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A SI-WEL-CLO-SILENT WATER

CLOSET—will do this at a cost which is small when compared to

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Cook's Cotton Root Compound:

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that old, wornout closet does to the startled ears of your guest who uses your bathroom.

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OF DOOM

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FOR SALE—A large three-storey building on King street, between Regent and St. John. For particulars apply to 710 King street.

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YORK STREET



SEALED TENDERS addressed to the Postmaster General, will be re-ceived at Ottawa until noon on Friday, the 27th August, 1920, for the convey-ance of His Majesty's Mails, on a pro-posed Contract for four years, 12 and 6 times per week on Millville Rural Route No. 1, commencing at the plea-sure of the Postmaster General.

Printed notices containing further information as to conditions of pro-posed contract may be seen and blank forms of tender may be obtained at the post office of Millville and at the office of the Post Office Inspector.

Post Office Inspector.
Post Office Inspector's Office, St. John, N. B., July 10, 1920.

HEADQUARTERS

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LETS, CARNATIONS, SWEET PEAS.

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Ramblers, Cyclamens, Primulas, Hva cinths, Dacodils, Tulips, Spireas, Eas

ter Lilies and floral baskets.

Say it with flowers. Lettuce.

This Great Educational Movement was Begun by the Late Lord Rhondda, England's First Food Controller-Save the Babies is the Motto of the Council-Too Many Little Ones are Helpless Victims of Cruel Injustice.

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tic Newspaper Service Inc. London, Aug. 3-The fourth British died at home in sheltered England. ional Baby Week is in full swing This year London takes second place he principal conferences being held n the Midlands, Manchester, Leeds, Birmingham, and other big industrial

National Baby Week is an educational movement, which was begun by high death-rate there are always Lord Rhondda who unfortunately died many damaged for life who yet sur during the second Celebration in 1918. vives. In 1918, of 533,392 children in The work is being carried on by Lord spected, 259,000 were found to be de-Rhondda's associates including his daughter, formerly Lady Macworth, now Viscountess Rhondda, in her own fect. right. The directing power is a Council, of which the Queen is Matron, Mr. Lloyd George, President, Lord Astor, Chairman, and Lady Rhondda, Vice Chairman. On the Executive Commitee among many famous names are: Hon. Austin Chamberlain M. P., the tims of cruel injustice. They perishand Lord Milner.

The Motto of the Council is "Save the Babies", and its seal is a figure of Britannia tenderly holding an infant n her arms. The motto is an entreaty n her arms. The motto is an entreaty warning a command; and the seal s more a suggestion of what should be, than an expression of what is. Britannia alas! has not been tender of er infants.

The Registrar-General gave for 1918 these figures:

London per 1000 of population-Birth rate 15.8, Civilian Death rate 18.7; 96 great towns, per 100 of population—Birth rate 17.6, Civilian Death rate 18.1.

These figures take no account of We have openings for families of naval or military losses. Without these the deadly decline which began in 1876 has at last brought England, for Cheap rent, good living conditions, the first time in her national history, face to face with a distinct loss in population. The 1919 figures show a slight improvement, but are by no means what they should be.

National Apathy

There have been efforts to save the babies in England for many yearssocial efforts to help the constant struggle of the mothers, each yearning and striving to save her own. But there was national apathy. Babies were well enough in their place; but their place was a live subject, and so were world commerce, and taxation and the land question. But babies. Well babies were just babies—let

their mothers take care of them. Then came the war with its appalling destruction of life, and for com- relief the great central fact that of babies that were to fill the places of the slain and give fresh life and giver.

FOR SALE — Self-contained double a tendency to belittle the part of the tenement house on King street, with all modern conveniences, ell woodshed and barn. Can be converted into a single tenement for \$300. Leasehold born into a complex civilization, and ground to run 18 years at \$1 per society, organized, powerful, and scien month. Terms \$3,000 on time, \$2,500 tific could minister to the needs of pot cash. Apply 'phone 778.

MRS. J. E. JOHNSTON has just reopened her Fur Parlors after spending nearly four months picking up new be well.

ideas and adding to her fifteen years' made Mothers and they say with Colexperience in the different fur establishments in the United States and Canada and is now ready to give per like.

'A Mother is a Mother still Canada, and is now ready to give perfect satisfaction in workmanship and style. In order to start work early, or the French say: will give special price on all orders

"A Mother is a The holiest thin style. In order to start work early, or the French say: "The heart of the start of the star

Building, corner Queen and Regent

Staff Correspondent of the Daily Mail. | light that for every soldier who had laid down his life on the battle fields of France or Flanders five babies had Defective Children

> Nor was that all. As the dead are not the full toll of war but are vastly outnumbered by the maimed the blind and the diseased, who stumble or through brokn years of half-life so with the babies. Where there is a

> fective-cripples, weak-minded, deaf and dumb, blind, or otherwise imper At last there was alarm, consternation, questioning. How could the ba-

biees be saved?

It was found that seventy per cent of the babies who seemed born but to die, were in reality the helpless vic-Duchess of Marlborough, Lady Jelli- ed from preventable causes—such as oe, Lady French, Mrs. H. B. Irving bad feeding, infection, crowded housing, bad sanitation, drunken or diseased parents, and over-worked or ignorant mothers.

A formidable array of troubles for a baby to face! Small wonder that so many gave up the struggle and slipped swiftly away to a kindlier place. Plainly if the little pilgrims were to be in duced to prolong their stay, this world must be made a happier and safer place for the most helpless and the most valuable of all living things.

The Movement Spread

Heartened by awakened public interest, child-lovers pressed the nation to action. Child welfare Councils and Centres multiplied; the National Baby Week Council was formed, and the "Maternity and Child Welfare Act," for the benefit of mothers and "children who have not attained the age of five years," became law.

To this interest the babies quickly responded. Before the war the infant death-rate per 1000 was ninety-five and by 1915 it had risen to 115. But happily by 1919 it has been reduced to sixty-nine—the lowest on record.

Districts varied in accordance with conditions. In Shoreditch, a poor and congested section of London, the infant death rate was double that of high and healthy Hampstead, while Middlesborough, where there is much babies as sober, comfortable Bath.

Mother Care

But all investigations, the most careful study of housing, feeding, sanitation and nursing, brought into high the slain and give fresh life and vigor er love, wrother care. The the slain and give fresh life and vigor vice, no matter how exact and scient But there was little comfort there, tific can act as a substitute for hers. for the terrible fact was brought to Years ago, when first the duty of society to its children was realized by a few advanced thinkers, there grew up FOR SALE - Self-contained double a tendency to belittle the part of the the modern infant as the mother could not. Nurseries, playgrounds and FURS! FURS! Y schools trained nurses, teachers, and play directors, were to substitute the

"A Mother is a Mother still The holiest thing alive"

will give special price on an orders taken during August.

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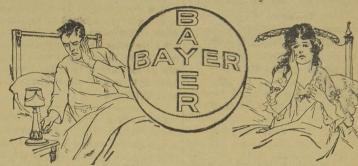
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