Saves Your Babies Lives From Disease

Ontario Health Department Will Send Free "Baby Book"

(This is one of a series of weekly artiles on health sponsored by the Canadian Social Hygiene Council. So important is the subject of Infant Mortality that the article on this subject has been divided into two parts. Part one is published below. Part two will follow next week.)

Poverty is responsible for more infant deaths than anything else, because most of the predisposing causes of infant mortality are due to a lack of money and to the ignorance and carelessness that often goes with it.

A nation needs all the healthy and strong children it can acquire in order to keep its place in the world march of progress.

The population of a country depends, aside from migratory fluctuations, on the number of children born and the number of those children that reach maturity. The strength of a nation can be no greater than the strength of its citizens, therefore the future strength of a nation depends on the health, vigor and intelligence of its children for the child is the father of the man and the school boy of to-day is the citizen of to-morrow. There can be nothing more clear and obvious than that.

The aim of every nation should be, then to have every child grow up strong in body and strong in mind, agents in producing a higher type of civilization.

One of the best criteria of the civilization of a nation is the care which it expends on its infants. The only method of estimating this is by observing the infant mortality rates. This is usually computed on the number of infants out of every 1000 born who do not live until the end of the first year.

It is a common superstition that the rearing of children is instinctive with the human race. Nothing could be farther from the truth. The mother must be taught how to care for her child if the child is to have any sort of chance of surviving the dangerous first year and of reaching a healthy maturity. Poverty may be an excuse in some quarters for not giving a child all that it needs. But poverty is no excuse nowadays for not knowing what the child needs and how to take care of it. Ignorance on the part of the mother is inexcusable as there are health centres throughout the country to which those within reach may go at regular intervals and which will send reliable information to women in outlying distrits. Such information may be had by writing to the Social Hygiene Council in care of this paper.

The mother should learn from her physician or from a competent nurse and if neither of these are available because of the mother's isolation in some inaccessable country districts then from the literaure which can be obtained from a number of sources.

Children of ignorant mothers are rarely properly bathed, rarely get sufficient sunlight, enough fresh air or the right kind of food. They are nearly always treated as if gern a word non-existent. Their bottles are sometimes filthy from a scientific standpoint.

A public health nurse once told the writer of a thing she saw one time. It is hardly believable. The nurse was paying her first visit to a poor family and it happened to be what the mother figured was the baby's feeding time. The mother was putting milk into a bottle which she carefully washed under the tap before putting the milk into it. The procedure was to fill a tumbler with milk and then pour it into the baby's bottle from that. As the nurse watched wide eyed a fly fell into the glass of milk. The mother calmly picked it out with her dirty fingers and went on filling the infant's bottle. Needless to say that mother had a few lessons on the preparation of feeding for babies within the next few days.

A baby's food must be wholesome and pure. With a mother who is both poor and ignorant such a standard is impossible. A mother who knows what she is doing but who is poor and unable to afford the proper surroundings finds it hard to maintain the standards necessary if her baby is to grow up with an even chance in the world.

A mother between the ages of twenty-five and thirty has the best chance of giving birth to a healthy child,—one which will be able to resist the dangers besetting it during the first year. Care of the infant should begin long before the child is born as the physical condition of the mother is of the utmost importance. If the mother is poor and undernourished, or suffering from any of the complications of pregnancy, the child's chances of life are greatly lessened. If the mother has to work she should arrange it that she has some rest before the birth of her baby. The death of weakly infants, due to overwork and undernourishment on the part of mothers, forms a great part of the infant mortality rate.

It is quite obvious the part that poverty plays in keeping up our infant mortality rate—and in bringing children poorly equipped to maturity. Bad housing and poor sanitation are detrimintal to the health of the child. Families that are forced to live in cramped quarters of one or two rooms cannot but suffer. There is lack of fresh air and sunlight, there is dirt and filth tracked in from the street by many feet, and—a very important consideration—a lack of proper storage for food. Nearly always there is a complete lack of refrigeration—all these things tend to lessen a hild's chances for life and in life. Great strides have been taken by the health authorities, but there is much work yet to be done. The work of health officers in connection with housing is no bed of roses. You may find it hard to believe, but their efforts are often misunderstood and they are always meeting strong opposition from different quarters. No landlord—unless he is very public spirited will allow a house or building of his to be condemned without a fight. There are many landlords of course, who are ready and willing to help in every way possible. They very often need no word from the health officers that their properties are uninhabitable and they make changes or rebuild of their own volition.

If you are a landlord you can help greatly by taking a pride in your properties and seeing to it that they are a help instead of a hindrance in the solution of the very real housing problem. You must not think that the problem is confined wholly to the cities. Towns and villages have it just as well. I know of an Ontario town where a great percentage of the houses are on the market for sale or rent. The same economic conditions that have reduced the town to this have made the poorer residents so poor that they cannot afford to pay even the ridiculously low rental that is asked for excellent brick houses in the best of condition. Many of these people are living in what are real slums and under unsanitary, unwholesome conditions. Without hurting the town any, ninety per cent.—yes 100 per cent.—of the bad houses could be condemned. But—and here is the problem,—in that town everybody knows everybody else. it is extremely hard for the health officers to do anything at all.

Statistics compiled in England show that the infant mortality rate varies directly with the amount of space in which a family has to live.

A Leader for India

Stephen Gwynn in the Fortnightly Review (London): Whatever India may be, and it is certainly not a nation, nor a race, Great Britain has made it a community, and the community is becoming politically self-conscious. It has an unassuaged pride, and nothing is most explosive. Beyond all reasonable doubt, India does not need democracy, nor, one may be sure, does it want freedom in any sense that we in this island give to word. But a community in that stage needs leadership, and feels the need of it. It needs leadership of its own. The weakness of Lord Irwin's position is that neither he nor any Englishman can give such leadership to India; and though it is argued plausibly, and cogently, that no Indian can hope to be accepted as the leader of all India, whereas the alien, standing aloof from all jealousies of race or caste or religion, can be the impartial governor, that argument denies at once the whole possibility of native leadership, and thwarts the craving which Mr. Gandhi's assumption of command to some extent must satisfy, even among Moslems.

The Dignity of Labor

Sir J. A. R. Marriott in the Hibbert Journal (London): To banish the trivial task, the sordid occupation, is impossible, save perhaps in Utopia, and even in Utopia you can do it—if at all—only by strict limitation of population. But it is not impossible to idealize the lower occupations; to help the scavenger to perceive that in the scrupulous performance of his allotted task he is performing a service to the community as important as the trained skill of the great surgeon. Few dairymen, perhaps, are idealists; nor are all artists. But it should not be impossible to convince the former that the health of the community is not less, but more, important than its appreciation of color and form. Such a conviction—the sense of service, whether the service be "honorable" or "menial," can alone give dignity to labor.

Heal the Sprain with Minard's.

BENEFITS

Benefits conferred on base-minded people are like drops of water thrown into the sea.—Cervantes.

Indigestion

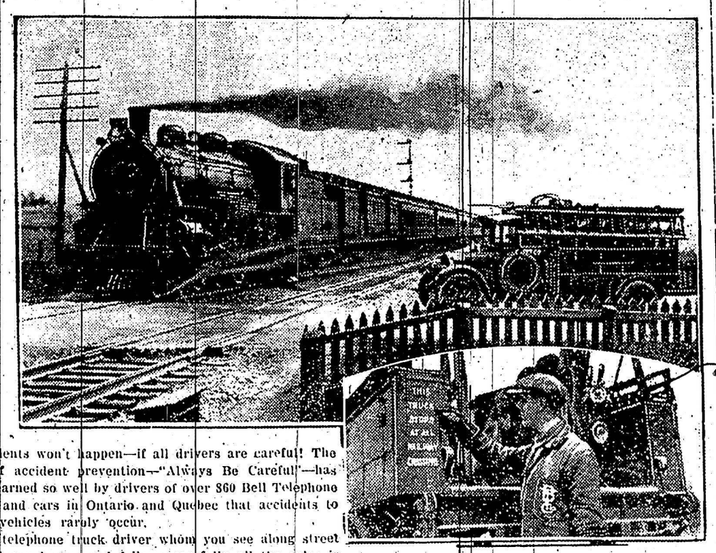
What most people call indigestion is usually excess acid in the stomach. The food has soured. The instant remedy is an alkali which neutralizes acids. But don't use crude helps. Use what your doctor would advise.

The best help is Phillips' Milk of Magnesia. For the 50 years since its invention it has remained standard with physicians. You will find nothing else so quick in its effect, so harmless, so efficient.

One tasteless spoonful in water neutralizes many times its volume in acid. The results are immediate, with no bad after-effects. Once you learn this fact, you will never deal with excess acid in the crude ways. Go learn—now—why this method is supreme.

Be sure to get the genuine Phillips' Milk of Magnesia prescribed by physicians for 50 years in correcting excess acids. Each bottle contains full directions—any drugstore.

The Trucks Driver's A.B.C.—Always Be Careful



Accidents won't happen—if all drivers are careful! The ABC of accident prevention—"Always Be Careful"—has been learned so well by drivers of over 860 Bell Telephone trucks and cars in Ontario and Quebec that accidents to these vehicles rarely occur.

The telephone truck driver whom you see along street or highway knows and follows carefully all the rules in his instruction book. One of these is shown plainly on the back of his truck to warn others he always stops at railroad crossings. And no Bell Telephone truck has ever been involved in a level crossing accident! In fact, any mishaps of the road are so scarce in Bell Telephone circles that vehicle-operating organizations are studying and adopting the same successful safety-first principles.

RHEUMATIC VICTIM FOR SIXTEEN YEARS

Dr. Williams' Pink Pills Restored Her Health

Rheumatism is a disorder of the blood. Wet, cold weather may aggravate it but that is not the cause. Bad blood charged with uric acid is the reason. Re-build the blood and rheumatism will disappear. Dr. Williams' Pink Pills enrich and purify the blood and that makes good health.

Mrs. John C. McPherson, St. Mary's, Ont., writes:—"For sixteen years I was a victim of rheumatism. For eleven years I was unable to walk. Massage and chiropractic treatment failed. I was utterly discouraged till I heard how strong Dr. Williams' Pink Pills were recommended for cases like mine. I began their use and in a few weeks the pain lessened, my appetite and color improved, and now I am able to do light housework. It is wonderful what these pills have done for me."

Dr. Williams' Pink Pills do one thing but they do it well—they enrich and purify the blood. This rich blood banishes rheumatism, sciatica, neuralgia and neuritis and promotes health and strength. The Pills are sold by medicine dealers, or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

The Lost Spring

To lose a Spring when I am one and twenty,
What do I care that I'll have Springs in plenty?
No coming year can bring the Spring I miss,
There'll never be another Spring like this
That I am shut away from. Twenty-two
Will build its own world, good or bad, but new;
So eighteen, nineteen, twenty, found and cast
As snakes their skins, the old years to the past.
How tame the pleasures of a year that's been!
How the new beckons, perilous, sweet, unseen,
Full of wild joys, to taste at once or never,
And I have lost this darling Spring for ever.

—K.C.G., in the London Observer.

"Let every man ask himself," said Goethe, "with which of his faculties he can and will somehow influence his age."

Campers Carry Minard's.

The Foreign Trade of the U.S.A.

Quebec Soleil (Lib.): So long as nations of Europe, shattered, ruined and disorganized by the War, needed American products, the high tariff was no great handicap to the foreign trade of the United States. But in 11 years of effort great nations of Europe have been able to pick up bit by bit the normal course of their industry, and many a market on which Uncle Sam used to count is gradually escaping from his clutches and recovering its autonomy. They are all the more ready to make their escape, as they long to be freed of a commercial imperialism compounded of egoism and the exploitation of the human species. Thus, because they wished to get everything for nothing, the Americans have run the risk of finding themselves utterly deserted.

Jew and Arab in Palestine

Major H. L. Nathan, M.P., in the Nation and Athenaeum (London): The report of the Palestine Committee of Inquiry is not a satisfactory document. . . . The whole report has a pro-Arab tendency. . . . It may be the British genius for understanding Eastern peoples that gives the Committee's whole report its Arab tinge. They understand the Arabs in a way they do not and cannot understand the Jews. They have great sympathy with the Arab demands for self-government. . . . But it must not come by way of surrender to murder.

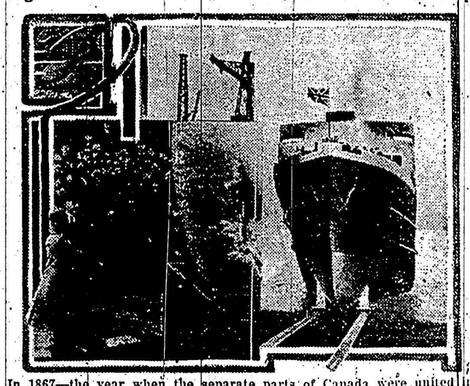
KEEPING BABY LOVELY AND WELL

Some babies thrive from the hour of their birth while others make so little progress as to be the cause of much anxiety. As a rule it is the digestion that is at fault with these backward ones and they start to go ahead directly Baby's Own Tablets are made the corrective of their stomach and bowel troubles.

Baby's Own Tablets are specially designed for the use of babies and little children. They are absolutely safe and the mother can feel perfectly secure in giving them to even the most delicate child. They are a mild but thorough laxative which banish constipation and indigestion; break up colds and simple fevers and allay the pains which accompany the cutting of teeth. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

"When you are very clever you are shut out from a great number of common joys."—Hugh Walpole.

Daughter of British Premier Christens New Canadian Ship



In 1867—the year when the separate parts of Canada were united into one Dominion—the United States bought Alaska from Russia for a bit over seven million dollars. The purchase, considered by many an extravagant one, came to be known as "Seward's Folly," after the Secretary of State who was its chief advocate.

Now in 1930, 63 years later, the daughter of a British prime minister, at Birkenhead, England, christens a Canadian ship to carry tourist visitors to the land once known as the barren home of the lonely fur trade but recognized to-day as one of the most picturesque and inspiring of holiday grounds.

The left picture shows Isabel MacDonald, daughter of Britain's first labor prime minister, launching the CNS "Prince Henry," constructed by the Canadian National Steamships to supplement its Pacific Coast service of the CNS Prince George and Prince Rupert from Vancouver and Prince Rupert, B.C., through the popular Inside Passage, to Alaskan ports. Additional steamships for this run have been made necessary by the steady growth in the number of American travellers each year.

Two other vessels, the Prince Robert and the Prince David, will be completed in the next few months and will be put on the run between Vancouver, Victoria and Seattle. All the ships will sail from England to their home port, Vancouver, through the Panama Canal. The Prince Henry will make its first sailing to the north on July 3, calling at Prince Rupert and Skagway.

Song

How I loved to lean above you,
Laughing at you,
Swearing that I did not love you—
God knows I do!

Sorry now and quite relenting,
Heartsick with fear,
I regret all my tormenting
When you were here.

Had I sword that I adored you
Now I'd be glad;
But perhaps I might have bored you
If I had.

—Aline Kilmer, in The Washington Carillon.

DUTY OF HAPPINESS

I cannot but think that the world would be better and brighter if our teachers would dwell on the duty of happiness, as well as on the happiness of duty; for we ought to be as cheerful as we can, if only because to be happy ourselves is a most effectual contribution to the happiness of others. Everyone must have felt that a friend is like a sunny day, which sheds its brightness on all around; and most of us can, as we choose, make of this world either a palace or a prison. There is no doubt some selfish satisfaction in yielding to melancholy; in brooding over grievances, especially if more or less imaginary; in fancying that we are victims of fate. To be bright and cheerful often requires an effort; there is a certain art in keeping ourselves happy; in this respect, as in others, we require to watch over and manage ourselves almost as if we were somebody else.—Lord Avebury.

"The occupant of a rumble seat finds his new car sets him back quite a bit."

Savings and Wealth

Economist (London): British industry is struggling along the hard path of reorganization towards the greater production of wealth, upon which both prosperity and furture national revenue depend, and a factor indispensable to success is that the national savings should be sufficient to provide an adequate supply of new capital for permanent investment at low interest rates. If this adequate supply is to be forthcoming, it is essential that the national resources should be carefully husbanded, and that the savings of the country should not be squandered for unproductive purposes.

Use Minard's for Burns.

DUTY

One sound always comes to the ear that is open, it is the steady drum-beat of Duty. No music in it, perhaps—only a dry rub-a-dub. Ah, but that steady beat marks the time for the whole orchestra of earth and heaven! It says to you: "Do your work—do the duty nearest you!" Keep step to that drum-beat, and the dullest march is taking you home.

An Egyptian wig in the British Museum contains no fewer than three hundred little braided pig-tails.

Fletcher's
CASTORIA
FOR QUICK, HARMLESS COMFORT
Children Cry for It
FOR CONSTIPATION, DIARRHOEA, FEVERISHNESS

Owl Laffs

There are many nervous breakdowns, but some folks never experience a breakdown of their nerve.

The chronic cusser works for the devil for nothing and pays his own expenses.

Some persons are so contentious that they are ready to argue with a thermometer.

Heaven

If men would love each other more,
And curse each other less,
If all would pledge their hearts to help
The fellows in distress,
If Hindoo, Indian, Chinee
And Christians all would love,
They'd find a taste of what they hope
To find somewhere "above."
The hearts that love. God's secrets have
Of all that's going to be,
This world, well filled with faith and love,
Is heaven enough for me.

—J. W. Foitland.

Wake up, if you want your dreams to come true.

The difference between theory and practice is: The school boy is taught that there are 360 interest bearing days in a year. The bank teaches that there are 365 such days and every four years 366.

The greatest screen triumph we have experienced this spring was putting them up without knocking a hole in 'em.

A Short, Short Poem

Susie
Choosie
No rice and
Old Shoesie

Neither college nor [illegible] can make something out of nothing.

Charles—"May I kiss you?"
Anne—"What do you think I'm waiting for—a street car?"

When a man goes to the dogs many of his friends back him up.

Keep your tongue and your temper will keep itself.

The most precious thing anyone man or store—anybody or anything can have is the goodwill of others. It is something as fragile as an orchid—and as beautiful. A gold nugget—and as [illegible] powerful as a great army—and as hard to build. As worthwhile as you find—and as hard to keep.

Some folks really [illegible] minds." They never [illegible] with one thought.

Our Answer to the Optimists

Love is only a disease
To which we're all subject,
Then Heav'n be praised for [illegible]
Such
Nice way to be afflicted.

Henry—"That's what I call [illegible] luck."
Card—"Whats' that?"
Henry—"I've got a [illegible] for $10 and the only man in town who can identify me is the one I owe $50."

Nothing is so useless as to worry, unless it's advising people how to.

What this country needs is a good five-cent cigars

Many a man who has gone over the top would shrink from facing the judge of a baby show.

Sunday School Teacher—"In what book do we find the account of the false prophets?"
Little Boy—"In the telephone book."

Minard's Checks Falling Hair.

American Society has [illegible] up a new "craze"; they are trying to get employment as [illegible] shop-girls, etc., much to the disgust of those who have really to work for a living.

75% OF TOTAL FARES to CANADA ADVANCED

BRITISHERS in Canada may now bring forward their Families, Relatives and Friends on Easy Terms.

For full details apply—
J. D. CAMERON,
Dist. Supt. Colonization
Canadian Pacific Railway, Toronto
BRITISH RE-UNION ASSOCIATION

Sick Animals

Welcome Minard's is an ideal first aid about the stable. Get a bottle to-day.

MINARD'S "KING OF PAIN" LINIMENT

"CONSTIPATION COMPLETELY GONE"
writes Mrs. W. Willow. Thousands say constipation, indigestion, gas and overeight with "Fruit-a-tives". Complexion clears like magic. Nerves, heart quiet. Get "Fruit-a-tives" from your druggist today.

ISSUE No. 19—'30

Classified Advertising

FOR SALE

BABY CHICKS—WE HATCHED 215,000 last year in four varieties. Write for free catalogue. A. H. Swaar, Granton, Ont.

CHICKS

20 famous breeds to choose from. Send for free chick catalog. It has valuable information on brooding chicks.

Essex Hatchery
Box 207-W, Essex, Ont.

Some orange trees bear fruit until they are one hundred and fifty years old.

FOR SALE

FIVE D.C. MOTORS

1, 1½, 4 and 8 Horsepower, all in good condition. Cheap for immediate sale. H. Watkins, 73 Arlington Street West, Toronto.

BOYD'S BICYCLES AT LOWER PRICES

Tires, Tubes, Wheels, Inner Tubes, Lamps, Bells, Speedometers, Saddles, Hammers and parts of Bicycles. You can buy your supplies from us at wholesale prices. Catalogue free.

W. BOYD & SON, 78 Notre Dame St. W., MONTREAL

WHY SUFFER FROM YOUR LIVER?

Why be handicapped with unsightly blotches on the face, eyes with yellow tinge and that tired and languid feeling? This indicates a torpid liver.

Headache, Dizziness and Biliousness surely follow. You must stimulate your lazy liver, start the bile flowing with Carter's Little Liver Pills.

They also act as a mild laxative, purely vegetable, free from calomel and poisonous drugs, small, easy to swallow, and not habit forming. They are not a purgative that cramps or pains, unpleasant after effect follows, on the contrary a good tonic. All Druggists 25c and 75c red pkgs.

PILE PAIN
Ends in 1 Minute
"Ended burn, itch and pain of piles in 1 minute with Sootho-Cura," writes L. T. Sears. "Bleeding stops 1 day, coin vanished. Avoid cut-open." Get Sootho-Cura today. All druggists.

"I Was Skinny and Tired. Now Peppy. Gained 11 Lbs."

Ovaltine now [illegible] In 10 days to 2 weeks [illegible] skinny[illegible] with help to [illegible] and [illegible] develop[illegible] form [illegible] clear[illegible] Nervousness, [illegible] tion disappear [illegible] New pep from very [illegible]

Two great [illegible] weight-building [illegible] and strength-[illegible] tablets. For [illegible] dated yeast. Results [illegible] yeasty taste. No [illegible]

Don't be [illegible] cards, [illegible] tice. Get Ironized Yeast [illegible] gist today. Feel great [illegible] Money back [illegible] not delighted with quick [illegible]

76 beats 36

Read this send out letter from a man of 76 who is [illegible] years old, to [illegible] Kruschen Salts

"As a subject of both [illegible] and chronic pain for [illegible] I have to acknowledge that I have found nothing so effectively as Kruschen Salts. Epsom and other things all have their virtues, but also their drawbacks. Kruschen Salts I have so far found, after 3 years or more of using them, have no drawbacks and no counter-effect whatever. I am 76 and more active than 10 years ago."

Kruschen Salts is obtainable at drug and department stores in Canada at 75c. a bottle. A bottle contains enough to last for 4 or 5 months—good health for half-a-cent a day.

FROM MOTHER OF EIGHTEEN

Read How This Medicine Helps Her

Carlston, Alberta. "I am fifty-eight years old and the mother of eighteen living children. We live on a farm and I am a very healthy mother considering that I have such a big family to work for. The druggist first told me about Lydia E. Pinkham's Vegetable Compound and I have depended on it for many years.

When I had this picture taken, the photographer was telling me about his wife's ailments and after I told him about the Vegetable Compound he went to the drug store and bought her two bottles."—Mrs. Bertha Sallenbach, Sr., Carlston, Alberta.