in Play**
- 6. Music in the Home**
- 7. Music in the School**
- 8. Teaching Music to Children**
- 9. Music in the Community**
- 10. Music School Settlements**

Description of the Posters

The posters, 17 by 28 inches in size, are reproductions of original drawings on strong cover paper, and attractively colored. The illustrations are supplemented by large-sized text which is concise, forceful, and suggestive. Posters may be easily transported from place to place in a flat case or sent by parcel post; and they may be fixed to wall or bulletin board with thumb tacks or card-holders.

How the Posters May Be Used

Music clubs and societies and various community groups will find these posters valuable for building up a real understanding of music and its stimulating effect on the community. Normal training classes in music will also be able to supplement text-book training with these visual aids.

Complete series of 10 posters, postpaid \$5.00

Single posters, postpaid .60

Colored Lantern Slides, postpaid, each .80

Address **NATIONAL CHILD WELFARE ASSOCIATION, Inc.**

Educational Building 70 Fifth Avenue New York City

10M 6-23-F (OVER)

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Bulletin 88

An original Educational Poster for Flag Day, suitable for use in Day Schools, Sunday Schools, Libraries, Settlements, Community Houses and Clubs.

It is 14 by 22 inches in size and hand-lithographed in three colors on extra heavy cover paper.

In addition to the Flag Day poster, our National Holiday series includes educational posters for Arbor Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Armistice Day, Thanksgiving, Christmas, Lincoln's Birthday and Washington's Birthday. Illustrated bulletins of these and other educational posters will be sent upon request.

Price 60 cents each, postpaid

Ten or more Posters from One or More Sets, 50 Cents Each, Postpaid

NATIONAL CHILD WELFARE ASSOCIATION, Inc.

Educational Building 70 Fifth Avenue New York City

5M-1-25

(See reverse side)

Bulletin 87

An original Educational Poster for Arbor Day, suitable for use in Day Schools, Sunday Schools, Libraries, Settlements, Community Houses, and Clubs.

It is 14 by 22 inches in size and hand-lithographed in two colors on extra heavy cover paper.

In addition to the Arbor Day poster, our National Holiday series includes educational posters for Washington's Birthday, Memorial Day, Flag Day, Independence Day, Labor Day, Columbus Day, Armistice Day, Thanksgiving, Christmas, and Lincoln's Birthday. Illustrated bulletins of these and other educational posters will be sent upon request.

Price 60 cents each, postpaid

Ten or more Posters from One or More Sets, 50 Cents Each, Postpaid

NATIONAL CHILD WELFARE ASSOCIATION, Inc.

Educational Building 70 Fifth Avenue New York City

5M-1-25

(See illustrations on other side)

Official May Day Poster

May Day Is Child Health Day

" There should be no child in America who: Is not born under proper conditions. Does not live in hygienic surroundings. Ever suffers from malnutrition. Does not have an opportunity for outdoor play. Does not have prompt and efficient medical inspection and attention. Does not receive primary instruction in the elements of hygiene and health. "

— *Herbert Hoover.*

To aid in realizing this ideal, May Day has been designated by the American Child Health Association as a time for focusing national attention on the welfare of our children.

To promote this celebration of May Day, the National Child Welfare Association has prepared this Official Poster. It is 16 x 22 inches, lithographed in color on eggshell paper.

Single copies, postpaid \$.15

10 copies, postpaid 1.00

100 Copies, postpaid 5.00

Complete list of posters on Health, Character and Citizenship sent on request

NATIONAL CHILD WELFARE ASSOCIATION, Inc.

Educational Building 70 Fifth Avenue New York City

10-3-25 **Bulletin No. 91**

Date

National Child Welfare Association, Inc. 70 Fifth Ave. (Educational Bldg.) New York

Enclosed please find check money order \$

Prepayment for posters, Handbooks.

Name

Organization

Address

If whole set is wanted, *give Name of Set.*

If single posters are wanted, *give Names of Posters.*

Name of Set or Poster No. of Posters wanted

See Price List for few exceptions.

Less than 10 posters \$.60 each postpaid

10 or more posters .50 " "

Child Welfare Handbook (Illustrated) .50 " "

Complete set of illustrated bulletins sent on request.

5M 3-25