HELP SAVE YOUR PROVINCE FROM TUBERCULOSIS

SUBSCRIBE TO THE BECK MEMORIAL ENDOWMENT



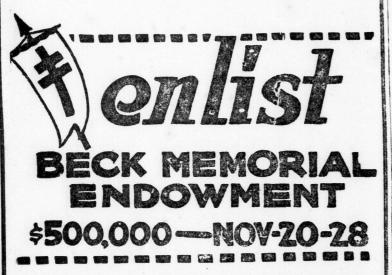
It Never Looked Better

"It seemed soiled and stained beyond recovery. What a surprise there was in store for me.

"A friend suggested that I have it cleaned, and I followed her advice.

"To-day it came back from the cleaner's, and I could hardly believe my eyes. When I examined it, I found that every spot had disappeared. It looked as fresh and new as the day I bought it."

This is a conversation recently overheard. What could better please a merchant or dealer than to have his customers speak so complimentary?



FOREST CITY LAUNDRY

AND DRY CLEANERS

KING STREET

PHONE 3881

ENDOWMENT WILL PERMIT RESEARCH WORK AT BYRON

Already the Staff at Queen Alexandra Sanatorium Has Done Good Work in This Line.

AIDING HUMANITY

One of the important uses to which it is hoped the Beck memorial endowment, soon to be raised by a provincewide campaign, will contribute will be the furtherance of research work n tuberculosis at the sanatorium. The staff there has in the past pur

sued such research work as far as time and finances would permit, and in three years seven original articles by members of the staff have appeared in the medical press, marking a distinct advance in humanity's knowledge of tuberculosis and the means to combat it.

The late Sir Adam Beck was always most interested in the research department of the institution, and in the face of a large and ever-increasing deficit devoted each year a small

in the dominion in point of suitability or research endeavors.

Studies of the dread disease made at the sanatorium have included improved methods for the demonstration of tubercle bacilli, the only real proof of the presence of tuberculosis in the

Studies have also been made on the technique of temperature recording the most important single element in the control of tuberculosis, and also on the value of tuberculin as a diagnostic agent and on methods of examining the chest, etc.

X-Ray Studies. Important studies are at present in rogress on X-ray of the chest and on the presence and nature of im-mune substances in the blood of

mune substances in the tuberculous patients.

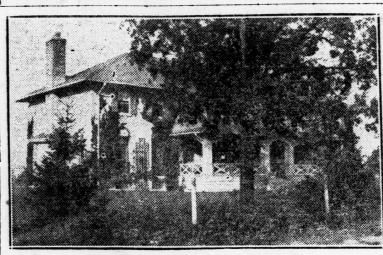
These studies are well worthy of support and continuation, and the directors of the endowment fund campaign feel confident that this will prove a further incentive to the people of Ontario to do honor to their late chieftain, as well as contributing towards alleviating the suffering of those who in the future may be affected with tuberculosis.

of those who in the relative mid-solution of the people of Ontario who seek protection against this ubiquitous for must fall the burden of supporting and propagating research efforts, but the value of such effort is far in extended to the content of the cost as is testified by the procession of the professional attention. In that whole disheartening period no call came, but in that opportunity, for meditation Dr. Frederick Banting conceived the idea that led to the discovery of his now world-famous insulin for diabetes. he value of such enort is fail in the sess of its cost, as is testified by the distory of research in the past.

Practically all progress by which progress by mankind has learned to curb or and more effective means by which eradicate diseases which have afflictradicate diseases which have static to restore health to an arrived and humanity lies to the credit of to safeguard from infection those who have scientists who have tediously now enjoy health's blessings.

those scientists who have tediously explored those infinite reaches to which their fertile minds have turned. Edward Jenner, son of a vicar in Gloucestershire, England, took cognizance of the current belief of the peasantry, that a person who had suffered from cowpox could not take smallpox. While smallpox ravaged the civilized world, desolating nations

Marion Beck Nurses' Home



BEAUTIFUL SANATORIUM BUILDING. The nurses' home at Byron sanatorium, one of the most beautiful the nurses nome at Byron sanatorium, the private purse of the late Mahen, Miss Mary Meredith, Miss buildings at the institution, was a gift from the private purse of the late Mahen, Miss Mary Meredith, Miss

conditions at Queen Alexandra sanatorium are, perhaps, unexcelled sanatorium are, perhaps, unexcelled sanatorium are perhaps are

A German scientist labored for

years in quest of a means by which to cope with one of the most horrible

of social diseases. His tests and

experiments ranged high in the

until recovery, then inoculated him with smallpox and found he had become immune. Six years later the ditional £20,000 in recognition of the value of his services and the self sacrificing zeal with which he has pursued the answer to a world health ENDOWMENT problem. Within a decade or so prac-tically all of the nations of Europe \$500000-NOV-20-28 had officially approved vaccination; some had made it compulsory, and when Jenner died in 1823 smallpox had ceased to scourge and terrorize mankind,

Labors Rewarded.

"Quality Always-Not Occasionally"



TIME-TESTED STANDARDS INQUIRIES INVITED.

Phone One=One=One 737 Richmond St. No Other Office--No Other Phone

Women Helpers In Byron Work

The present officers of the Ladies' Auxiliary of the London Health association are: President, Mrs. George Brown; vice-president, Mrs. Lione' Elliott; treasurer, Mrs. Gerald Pearson, and secretary, Mrs. C H. Zeigler The directorate of the Women's

Sanatorium Aid society now com prises: Mesdames David Arnott, Cl T. Campbell, William Falls, Joseph J Judd, Hay (Marion Beck), Ray Lawson, Donald McLean, A. E. Miller, John Stevenson, William Waugh, Charles White, Fred Beltz, John Campbell, David Covan, Howard Higgins, Frank Jewell, H. C McFride, Samuel Munro, William Underwood, Fred White, C. H. Zeigler, Miss Mc-Cann, Miss Caesar

The members of the directorate of the ladies' auxiliary are: Mesdames Thomas Baker, Harley Brown, F. R. Thomas Baker, Harley Brown, T. Eccles, T. H. Purd en I. C. Judd, A. T. Little, Cameron Wilson, J. H. Chayman, H. E. Gates, Thomas Coffey, Hume Cronyn, C. R., Somerville, Ronald Harris, C. E. Morris, Ibbotson Leonard, John Stevely, C. S. Hyman, Park, Lawson, Gorden, Legram man, Ray Lawson Gordon Ingram Philip Pocock, J. L. Johnston, F. E. Parnell, B. C. McCann, T. A. Mc

EVERYTHING DEPENDS UPON HEALTH

Do not forget to assist the Beck Endowment Fund, Nov. 20



ANDERSON'S LONDON MADE MEATS

are the very foundation of health because of their outstanding quality.

MEAT MARKET

Phones 1643-1644.

Stalls 1, 2, 4, 5 Market House. Deliveries 8, 9, 11 a.m., 2, 4, and Saturdays, 8 p.m.



A Woman's Chief Charm Is Attractiveness

Every woman realizes the part her wearing apparel plays in giving her that subtle charm-attractive=

A woman's Personality is expressed by the garments she wears and the care she exercises to see that they have that immaculate appearance which is the result of sending your cleaning and dyeing work to us regularly.



ECK MEMORIAL ENDOWMENT \$500,000 -NOV-20-28

Advt. Contributed by

NATIONAL GROCERS COMPANY LIMITED

WHOLESALE GROCERS.

33 Branches in Province of Ontario..

Successors in London to Edward Adam's & Co., Limited, and M. Masuret & Co.



ECK MEMORIAL ENDOWMENT \$500,000 -NOV-20-28

NEAL BAKING COMPANY, LIMITED

WINDSOR

LONDON

ST. THOMAS

SARNIA



CLEANER and DYER

253 DUNDAS ST.

PHONE 4680