

tion of the Christian heroism and consideration which make a paper like the *Witness* a possibility. I have always believed it possible for a Christian daily to succeed. You have proved that it can. So much of the ideal newspaper in 'His Steps' is therefore real.

"I pray that you may continue to be blessed in your work. I do not know a more glorious opportunity for building up the kingdom on earth than by means of Christian journalism. I take the greatest pleasure in sending the copies of the *Witness* to newspaper friends of mine for their inspection.

"Very cordially yours,

"CHARLES M. SHELDON,

"Topeka, Kansas."

#### A Unique Compliment.

Mr. Chas. Austin Bates, the American expert advertising writer and critic, whose articles on advertising appear regularly in these columns, in a letter to the Morris, Field, Rogers Piano Company, Listowel, criticizing a catalogue which they recently issued, pays an unusual indirect compliment to the Brown-Scarle Printing Co., Toronto, who designed and printed it. Addressing the piano firm, he says: "Printing is one of the things which evidently is done well in Canada. Your piano book is a pleasing piece of work, the paper, printing, illustrations, cover and cover design are all that can be wished. It may not surprise you that I say this, because, possibly, you have not noticed how very bad most of the catalogues are which are sent out by every kind of business. It is not one time in a hundred, in the course of these letters of criticism, that I have a chance to commend the mechanical part of the get up of a catalogue. In your case I can do so without reservation. Either you know something about printing yourself or you have chosen your printer wisely, and have permitted him to use his good judgment in getting out your book. As a rule this is a very unsafe thing to do. There are very few printers who use their good judgment, because good judgment is something they do not possess.

"In your book the effectiveness of the arrangement is brought about by the simplicity and uniformity of the type-setting. I especially like the way in which your little herald, shown upon the cover page, is carried through the book in different positions," etc., etc.

# TO LIFT THE MORTGAGE

## A GREAT CHARITY'S APPEAL

The Grand Work of Ontario's Sweetest Charity.  
The Hospital for Sick Children — Hampered by a Mortgage of \$50,000.

To love abundantly is to live abundantly. The Biblical story of the Good Samaritan is a delineation of the greatest thing in the world—love.

The Hospital for Sick Children was built by those who were large in enterprise for the alleviation of the pain and suffering of helpless little children. The building is one of the best equipped hospitals in the world. It is capable of accommodating 175 sick children. To-day there are over 100 little patients in the Hospital, all being nursed and treated by skilful physicians and trained nurses.

The work has been carried on during the past year without stint. Over 5000 children were helped back to health. Of these 633 patients were cared for in the cots. One-third of the patients came from places outside of Toronto.

The Hospital is a provincial institution. Its services are free to the children of parents who cannot afford to pay the small fees charged. Some of the most difficult surgical operations known have been skilfully and successfully performed at the Hospital. Many a parent has had cause to bless the great charity, not only for saving their child's life, but for making happy what had otherwise been a sorrowful life. Children who had been cripples for life but for the ministrations of the Hospital will grow up strong and straight, and in the years to come they, too, will bless the work of the Hospital and return thanks in some tangible manner.

In twenty-two years the Hospital for Sick Children has been the means of helping 30,000 sick children.

This is a grand institution — one worthy of the sympathy and help of everyone.

Though for 22 years the Hospital has been doing this work, the workers in the institution have always been harassed by debt—and hampered for need of funds.

This year the mortgage of \$50,000 falls due, and half the amount of the mortgage must be paid off. The increase of patients during the past year precluded any possibility of saving a single dollar towards this object. The trustees of the Hospital, in this critical emergency, make a strong appeal to the people of Ontario.

They ask the aid of everyone who can spare a single dollar.

They have asked the editor of this paper to tell the story of the Hospital to its readers, to tell the story simply, to state the urgency of their need, and to appeal to them for financial aid. They need money—not alone for the mortgage indebtedness, but to meet a debt due the bank for money advanced to meet expenses incurred for medicine and food.

Last year the scholars of Ontario's Public schools contributed \$1,153 towards the permanent endowment of a cot. They will complete their generous gift this year. Toronto school children gathered \$1,397, and they say they will do more this year. The Sabbath school children gave nearly an equal amount.

They are doing their best to relieve the pain of their comrades in distress. And it is upon these staunch little friends of the work that the Hospital relies for maintenance.

There are 300 papers published in the province. If the readers of this paper could contribute \$100 amongst them, that sum would maintain a cot for a year—and perhaps save the life of somebody's darling.

You will find as you look back on life that the moments of joy, the moments that you recollect often, the moments when you have really lived, are those moments when you have done things in a spirit of love and charity.

"The Hospital for Sick Children, the sweetest of all charities," appeals to you on behalf of the little ones who languish on beds of sickness. They ask only for the dollars you can easily spare.

As memory scans the past, beyond all the transitory pleasures of life, there stand forward the hours when you have done some act of kindness to those round about you, perhaps little acts too trifling to speak of, yet actions which have broadened the joy in your life.

From 136 places outside of Toronto the little patients came to the Hospital this year. Perhaps it may be your neighbour's child who will need the mother arm of the institution this year.

The future of the Hospital is in the hands of its friends.

\$25,000 is needed at once.

To give abundantly is to get abundantly.

Readers of this paper may forward contributions to J. Ross Robertson, chairman of the Hospital Trust, Toronto. Their gifts will be promptly acknowledged by the Treasurer, and in the columns of the *Toronto Evening Telegram*.