

A RED CROSS BRIDGE.

Food Plentiful In Canada, Scarce In Europe—Needs of the Children.

The development of the dairy industry of Canada during the past two decades has been surprisingly rapid. Quick to realize the profits to be derived from milk production and the great value of dairying in conserving the fertility of the soil, the Canadian farmer has not hesitated to increase his investments in dairy cattle. The industry expanded during the 4 years of world war. Canada, being distant from the theatres of war, although handicapped by the drafting into military service of half a million of her most vigorous manhood was able to continue the development of many of her important industries, particularly agriculture.

It was not so in Europe. There the fiery blast of war, which left profits in some parts of the world, almost extinguished not only industry but national life itself in other. The drain upon manhood was so great that now in hundreds of thousands of families no adult males remain. Europe moreover is filled with orphan children whose prospect of life is marred by the lack of all that is necessary to bodily and mental growth. In most cases the earning power and consequently the purchasing power of their families is utterly destroyed.

Turning again to Canada we find there a surplus production of the commodities that are so badly needed in Europe. Condensed milk for instance is a commodity that is a prime necessity for the children of the poor communities of Europe but the nations to which they belong have no means of purchasing it for them. The Canadian Red Cross is going to endeavor to supply part of their needs by means of a general appeal for contributions to be made during Armistice week on behalf of the British Empire Fund, which is to be used in the humane task of relieving the sufferings of millions who are stricken by famine and disease. Part of the fund will be used for purchasing in Canada suitable supplies and thus the Red Cross will furnish the bridge across which some of our surplus milk will reach the enfeebled children in war-stricken areas. Those who assist will not only have the satisfaction of having contributed to relieve the sufferings of others less fortunate but by helping others will thereby indirectly help themselves.

FROM GENEVA.

Organizer for League of Red Cross Societies Tells of Need of Europe's Orphans.

"While we at home are intent on industrial expansion and a place in the sun, Europe in its war-weakened condition is fighting for its very existence," said Donald W. Brown, director of the department of organization in the League of Red Cross Societies of the World, which has its headquarters at Geneva, Switzerland. He visited Toronto to learn the peace program of the Canadian Red Cross Society and to establish closer contact between it and the League.

Millions of War Orphans.

Having just arrived from Europe, Mr. Brown was able to give the Canadian Red Cross some first hand information concerning the people of Europe. He called attention particularly to the condition of the children, so many of whom are now orphans. While the exact number who have lost one or both parents during the war cannot be determined, the most conservative estimate places the number at over ten millions. This number seems quite consistent with the heavy war casualties among so many nations.

Dependent Upon Charity.

The condition of these children is in most cases very pitiable. Many of them have no homes and they are dependent upon whoever may be charitable and kind enough to help them. But there are few who are able to give such help for the mass of the people of Russia, Poland, parts of Roumania, Czecho-Slovakia and other countries are so poor that they have not necessities for themselves. Consequently in the great area between the Baltic, the Black and the Adriatic Seas, there are millions of children who face the next few years, and particularly the coming winter, without hope of proper care unless outside assistance is given them.

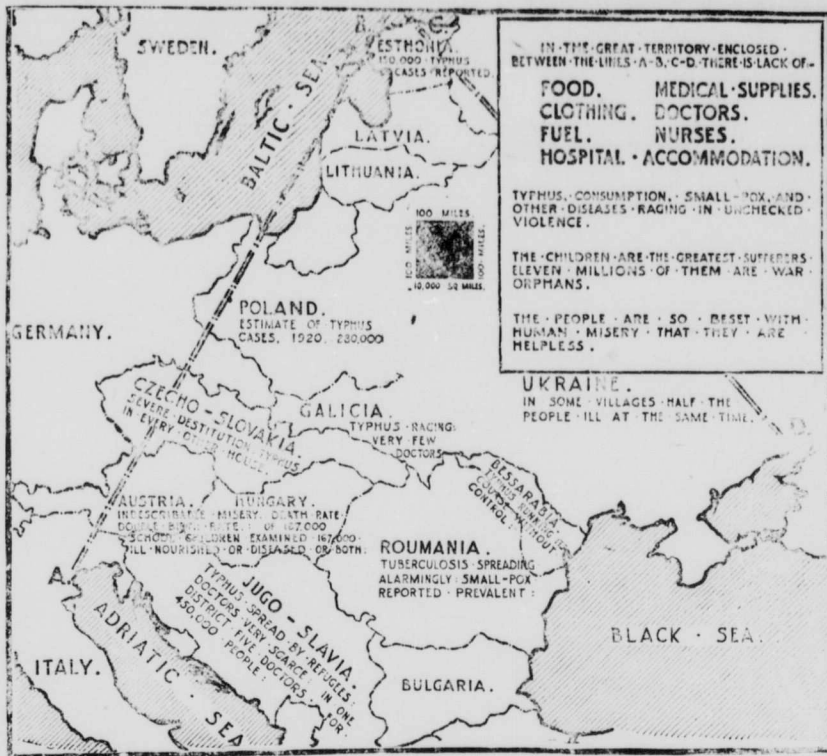
Disease Prevalent.

In addition to the unhappy condition of the children the adult populations are in the direct of misery on account of disease. Suffering has been accentuated by lack of food and clothing, nursing and medical attention, and tuberculosis, smallpox, typhus and dysentery are continuing unchecked.

Typhus which has so often proved a scourge and menace to the human race is again prevalent, and unless checked will most likely extend its ravages to an alarming degree.

British Empire Appeal.

For these urgent reasons, Mr. Brown said, the League of Red Cross Societies has made an earnest appeal to the people of the British Empire and he was glad to hear that the cause of the suffering children was being taken up in Canada. He had learned that an appeal on behalf of the British Empire Fund would be made in Canada by the Canadian Red Cross during Armistice week and wished for it every success.



Study this Map

It tells—but only partly tells—the Story of Misery in Central Europe.

Within the great territory between the black lines millions of destitute children are doomed to grow up weak and deformed through want of fats, milk and sugar, unless immediate help comes from without

HERBERT HOOVER, invited to speak at a Canadian Red Cross meeting, said:

"Our problem over the forthcoming winter appears to be about 3,500,000 to 4,000,000 children.

"These children are the obligation of every man, woman and child in the Western Hemisphere, for we have suffered less; but, beyond this, they are a charge on the heart of the whole world."

The Canadian Red Cross

appeals on behalf of

The British Empire War Relief Fund

(To Combat Distress and Disease in Europe)

\$10.00 will save a child; \$1.00 will give it "saving" food for a month. Help in this humane work by sending or bringing your subscription to the nearest local Red Cross Branch or to The Canadian Red Cross Society, 410 Sherbourne Street, Toronto.

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