

Bargain Month, not a Sale Month, it must be understood. The goods on sale are exactly the same as those sold at a higher price at other times, but during the four weeks above mentioned, to those who present, or post, the coupon which appears on our front cover in this and other issues, a substantial reduction will be made on ordinary prices. No goods whatever are got in for the sale.

We advise our readers whose footwear needs renewing to study our front cover, and then to take advantage of the very attractive offers of the Bargain Month of the Bendable Shoe Co., by presenting, or posting, the "Bargain Month Coupon" with their orders.

If possible they should call at Commerce House, 72, Oxford Street, London, W.1. (First Floor), and select their purchases, whether boots, shoes, or stockings from the very large stock on view.

And provided for the father
Sanitarium care—the finest.
Now comes in the chance for curing
Problems—physical and social.
Josie's nursing care for measles,
Under orders from the doctor,
Largely from the mother's learning
Thro' the nurse, has cured that problem.
Mrs. Smith had then no income,
So the nurse suggested gently,
That the C.O.S. could help her;
And, with both the Smith's approval,
They began investigations,
Soon to find a long-lost brother—
Diamond scarf pin, gloves, and gaiters—
Volunteered to tide them over
Till the oldest boy'd support them.
Then the nurse, her duty ended,
Passed to other public health work.

—Public Health Nurse.

(Published by Henry Street Settlement, New York.)

POPULARIZING PUBLIC HEALTH NURSING.

Nursing for the public welfare
Means a work of three-fold effort:
Education, brisk prevention,
And the utmost skill at curing
Sickness with resulting hardship.
Josie Smith was ill with measles.
Nurse was called—Lo, education:
She it was who demonstrated
To the anxious, willing mother
How to isolate her Josie;
Scrub her hands before and after
Touching anything of Josie's;
Keep her laundry and her dishes
Sep'rate from the other children's—
Boiled with care and all precaution,
And, with model tact and insight,
She suggested easier methods
To the mother in her housework:
Showed her wholesale goods, and so forth;
Made it possible to cover
The expense of nursing visits;
Learned the diet of the family,
Told where best milk could be purchased,
And she planned a balance menu
(When the mother asked her for it).
Mary Smith, the little sister,
Learned from a nurse to use a toothbrush
Learned how milk would make her fatter,
Fresh air make those cheeks grow rosy,
Learned the soap cake's satisfaction.
Johnny Smith once cut his finger.
What a chance for demonstration!
Here's the nurse's first-aid lesson.
So the nurse advised a clinic,
Told his mother of the danger
If he didn't have it seen to.
Now she learned that Johnny's father
Had a cough that seemed suspicious,
Sent him to a good dispens'ry,
And, when diagnosed as "tb,"
Supervised preventive measures
For the others of the fam'ly
Thro' the means of that dispens'ry,

OUTSIDE THE GATES.

The best New Year's gift we Londoners had was the good news that the Ken Wood Preservation Council had completed the purchase of one hundred acres of the Ken Wood Estate for the extension of Hampstead Heath. If only we could have that lovely wood near by it would be grand. We owe this magnificent gift to private enterprise. The principal contributors have been Mr. William Whittingham, of Bradford, £50,000; Mr. Thomas William Wilkinson, of Carnforth, £20,000; Mr. F. C. Minoprio, of Liverpool, £20,000; an anonymous donor, £25,000; Lord Glendyne, £3,050; and Sir Arthur Crosfield, £1,250. Our Government can waste millions in bureaucratic extravagance, but when a few thousands are needed to secure a great national possession for the benefit of the health of our people, not a penny is forthcoming.

WORD FOR THE WEEK.

"The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew and act anew. We must disenthrall ourselves, and then we shall save our country. The fiery trial through which we pass will light us down in honour or dishonour to the latest generation. We shall nobly save or meanly lose the last, best hope on earth."

—Abraham Lincoln.

COMING EVENTS.

January 10th to 24th, 1923.—Issue of and return of Ballot Papers in the Election of the Registered Nurses' Representatives, General Nursing Council for England and Wales.

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