

A "Tower of Death."

Near the center of the city of Bokara, which is now the capital of a Soviet republic, there stands a massive structure called the "tower of death." Formerly criminals were flung down from the top.

ONE HUNDRED LIVES SAVED YEARLY BY CHILD WELFARE

"Is \$70 Too Much To Save a Child's Life?" Asked Miss Bertha Smith.

WOULD RAISE BUDGET

Child Welfare Work Touches But One-Quarter of London's Child Population.

The Child Welfare Association saves one hundred lives annually at the very small expenditure of \$70 a child. (The Child Welfare budget for the year is \$7,000.) Such was the interesting fact brought out in the report of Miss Bertha Smith, supervising nurse, at the annual meeting held this afternoon at the Technical School.

"Is this too much to save a life?" was the forcible way in which Miss Smith brought her point home. She believes the budget for the year should be increased.

According to the report there has been a steady drop in the infant mortality rate in the city of London ever since the Child Welfare Association was established in 1916. From that time until 1923 the deaths among children between the ages of 1 month and 5 years have dropped from 107 to 85. And as the Child Welfare nurses are reaching but one-quarter of the population, Miss Smith estimates that if all the children between these ages were reached, the number would be reduced still further to 28.

Although there was a slight increase in the child death rate in 1923, investigation has shown that the increase was among children below one month of



MISS BERTHA SMITH.

COL. WM. GARTSHORE, who was again elected president of the Child Welfare Association at the annual meeting this afternoon.

age, and not therefore reached by the Child Welfare nurses. This fact points to the need for a wider pre-natal work. During the past year the Child Welfare nurses made a total of 5,519 visits, the doctors making 5,556 examinations in 229 clinics, 12 of these pre-natal clinics. There were 478 babies on the

well baby clinic rolls, the total number of children under the supervision of the Child Welfare Association being 1,350.

Miss Smith's Report.

Some idea of the extent of the work of the Child Welfare Association is given in the annual report of the supervising nurse, Miss Bertha Smith:

The annual meeting of this association, I presented a full account of our activities during the year 1923, the outstanding features of which were:

The formation of a medical board in co-operation with the academy of medicine, to take charge of all medical affairs of the association. The amending and printing of the constitution.

The addition to the staff of another nurse for three months, to cover the extra work of the summer, and the purchase of a car which has made possible the opening of an additional well baby clinic.

We have now seven well baby clinics, one clinic for sick children and one pre-natal clinic, in operation weekly, conducted by your staff.

At the January meeting we regretted to notice that the infant mortality rate, which had steadily decreased during the five years of our work, had slightly increased in 1923. That is to say that in 1918, out of every one thousand babies born alive in London, more than one hundred and thirty-two died before reaching one year of age. In 1923 this number had decreased to 85.5 per 1,000 live births; but the records of 1923 showed an increase to about 90 per 1,000. Since then these records have been carefully analyzed and some startling facts disclosed. First, that while the infant mortality rate had increased, the actual number of deaths of children, that it is possible to reach by clinics, has materially decreased.

Tiny Babies Unreachable.

It is manifestly impossible to reach in our clinic work babies under one month of age, though we do have them brought to us now much younger than we did five years ago. These we got at our first clinics, which were mostly babies who had been weaned and various artificial foods tried. They were mostly undernourished and it took weeks of work and anxiety to bring them up to normal. Now we are getting more of the perfectly good brand-new babies of young mothers, as soon as they are able to bring them up to normal. We hope by constant teaching and supervision to keep them perfectly healthy, breast-fed babies, to the full period of time necessary to produce strong, healthy children.

In the report before you, you will notice the steady drop in the deaths of children in the ages one month to five years, from 107 in 1916, to 85 in 1923; which number was 12 less than in 1922. When the first Child Welfare Campaign was organized in London, during the winter of 1917-1918, the records of 100 babies available for propaganda. These records were analyzed and statistics compiled by Dr. Hill, and have been invaluable as standards of comparison from year to year. In that year (1916) and presumably before it, 100 more children died between the ages of one month to five years than died in 1923, a saving of 100 lives annually; this with a budget of \$7,000 per year—making \$70 per head. Is this too much for each life?

Reach One-Quarter.

We calculate to have reached about one-quarter of the population under five years of age during the past year, and seven of the sixty-six who died were among those so reached; though only three were regular clinic attendants. If we could reach the other three-quarters, could we not at the same rate—bringing the loss down from six to twenty-eight? Now since the deaths in this group (one month to five years) have decreased, the number of deaths in some other group must have increased to account for the fluctuation in the mortality rate. This we find in the increased number of deaths under one month of age, generally caused to be from pre-natal causes and of still births.

We hold one pre-natal clinic weekly, but they are only for those unable to employ a doctor, either for obstetrical or pre-natal care; and we reached only twenty-five prospective mothers in this way in 1923. Besides the cases followed up from this clinic, we come in contact with at our well baby clinic and in visiting other prospective mothers to whom we give our literature and advice. We also keep at our office, a model layette, with patterns for sale, where any prospective mother can come, inspect the layette, buy the patterns if they wish to, and at the same time give us an opportunity to distribute our literature and advice as to necessary care for mother and child.

But by all these means we reach a very small percentage of the population and the greatest problem before Child Welfare today is how to get at and remedy the conditions which lead to this loss.

Not A Charity.

That public health work is the primary object of Child Welfare, that our budget is granted for this purpose, and that our work is not a charity but a public utility, cannot be too often emphasized. Anything that affects the family must affect the welfare of the children, and while we are not a relief organization, where the father and mother are, through sickness, unemployment, or any other cause, unable to provide the full food and clothing necessary to maintain health in the children; it is part of Child Welfare work to see that those who are in such conditions are helped to get them in touch with such relief organization as best meets the case; or to provide temporary relief—particularly milk and warm clothing.

The United Welfare Fund provides us with funds to carry on our public health work, and has proved a great boon, though we should like to increase our budget to expand and reach a larger percentage of the population.

But the funds necessary for our milk and the clothing we have for distribution, is made up by various women's clubs; particularly by the Girls' Social Service Club who have many little garments for babies. These clubs, chapters of the I.O.D.E., Mothers' Clubs, Sunday School Classes, Women's Aid Societies, of different churches, etc., have all contributed largely to the milk fund, and kept our supply cupboard filled



MISS BERTHA SMITH.

with little garments; so we always have things on hand for emergencies. The mothers' clubs gave a Christmas tea party, with well baby clinic, which were very enjoyable affairs; and our thanks are also due to the volunteer workers at each clinic, who have done such good work in weighing and measuring babies, and rendered very valuable service in the running of the clinics.

Recent Donations.

Contributions to the Child Welfare since January 1924 are as follows:

London Life Club, proceeds of the play, "All Aboard," and infants' clothing; Girls' Social Service Club, 30 garments; Victoria Mothers' Club, 22 garments; Ryerson Mothers' Club, 67 garments; Hale Street Mothers' Club, 14 garments; Abigail Becker Chapter, I.O.D.E., 25 garments; True Blue Class, Askin Street Church, shower of groceries and clothing for one family; Club 27, Dundas Centre Church, shower of clothing and groceries; Miss Stewart Gumm; Mrs. Shirley, Mrs. Muselman; Mrs. Hardie; Mrs. Geo. Fraser; Mrs. R. H. Cronyn; Mrs. Ellis; Mrs. Morrison; Mrs. Hooper; Mrs. P. D. Mitchell; Mrs. Weir; Mrs. Werry; Mrs. Cole; Mrs. Boyd; Mrs. Hawkes; Mrs. Dennis; Mrs. McKinnell; Mrs. McDonald; Mrs. Weitzel; Mrs. J. T. Ferguson; Mrs. Fraser; Miss Florence Wilson, and Miss Cameron.

O. E. S. CHAPTER GIVES AN OLD-TIME CONCERT

Delightful Program Presented by Forest City Chapter in Alma Block.

An attractive program was presented last evening at the old-fashioned concert given by Forest City Chapter, O. E. S., in Alma Block. The program included piano solos by Miss Wildgust, reading by Mrs. A. Glanz; solo by Miss Lily Richmond; dance by Miss Peggy Robbins; piano solo by Miss E. Richmond; reading by Mrs. Matthew Horner, and violin solo by Mrs. Bond.

Following the program, dancing was enjoyed, to music supplied by Mrs. Bond, violinist, and Mrs. McLean, pianist. Community singing also took place, and later supper was served. Mrs. Mary E. Young and Mrs. Weames were conveners, and Mrs. Fred Staples presided. The committee assisting included: Mrs. Thomas Scott, Mrs. Lawson, Mrs. Hey, Mrs. E. G. Bristol, Mrs. Reid, Mrs. A. Kreitzer, Mrs. Thinsley, Mrs. J. Scott, Mrs. Annie Buskard, and Miss Belle Ryland.

Mrs. R. Collins, King street, was the hostess of yesterday afternoon's meeting of the Golden Link Club. The time was spent in progressive assisted in serving. Atkins, Prizes were carried off by Mrs. H. Tull and Mrs. R. Williams, Mrs. A. Robertson, Mrs. E. Atkins will be the hostess of the club at their next gathering on April 17 at her home, 863 Lovat street.

EASTER FOOTWEAR

New arrivals in Colored Suedes, Patent Leather and Satin Slippers; all colors; made on the new French lasts.

We Are Now Showing the New Creations

ZEV and HOLLYWOOD

Sandals, in patent or elk leathers. At the popular price of \$4.95

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OWEN

199 DUNDAS STREET

PERSONALS

Miss Dorothy Sproull has gone to Petrolia, where she will visit Mrs. W. Eagen.

Mr. Jack Labatt, who spent the past three months abroad, has returned home.

Miss Mary Whitaker, Pall Mall street, entertained informally last night at bridge.

Mr. George MacGillivray, Bellevue Heights, left on a ten-day business trip through the eastern provinces. Rev. Sextus Stiles of Wycliffe College, Toronto, is visiting his aunt, Miss C. E. Stiles, Sandringham Apartments.

Miss Helena Mason is entertaining at the tea hour on Saturday in honor of Miss Marjorie Morrison, bride-elect of this month.

Harold Farncombe of Toronto will spend the Easter holidays with his parents, Mr. and Mrs. F. W. Farncombe, Waterloo street.

Miss Marjorie Rowe of Cleveland is spending a couple of weeks with her parents, Mr. and Mrs. Thomas Rowe, Ridout street south.

Mrs. Archibald Graham of Chesley, who has been paying a very brief visit to her mother, Mrs. Hayman Court, leaves today for home.

Mrs. L. H. Macneil and little daughter Madeline of Sarnia are spending a few days with Mr. and Mrs. G. H. Trace, Queen's avenue.

Rev. J. A. Agnew has returned, after spending the early part of the week in Toronto at a meeting of the Methodist Book Room committee.

Miss Marion McKenzie and Miss McIntyre will spend the Easter holidays in Washington, Atlantic City, Philadelphia and New York.

Mrs. G. H. Trace and Miss E. H. Trace of Queen's avenue, entertained at a dinner party on Tuesday evening last. Covers were laid for twenty.

Gordon Gates, who is attending Ridley College, St. Catharines, is spending the holidays with his parents, Mr. and Mrs. H. E. Gates, St. James street.

Mrs. William Walker was the hostess of a jolly bird-party recently, given at her home on Regent street in honor of her daughter Dorothy Selena Mary, who celebrated her second birthday.

Andrew Dodge, Toronto, who is attending Ridley College, is spending the week-end with Pearson Greene, who is in town for the Easter vacation with his parents, Mr. and Mrs. W. E. Greene, Cheapside street.

Professor R. B. Thomson of Toronto University will be guest for the week-end with Dr. and Mrs. E. T. White, Marley Place, city. Professor Thomson delivers a lecture on "A Botanist in the Antipodes" at the Central Collegiate tonight.

Rev. Dr. Robert Johnston of Calgary, formerly of London, who is travelling through Canada in the interests of the frontier movement, and who has been a guest with Mr. and Mrs. C. R. Somerville, Kensington Apartments, has gone to Windsor.

Miss Dorothy Keene, who is attending Moulton College, Toronto, is coming to town today and will spend the Easter vacation with her parents, Mr. and Mrs. O. G. Keene, Richmond street north. Miss Keene is bringing as her guest Miss Miller of Jamaica. Miss Kitty Munday was the hostess last evening of a kitchen shower given in honor of Miss Given Jepsen, a popular bride-elect of next week. The guest of honor received many useful gifts, and later in the evening dining refreshments were served by the hostess.

Miss Marjorie Morrison a bride-elect of this month, has been the guest of honor of a number of charming parties. Among the hostesses who have entertained in her honor are Miss Edith Allan, who was a tea hostess last week; Mrs. Nelson George, who entertained Saturday last; Miss Helen Gillespie, who was the hostess of a dinner bridge Tuesday evening; and Miss Gertrude Coates, who entertained Wednesday at bridge. Miss Helen Mason will entertain at the tea hour tomorrow in Miss Morrison's honor.

Mr. and Mrs. George E. Logan entertained this week at their home in Dundas street, the guests including the members of the committee and their wives, who were in charge of the Shrine circus. Eight tables of euchre were arranged and music was also enjoyed during the evening, and a dainty supper was served later. Mr. and Mrs. R. L. Lowe of Chicago were guests of honor, and other guests present were: Mr. and Mrs. W. H. Abbott, Mr. and Mrs. W. D. McGregor, Mr. and Mrs. R. E. Ruse, Mr. and Mrs. George McLaughlin, Mr. and Mrs. James Ridgissall, Mr. and Mrs. Harry Hayman, Mr. and Mrs. William Dyer, Mr. and Mrs. H. McDougall, Mr. and Mrs. Jack Smyth, Mr. and Mrs. Fred Tullet, Mr. and Mrs. J. Gibson, Mr. and Mrs. Harry Morgand and Alex. Skelton.

Flame Flamingoes Almost Extinct.

The last of the flame-colored flamingoes, once so numerous in Florida and the Bahamas, are to be saved from extinction by a plan to use the Island of Andros as a refuge. Only about 1,000 of the birds remain.

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Express charges prepaid on goods amounting to \$5.00 or over.

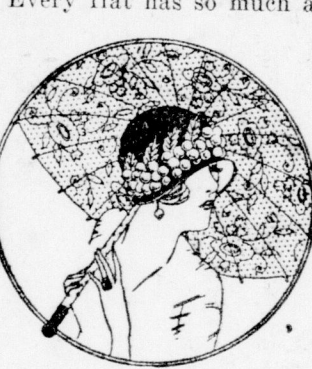
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LADIES' DRESS COATS, navy and sand tricotine, pique twill, velour, camelhair and many novel materials. \$22.50, \$25.00, \$30.00 to \$50.00

CHILDREN'S NEW SPRING COATS, snappy models, in pure wool materials, sizes \$6.95 to \$15.00

Third Floor.

Sale! 38-inch Silk Canton Crepe \$2.25 a yard

The most desirable fabric for your Easter frock. Colors black, navy, brown, gray, sand and white.

Silk Department, Second Floor.

Sale! 54-inch Dress Flannel \$1.47 a yard

Broadcloth finish, extra quality, in a good range of dark and light shades.

Dress Goods Department, Second Floor.

Uncrushable Dress Linen 85c a yard

Warranted all pure flax, thoroughly shrunk (made in Ireland), colors ponce, pink, rose, brown, apricot, orchid, sand, gray, maize and white.

CANDY STRIPE RATINE (cotton and silk), in a wonderful range of beautiful color blendings, 36-inch width. A yard \$1.75 and \$1.95

A MILL-END SALE OF WASHGOODS, plain colors, light and dark shades, 36-inch width; values to 50c. Sale price, a yard 20c

Second Floor.

SATURDAY SPECIALS-STAPLE DEPARTMENT

Main Floor.

BLEACHED TABLE DAMASK. 65c

Special, a yard

BLUE BORDERED BLEACHED TABLE LINEN (mercerized), excellent wearing quality. Special at, a yard 89c

NEW BUFFET SETS, 3-piece. \$1.50

A set

OILCLOTH SETS (blue pattern), 11 pieces. Per set 50c

THE NEW SHIRTWAIST LINENS, excellent quality, colors tan, corn, blue, green, rose, pink and white, 36-inch width. A yard \$1.25

40-Inch Factory Cotton. Sale price, a yard 23c

Main Floor.

42-Inch (English) MADAPOLLEMS, excellent wearing quality, for gowns and underwear. Sale price, a yard 35c

"WABASSO" HEMSTITCHED PILLOW CASES, excellent weight (no dressing). Regular \$1.25. Sale price, a pair \$1.00

READY-MADE SHEETS—2x2½ yards. At, a pair \$2.75

2½x2½ yards. At, a pair \$2.95

BEDSPREAD SPECIALS—Double-bed size \$2.95, \$3.50 and \$3.95

Single-bed size \$1.95, \$2.95 and \$3.50

Main Floor.

MILL ENDS—"WABASSO" CIRCULAR PILLOW COTTONS—Beautiful qualities, no starch, 40 and 42 inch widths, regular to 69c per yard. 1 to 5 yard lengths, on sale Saturday, at per yard 39c

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Nemo Editorial on Corsets

REPENT—GO BACK TO YOUR CORSET.

If you ever have gone without a corset or have been carelessly corseted, you undoubtedly found that your figure spread, became heavier and less symmetrical, and that you neither could walk nor climb stairs without fatigue.

To correct all this, just go to a corset department and ask for a Nemo Wonderlift Corset.

It gives support where you need it most, prevents undue strain, and last, but by no means least, it will bring back your symmetrical lines and proportions.

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