

McCormick's Jersey Cream Sodas

are made from Government Standard Flour and in accordance with the regulations of the Canada Food Board.



Sold by
Leading
Merchants
Everywhere



The McCormick Manufacturing Co., Limited

GENERAL OFFICES AND FACTORY, LONDON, CANADA

BRANCH WAREHOUSES

Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur, St. John, N.B.

78

*A teaspoonful in
the morning makes
life worth living—*

Keep fit—be up and active. That's the slogan for men and women to-day. Most sickness and disability is finally traced to the irregular working of the bowels. Kkovah is safe, sure and simple, and it costs but very little when used regularly.



*Kkovah Health Salts
has been awarded many
Gold Medals and other
awards for Purity and
Excellence. It should
be packed in every
Overseas Box.*

Kkovah Health Salt

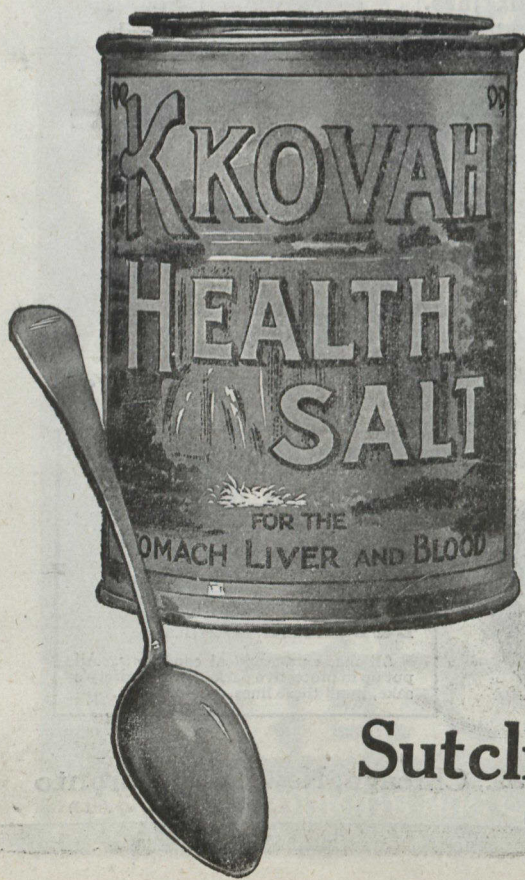
*Makes you fit—
Keeps you fit*

Acquire the "Kkovah" habit—one teaspoonful in water on rising. It's deliciously refreshing—just what you need first thing, and it will make a new woman of you. It drives away worry because it makes you feel so fit that you are ready for the day's work. It is the easy way, the pleasant way, the *safe* way to make sure of perfect health the year round. It is just as good for young children as for men and women. Kkovah tones up the organs and helps them to remove the waste and poisonous matter from the system. It is the safest of all aperients.

Sold by Druggists and Grocers everywhere

MADE BY

Sutcliffe & Bingham, Limited
Of Manchester, for Over 25 Years



Combatting Casualties

(Continued from page 11)

"But I don't want to die!"

"No, of course not, but my meaning is that you are just as safe at home as flying off to the 'tube,' perhaps to be crushed to death, and certainly to give the babies cold. Take them home, keep them warm, I will give you an order for extra milk, and see me again this day week."

So the story went on, case after case attended and cheered by the physician. I left at the tea interval, and, passing out, spoke to a mother just putting her bairn into her carriage. She told me a cup of tea was served to all free of charge and that one and all who helped were simply made up of a considerate kindness, she had not hitherto known existed.

The formation of an Infant Welfare League in the cathedral city to which I have referred and in which my particular interest lies, was not unattended with difficulty. The prejudices of a conservative citizenship and the lethargy of a somewhat sleepy city council had to be overcome, only to face the further obstacle of a keen rivalry between two parishes for control, which resulted finally in the city passing the whole thing over to county authorities for administration. However, it is running now, thanks to the women. The first step was taken in the autumn of 1916, when a local woman induced a travelling exhibition organized by the National Association of Infant Welfare and Maternity Centres to visit the town. All local women's societies sent representatives to a publicity committee, and through them hundreds of women, visited the display of proper foods, clothing and sanitation, and heard lectures by experts on the urgent need for action. More than one of these women lecturers had personally sampled about every kind of occupation employing women, as a worker, that they might have definite personal knowledge of what their less well-to-do sisters had to combat.

Women Secured Action

THEN followed a period of inaction, until, goaded by the women's spur, the authorities supplied a clinic. It is open for one afternoon a week. Every fortnight a lady doctor from the county town comes over to inspect and prescribe for any child under the age of five. On intermediate weeks, the health nurse, who visits not only the schools, but the homes of clinic mothers and every house where a new baby arrives, "bosses the show."

On clinic afternoons all infants attending are first weighed by the nurse while a voluntary mother files the necessary records. Over one hundred mothers attend, during the three hour session, so all helpers are kept busy, and before they leave tea is served to all at the nominal charge of two cents. At a little stall in the building, a nurse exhibits baby clothing made of hygiene material in the most approved form and sells it at cost of the material alone. She also has a number of infant milk preparations, all of which are greatly reduced in price to the mothers attending. The doctor, too, writes prescriptions for necessary drugs which are made up by any local druggist at somewhat less than the usual cost.

At another booth, I preside over a somewhat heterogeneous display, for I dispense "Virol" at about half the chemist's cost, and in addition have charge of woollen garments. These are all knitted and can either be purchased at the cost of the wool alone, or the mothers can buy their own yarn, which we make up free of cost. In this latter work I am aided by a mixed band of workers including children in the elementary schools, a cripple girl in the workhouse who, by the way, feels that there is some good in life left for her while she can help in this way, and a number of old ladies, some well in the eighties. Many of our spare moments are given over to the same work, together with those of our daughters, in such times as their war work will permit.

Many a pathetic case is brought out in a few words, as I deal out my sticky mixture or the garments. A sad-faced mother comes up with a pretty little maiden in her arms. As I smile at the mite, the mother remarks: "We were married five years and no baby came. He went to the war, and now he's 'gone west' and will never see his baby." That girl is existing, with never a murmur, on a pension of 18s. 9d. (4.70) a week, of which 7s. 6d. (\$1.88) is paid in rent. She bravely goes her way, getting thinner and thinner, until I feel we want such things as day nurseries, creches, municipal milk, communal kitchens and all the similar accessories that should attend.

The clinic is not used solely by the very poor, for many whose circumstances have been reduced through the war are glad to

(Continued on page 26)