

MODERN PUBLIC HEALTH

(University Extension Committee of Western University.)
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A Column Devoted to Public Health in All Phases.
Questions Addressed as Above Will Be Welcomed.

IS THIS TRUE?
The Literary Digest for October 15, 1920, quotes Frank C. Lockwood, "Dean of the University of Arizona," to the following effect:
"We ought to teach our children in terms of strength, and beauty and joy, rather than of weakness and disease." We should tell a boy that if he keeps clean and sleeps long hours and takes plenty of outdoor exercise he will feel well, and will grow up to be a good athlete and hunter and fighter for the weak and for good causes, like Theodore Roosevelt. The girls should be told that by keeping clean and well they will have a sense of bodily comfort, and will grow up fresh, pretty, and attractive, like the girls in the advertisements of the high-grade magazines—or at least as near like them as an actual human being could ever become."

Very attractive, very simple, and so easy! Be clean, sleep well, exercise well, and the whole problem of physical success is solved! True, cleanliness, sleep and exercise are all very excellent things; he who can sleep well and exercise well cannot be suffering from the worst of physical condition and is able to meet the fundamental needs of life. But is it fair or right to say to the coming generations that cleanliness, sleep and exercise include the whole duty of mankind regarding physical condition?

Surely it is not fair to mislead anyone on any subject and it is most unfair for teachers in high positions of trust to do so. Of all the unfair things in this world, the most unfair is the misleading of children—the telling to them of things that are not so with all the emphasis and authority possible! If cleanliness, sleep and exercise really were the whole duty of mankind, why do we have all the physical defects of our children? Let us see what the actual situation is and to what extent cleanliness, sleep and exercise would have helped.

Now let us see which of these defects cleanliness, sleep and exercise would prevent.

ABOUT EYE-STRAIN. How many baths a week would take the place of properly-adjusted glasses in making the blackboard more visible to the young youngster who can't see well? How much cleanliness, sleep or exercise will be necessary to correct the crooked jaw of the child with irregular teeth, or tonsils that are too large? Will soap and water make a flat-footed child's arch rise gradually to its proper position?

AVERAGE FIGURES SHOWING DEFECTS OF SCHOOL CHILDREN.

Eye-strain (sufficient to warrant glasses) 28
Enlarged tonsils 6 to 12
Nasal obstruction (usually adenoid) 12 to 24
Defective hearing 2 to 5
Decayed teeth, primary grades (decreasing with age until 10 years) 50 to 75
Decayed teeth, grammar grades (increasing with age) 10 to 30
Nervous disorders (including flat-foot, etc.) 5 to 20
Noticeable stoop shoulders (increasing with age and more prevalent among girls) 0 to 20
Spinal curvature (increasing with age and more prevalent among girls) 3
Noticeable curvature of spine 3
Skin diseases—Eczema 1 to 15

PARTY OF SCIENTISTS FROM UNITED STATES TO EXPLORE AMAZON

Will Reach Portion of Ground Covered by Roosevelt Expedition.

NEW YORK, Oct. 29.—(By Canadian Press).—A large party of scientists

OPEN YOUR EYES

COOKERY COLUMN

COCOA FUDGE
½ cupful Cowan's Cocoa
8 tablespoons butter
2 cupfuls sugar
½ cup milk
1 teaspoon vanilla

Put all ingredients but vanilla into a saucepan; stir until cocoa is melted and sugar dissolved without stirring until it forms a soft ball when dropped into water. Cool slightly then beat until creamy. Add nuts and vanilla and pour on to greased pans. Mark in squares before it hardens.

COCOA SANDWICH
Take one layer of cocoa fudge. Place on a layer of maple cream and so on alternate layers. Then cut in squares or fancy shapes as desired.



PEDICULES. 0 to 67
Under weight (7 to 10 per cent below proper weight for height) 30
Impure diet 30
Improper bathing or sleeping or exercise correct the diet? The physical troubles of the children of the human race are seldom due to lack of exercise. Lack of exercise is generally a symptom, not a cause, in a child—a symptom of something wrong—for the child who has nothing the matter with it will usually be active enough in all directions, physically. So also with sleep—sleep is it that a healthy child does not sleep enough. It is true that sometimes a child otherwise all right fails to grow normally because of too little time spent in bed, but really the reasons why the child does not spend enough time in bed will usually be the reasons for its poor health—not the mere lack of sleep alone. If a child spends the proper time in bed and still fails to sleep, some defect or disease or improper diet is at fault.

A WRONG ATTITUDE.
The harm done in such teaching as that quoted—the harm done in telling children that cleanliness, exercise and sleep will make splendid adults of them is simply that it is not true. It is a most one-sided and improper statement of the facts. What is true is this—that without cleanliness, sleep and without also many other things not mentioned, of which good food and good nourishment are the most important one, not mentioned at all—a successful physical life cannot be lived. One need to sleep, tell a man who has just bought a new automobile that if he will only keep it clean, run it every day and see it does not run too far nothing else need bother him! The same thing may be said of a car with an automobile that have nothing to do with its cleanliness, how far it is run, or resting it when it gets too hot. The new beginner who blithely accepts such teaching will quickly find that all his cleanliness will not adjust his car-batteries when winter comes on; nor adjust his timer, or keep his battery charged, or prevent a loose brake—hand from slipping or avoid punctures or take the place of oil, or prevent his spark plugs missing. Just so with the human body. The "simple rules of health" are very far from simple, in our day and generation. To say that cleanliness, sleep and exercise include all the attention the body needs is to assume that every other condition of the body is perfect and is working on its own account; and does not need attention—and that every other function of the body will continue to do work, if these things are looked out for.

FALLACIOUS PROMISE.
Cleanliness, sleep and exercise are very excellent things; but so are honesty, repose and energy in other spheres. To promise a man mental development of the highest if he will only be honest and work hard is as fallacious as to promise him physical success on the same points. Success in business, in learning, in engineering in any line of life does not depend on simple honesty, hard work and proper restances every day of failure to achieve success where honesty and hard work are not lacking. It is true that none can be successful without these—but it is not true that these alone make success.

Only by search for the particular thing which is wrong in each case and the correction of it can physical success be achieved. After correction of defects comes proper physical development by good food, proper exercise, sufficient rest, etc.

from the United States, next January will explore about 1,000 miles of almost unknown territory in the Amazon basin along Eastern Ecuador and Peru. It is announced at Columbia University. The ground to be covered includes a portion traversed by the Roosevelt expedition along the Madeira River.

Among the members of the expedition, which will take an entire year, will be Henry H. Rusby, dean of Columbia School of Pharmacy, who will lead the party; Dr. David Starr Jordan, president of Leland Stanford University, who with Dr. Carl H. Eigenmann, dean of the University of Indiana, will study fishes and reptiles; Dr. F. Krenner, University of Wisconsin, an authority on volatile oils; Professor Gill, Boston Institute of Technology; Dr. Ruthven, University of Michigan, and many zoologists from the American Museum of Natural History, Harvard and Johns Hopkins University are also co-operating in the expedition for a study of drugs as to physical, chemical and clinical properties.

Dr. Rusby, who headed a similar South American expedition in 1885, said he learned from natives of narcotics in the section and he hopes to find specimens for valuable medicines. The expedition will be known as the Mulford Biological Exploration of the Amazon Basin, he said.

The start will be made from Bogota by mule to Calamar, thence by canoe down the Jaures River and the Rio Negro. After reaching the Amazon, the second half of the journey will be begun July 1 up the Madeira. The party plans to avoid the difficult high land encountered by the Roosevelt expedition by going up the Mamore River. The Pacific coast is expected to be reached at the end of the year.

WILD AND WOOLLY BOY FROM WEST "CUTS HER LOOSE"
James Hardy Creates a Real Disturbance in Chicago.

Chicago, Oct. 29.—"My name is Hardy," he boomed. "I'm hard and that's the way I like my potatoes. Set 'er up, barkeep. This one's on me." Tall and bronzed, wearing a William Tell waistcoat and a "bill" sombrero, James Hardy, otherwise known as "The Lone Wolf of Montana," and recently of Glendale, Mont., Red Dog, Wyoming, and points west, projected himself into the bar-room of the New Gauch. He had made his demand upon the bartender for some hard liquor. It pleased the bartender to make reply: "How come you're in a prohibition town in a non-tipping place? How come you're seeking the juice of the maize?" "Now I'll say something," ejaculated Mr. Hardy, as he swept a forty-four from his hip pocket. "Out in my country I'm known as a timber wolf and am given to spilling of howling when I don't get, damn pronto, what I ask for."

"Do you know what's the longest river in the world? Y' don't, eh? Well, I tell you. It's the River. It's a mile wide and a foot deep and it flows up hill. We'll now dance and I'll play."

The forty-four belched and a bisque statue of the Venus de Milo crashed to the floor. Another shot splintered the cigar case.

"Orange phosphate—denatured cherry bounce," roared Hardy as he sent a bullet through the floor directly between the feet of the barkeep. He had just shot a match box off the bar, twenty feet distant, and shot out a knothole in a panel, when a lone policeman came in, snatched him on the coco once or twice and led him away to the "hoose-gow" to think it over.

RUGS To the Extent of the Nucleus of

Color Plates of Every Rug.

Mail order customers will find this extra service extremely handy. On request we will send to any address an actual reproduction of any rug. These plates are colored, giving the entire effect of the rugs, both as to color and design. Unlimited quantities of these prints are now all ready to mail.

3x3-Yard
TAPESTRY
SQUARES

\$21

War-Time Price, \$30.

Odd Pieces For the Bedroom

BRASS BEDS
Simmons Satin Rib Trim.
\$19.95
War-time price, \$30.

STEEL SPRINGS
Simmons Link Fabric.
\$7.50
War-time price, \$10.50.

ALL-FEATHER PILLOWS
Best of Covering.
\$2.30
War-time price, \$3.25.

DRESSERS
Golden Oak Finish.
\$21.00
War-time price, \$30.

HEAVY WHITE BEDS
Simmons 1½-inch Continuous Post.
\$13.00
War-time price, \$18.50.

WILTON RUGS
Best Brussels.
\$14.00
War-time price, \$20.

WHITE ENAMEL BEDS
Simmons Snowy White.
\$6.30
War-time price, \$9.

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ALL RUGS
DISPLAYED
ON MAIN
FLOOR



Wilton Rugs—for they are the ones stocked most heavily—have stood the test of centuries, and still triumphantly bear the palm for durability, second only to the true Oriental. Beautifully woven with that close, rich firm pile-bearing, faithfully reproducing certain unusual Oriental designs, both in color and pattern. Variety, too, is there in the lot, for you will see bold centre medallions after the Sarouk and Kermanshah rugs, large panelled centres, as in certain Baluchistan rugs, vie with the little scrolls, together with the efflorescence of old Kashan and Persian patterns. So you see, with all these new rugs you are going to spend indeed a delightful afternoon—at Thomas.

Extra Special!

400 pairs largest size Ixex Flannel-ette Blankets, grey or white **\$3.95**

Main Floor Given Over to Rugs

To make the necessary display, consistent with the size, variety and value of this large purchase, it is deemed necessary to let Rugs, and Rugs only, occupy the main floor. For two reasons—to make selection easy, and to give the required length for spreading each size and quality in neat piles befitting the atmosphere that must be created to command the attention of buyers, not only Londoners, but Western Ontario folks as well.

You can sit in your home and tell Thomas to send you the photograph of any rug you take a fancy to, as set forth in this advertisement. Promptly will it be sent, along with the price. Colored? Yes, all of them, just like the rug itself. You'll grant that this is pretty fair service. However, you must make us work for you. Sit right down now and write: "Send me so-and-so."

Two Expert Rug Men Here During This Sale

Extra Special!

100 Heavy Lambton Bath and Bedroom Rugs (27x54), in grey, mauve, rose and blue; reversible. Regular **\$4.95**
\$8.50. Now...

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\$8.50. Now...

Every Standard
Rug on Exhibit.

From door mats to the great big 9x12 yard rug—that's the idea of this sale, to give, or rather, show everything you want or may need—36x83 inches, 27x54 inches, 18x36 inches, 2½x3 yards, 3x2 yards, 9x7½ yards, 6x7½ feet, 6x9 feet, 6½x9 feet, 9x9 feet, 8x3½ yards, and 3x4 yards. And the best of it is, all grades are shown in all sizes, \$25,000 worth of them.

3x3-Yard
BRUSSELS
RUGS

\$38

War-Time Price, \$54.50

Odd Pieces For the Kitchen

Kitchen Cabinets
Solid Oak, Glass Jars.
\$51.80
War-time price, \$74.

WASHING MACHINE
Dolly Type Hand Washer.
\$10.50
War-time price, \$15.

KITCHEN CABINET-REFRIGERATOR
Solid Oak, Two in One
\$77.00
War-time price, \$110.

COOK STOVE
Coal or Wood, Large Oven.
\$30.00
War-time price, \$42.

LARGE RANGES
Coal or Wood. Duplex Grates.
\$50.20
War-time price, \$71.50.

REFRIGERATORS
Golden Oak Finish.
\$14.00
War-time price, \$20.

Rival Oak Heaters
Including Feeder. Nicely Nickel.
\$19.60
War-time price, \$28.

Oilcloth
Sq. Yard Best Quality.
90c
War-time price, \$1.25.

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Send in for Photograph of the Rug You Like Best.

THOMAS FURNITURE CO

240 DUNDAS STREET.

Smash No. 4 Is Pretty Interesting.