

Health Education (and Health Insurance)

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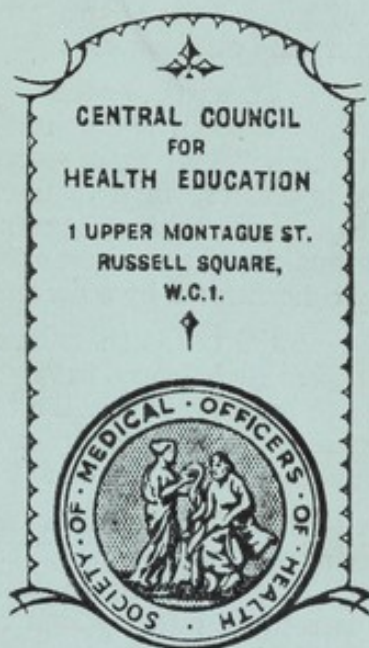
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May, 1929

CENTRAL COUNCIL FOR HEALTH EDUCATION

HEALTH EXHIBITS

(AVAILABLE ON THE PART OF
HEALTH ASSOCIATIONS, ETC.)



1 Upper Montague Street
Russell Square, London
W.C.1



IN millions of healthy homes in every part of the civilised world "Ovaltine" is relied upon as the supreme health-giver. This delicious beverage contains all the vital nutritive elements of a complete and perfect food, and provides the *natural* means for promoting and maintaining robust health.

You will readily understand the wonderful success "Ovaltine" has achieved when you consider the constituents from which "Ovaltine" is made—creamy milk from England's richest pastures, malt extract from the best home-grown barley, specially selected eggs and the purest cocoa. The nourishing properties in these best of Nature's foods have been scientifically concentrated by a unique process.

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TONIC FOOD BEVERAGE

Builds-up Brain. Nerve and Body

Prices in Great Britain and Northern Ireland
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Telephone : Museum 1815.

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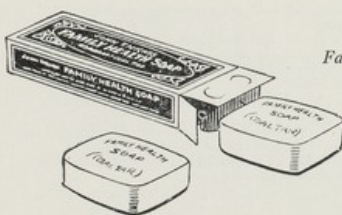
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is assured by using*

JOHN KNIGHT'S Family Health SOAP

Its proved germicidal value
makes it the ideal soap for
use by all public authorities.

Let us send you full
particulars

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LONDON, E.16



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Family Health Soap is sold by
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tablet tablets
in carton

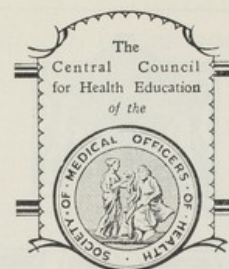
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BRITISH SOCIAL HYGIENE COUNCIL, Carteret Street, S.W.1.
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NATIONAL FEDERATION OF EMPLOYEES APPROVED SOCIETIES, B.T.H. Works, Rugby.
NATIONAL UNION OF TEACHERS, Hamilton House, Mabledon Place, W.C.1.
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NATIONAL CONFERENCE OF FRIENDLY SOCIETIES, 17, Russell Square, W.C.1.
NATIONAL COUNCIL FOR MATERNITY AND CHILD WELFARE, 117, Piccadilly, W.1.
NATIONAL FEDERATION OF WOMEN'S INSTITUTES, 39, Eccleston Street, S.W.1.
NATIONAL MILK PUBLICITY COUNCIL, 33, Gordon Square, W.C.1.
PEOPLE'S LEAGUE OF HEALTH, 12, Stratford Place, W.1.
ROYAL SANITARY INSTITUTE (Empire Health Week Committee), 90, Buckingham Palace Road, S.W.1.
SMOKE ABATEMENT LEAGUE OF GREAT BRITAIN, 23, King Street, Manchester.
THE GRAND PRIORY IN THE BRITISH REALM OF THE VENERABLE ORDER OF THE HOSPITAL OF ST. JOHN OF JERUSALEM, St. John's Gate, Clerkenwell, E.C.1.
WESLEYAN AND GENERAL ASSURANCE SOCIETY (Health Service Bureau), Steelhouse Lane, Birmingham.

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- ORDER OF DRUIDS, 316, Oxford Road, Manchester.
- ANCIENT ORDER OF FORESTERS, 17, Russell Square, W.C.1.
- GRAND UNITED ORDER OF ODDFELLOWS, 24, Devonshire Place, All Saints, Manchester.
- LOYAL ORDER OF ANCIENT SHEPHERDS, 132, High Street, Chorlton-on-Medlock, Manchester.
- SCOTTISH CLERKS' ASSOCIATION, 93, West Regent Street, Glasgow C.2.
- ORDER OF SONS OF TEMPERANCE, 38, High Street, Chorlton-on-Medlock, Manchester.
- NATIONAL UNITED ORDER OF FREE GARDENERS, 8, High Street, Sandbach, Cheshire.
- KINGSTON UNITY OF ODDFELLOWS, Bernard Street, Leeds.
- NATIONAL CATHOLIC BENEFIT AND THRIFT, 23, Islington, Liverpool.
- UNITED WOMEN'S, 439/441, Oxford Street, W.C.1.
- MANCHESTER UNITY OF ODDFELLOWS, 47, Grosvenor Street, Chorlton-on-Medlock, Manchester.
- INDEPENDENT ORDER OF RECHABITES, North Parade, Deansgate, Manchester.
- CHURCH BENEFIT, Little Smith Street, S.W.1.
- FRIENDLY SOCIETIES' MEDICAL ALLIANCE, The Woodlands, Cromwell Hill, Luton.
- MIDLAND FEDERATION OF FRIENDLY SOCIETIES' COUNCILS, 13, St. Alban's Road, Leicester.
- NATIONAL INDEPENDENT ORDER OF ODDFELLOWS, 199, Stockport Road, Manchester.
- NATIONAL DEPOSIT, 37 Queen Square, W.C.1.



FOREWORD.

THE first object of the Central Council for Health Education is defined as follows :

"To advise and assist Local Health and Education Authorities, Insurance Committees, and other organisations, and to secure for this purpose the help of all bodies engaged in research in preventive medicine, and in the diffusion of knowledge on health matters."

The Central Council for Health Education believe that Medical Officers of Health and others who are organising Exhibitions, Lantern Lectures, Demonstrations and other schemes for the education of the people in health matters, will find in this handbook the means of saving much time, trouble and expense.

In the following pages the leading health societies give full information regarding the assistance they are prepared to give to educational campaigns, and with this handbook as a guide local authorities and others should find it easy to assemble an effective exhibition, to arrange a varied programme of lectures, or to secure approved posters and leaflets for widespread distribution.

The Council hope that this handbook will make it much easier for local organisations to take advantage of the services offered by the recognised national societies concerned with various branches of health work.



BY APPOINTMENT

IZAL

is the Disinfectant
with the
Largest World Sale
to Public Health
Authorities
throughout the
World

They test before they Buy

NEWTON, CHAMBERS & CO., LTD., SHEFFIELD, ENGLAND

BRITISH RED CROSS SOCIETY.



19, BERKELEY STREET,
LONDON, W.1

Tel. No. : Mayfair 0345.

Secretary-General : BRIG.-GENERAL H. B. CHAMPAIN, C.M.G.

(1) **HIRING CHARGES.** (a) For small exhibit, unaccompanied. No charge, except the cost of the return postage or carriage of the exhibit, which a few shillings would cover. (b) Large exhibit, accompanied by a representative. The out-of-pocket expenses of the representative for travelling and accommodation during the period of the exhibition, plus £1 towards cost of carriage of the exhibit.

(2) **FULL DESCRIPTION OF THE MATERIAL.** (a) Small exhibit. Canvas folder with mounted specimens of the Red Cross Society's Health literature; also a set of health posters, together with a certain number of leaflets for distribution to schools on the subject of the Junior Red Cross movement as an aid to the official Health Teaching. (b) Large exhibit. Red Cross Health posters both British and foreign. The Society's Health publications and leaflets. Photographs illustrating the Society's work under Article 25 of the Covenant of the League of Nations ("For the promotion of health, the prevention of disease and the mitigation of suffering . . ."). Information including posters, leaflets, school correspondence albums, etc., etc., dealing with the work of the Junior Red Cross as an aid to the official Health Teaching in schools. Arrangements can be made for the representative to address meetings of teachers or others interested in Health Education of Children, on the subject of "The Junior Red Cross as an Aid to Health Teaching." This lecture could be illustrated by lantern slides.

(3) **DIMENSIONS OF THE EXHIBIT.** (a) Small exhibit—about 8ft. of space required for the display of posters and folder. (b) Large exhibit—a minimum space wall of 15ft. in length with tables (for display of photographs, etc., etc.) of an equal minimum length.

(4) **SIMULTANEOUS HIRING.** (a) Small exhibit—Yes. (b) Large exhibit—No.



BRITISH SOCIAL HYGIENE COUNCIL.

CARTERET HOUSE,
CARTERET STREET,
LONDON, S.W.1.

Tel.: Victoria 8767.

General Secretary: MRS. C. NEVILLE ROLFE, O.B.E.
Secretary: MISS E. O. GRANT, M.B.E.



THE Council will undertake to organise and to provide speakers for films, exhibits, posters and literature for Health and Social Hygiene Weeks, for local programmes throughout the year or for single meetings, and is always ready to submit special schemes and programmes with estimates of cost to meet the requirements of any authority.

Representatives will be sent at the request of Medical Officers of Health to discuss possible arrangements, and give demonstration film displays to Committees.

PERSONNEL AND MATERIAL.

Medical, Biological and Laymen and women lecturers single meetings £3 3s. to £1 5s. exclusive of travelling expenses. Organiser-lecturers £10 5s. per week exclusive of travelling and incidental expenses. All displays of films must be free of charge. Collections may be made.

CINEMOTORS AND FILMS.

Films may be borrowed for local display provided suitable arrangements for approved accompanying lecturers can be made. Carriage charges only.

CINEMOTOR OUTFITS.

INCLUSIVE CHARGES.

Light outfit, £10 to £12 per week. Heavy outfit, £12 to £15 per week.

The cinemotors provide their own current and carry screens, projectors and films, etc. Displays can be given in halls where electric current is not available, and the apparatus complies with the requirements of the Cinematograph Act, 1909, and subsequent regulations.

FILMS. Full particulars in film catalogue sent on application. The three types available include:—

1. Technical medical films suitable for illustrating post-graduate courses, conferences of medical societies, etc., demonstrating questions concerning to the diagnosis and treatment of Syphilis and Gonorrhoea.

2. (a) Popular Instructional Films on the Medical and Biological aspect of Venereal Disease and Social Hygiene calculated to inculcate a healthy well-proportioned attitude towards sex matters generally, showing the beauty of the normal processes of growth and development and illustrating social problems of interest to all in charge of youth, directed towards giving protective knowledge to young people that will tend to reduce exposures to risk of infection.

(b) Medical Films suited to nurses, midwives, responsible citizens and social workers, showing the course of the diseases and their effects.

3. Popular Dramatic Films presenting information regarding Venereal Diseases in simple story form, suitable for general adult audiences.

LOAN EXHIBIT.

Intended for use at Health Exhibitions organised by Local Authorities, Local Branches of the Council, or other Health organisations. A number of new models are now in preparation, of which particulars can be sent on application.

THE GENERAL SECTION.

Including models, posters, literature, consists of all or any of the following:—

Models:—

A.B.C. Model—

Height	3 feet 5 inches.
Length	3 feet 10 inches.
Depth	2 feet 6 inches.

Stationary figures, no electric power required. Enclosed in wooden box, trestles or table required.

This model illustrates cost of neglect, by tracing history of three infected men:—

Mr. A. Who goes at once to clinic for treatment and is cured.

Mr. B. Who delays, but eventually goes to clinic, is treated whilst at work and when cured marries and has healthy family.

Mr. C. Who goes to quack, marries and infects wife and family, who end in various institutions or die young.

This model attracts much attention, provoking intelligent study and stimulating demand for Venereal Disease literature.

HEALTH AND DISEASE.

Height	4 feet.
Length	5 feet.
Depth	15 inches.

Still model depicting Health as personified by an airman, and Disease as a symbolical figure.

AUTO-REEL PROJECTOR AND DAYLIGHT SCREEN.

Height	46 inches.
Depth	24 inches.
Width	26 inches.

Shows films up to 800 ft. in length by day or night.
Automatically repeats itself.
Runs continuously without attention.
Suits any lighting circuit.
Requires one 5 amp. point.
Operated by turn of switch.

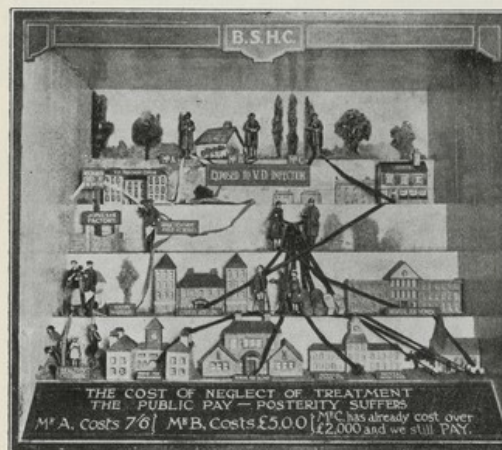
CO-ORDINATED PROPAGANDA.

In many districts it has been found convenient and desirable for the Health Authority to make use of the British Social Hygiene Council's organiser and outfit for the purposes of a general health campaign, or for branches of the British Social Hygiene Council and other voluntary health organisations to combine in carrying out schemes of public health propaganda. In such circumstances, the following arrangements have been sanctioned by the Ministry of Health :—

- (a) Permission has been given for films on other aspects of public health work to be shown by the British Social Hygiene Council's lorry at a charge of 10s. per hour ; such moneys as are received for the purpose to be remitted to the British Social Hygiene Council, to be credited by them to the cine-motor account.
- (b) In such combined schemes due attention is to be paid in each day's programme to the problem of venereal diseases, lectures dealing with this subject may only be given by speakers on the British Social Hygiene Council's panel, or by speakers approved by the British Social Hygiene Council, or the local Branch. The Medical Officers of Counties and County Boroughs are, in the majority of cases, officers of the local Branches.
- (c) Where venereal disease is not the only subject dealt with in a health campaign, the competent local authority can only charge to the venereal diseases grant account a sum corresponding to the proportion which the propaganda in connection with venereal disease bears to the whole campaign. Thus, in a campaign consisting of :—

- (1) 10 hours' Venereal Disease film showings,
- (2) 5 hours' Infant Welfare film showings,
- (3) 5 hours' General Health film showings,

a quarter of the cost of the campaign will, subject to the prior approval of the Ministry of Health being obtained, rank for the 50 per cent. Maternity and Child Welfare grant ; a half, subject to similar approval, will rank for the 75 per cent Venereal Diseases grant, and a quarter will have to be defrayed entirely by the local authority.



A.B.C. Model Exhibit

CENTRAL ASSOCIATION FOR MENTAL WELFARE.

Tel. : Victoria 7875. 24, BUCKINGHAM PALACE ROAD,
LONDON, S.W.1.
Hon. Secretary : Miss EVELYN FOX. Secretary : Mrs. M. L. WELFARE.

THE Association have only one complete set of apparatus as a Health Exhibit, the hiring fee being £2 2s. od. plus cost of transport. The dimensions of the exhibit are 12ft. by 3ft., with a wall space required at the back of about 12ft. by 5ft.

The exhibit contains the following educational apparatus, handwork, etc. :-

SECTION 1. SENSORY TRAINING.

- (1a) Balancing blocks. 2 large, 2 small. Coloured.
- (1b) Wooden flowerpot for balancing exercises.
- (1c) Bean bags for discrimination of hard, soft, etc. Yellow, green and red
- (1d) Touch board.

SECTION 2. TRAINING IN DRESSING.

- (2a) Fastening frame—snap fasteners.
- (2b) Hooking frame.
- (2c) Buttoning frame.
- (2d) Lacing frame.
- (2e) Tying frame.

SECTION 3. LANGUAGE TRAINING AND VARIED OCCUPATIONS.

- (3a) Stand and Rings. Meaning of "on" and "off."
- (3b) Ball frame. Meaning of "in" and "through."
- (3c) Stand and picture tablets.
- (3d) Grooved board and tablets. Colour matching, etc.
- (3e) Beads in box. Colour matching. Threading, etc.

SECTION 4. FIRST STEPS IN SEWING.

- (4a) Large stand.
- (4b) Large threading tablets.
- (4c) Small threading tablets.
- (4d) Wooden sewing board.
- (4e) Smaller wooden sewing board.
- (4f) Rubber sewing mat.
- (4g) Sewing frames—canvas insets.
- (4h) Graded steps in sewing exercises.
- (4i) Examples of "Educraft" stitchery.
- (4j) Steps in needle threading.

SECTION 5. FIRST STEPS IN WEAVING.

- (5a) Large stand.
- (5b) Braid weaving on wooden frame.
- (5c) Raffia weaving.
- (5d) Woollen slipper on cardboard loom.
- (5e) Rag and wool rug-weaving on model frame.
- (5f) Tapestry weaving on model frame.

SECTION 6. HANDWORK FROM INSTITUTIONS FOR DEFECTIVES.

SECTION 7. PHOTOGRAPHS SHOWING DEFECTIVES AT WORK AND AT RECREATION.

SECTION 8. LITERATURE FOR DISTRIBUTION.

CENTRAL COUNCIL FOR THE CARE OF CRIPPLES.

Tel. No. : Grosvenor 2929

117, PICCADILLY,
LONDON, W.1

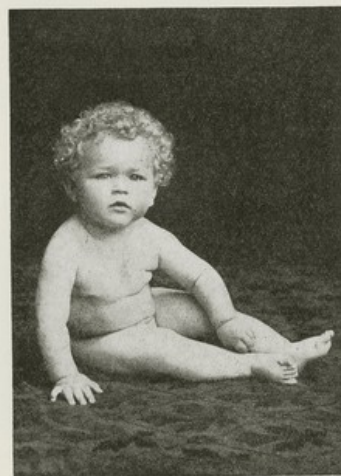
Secretary : Miss SHELLEY BARKER.

THE orthopaedic exhibits of the Council are incorporated in the Child Welfare Travelling Exhibition of the National Council for Maternity and Child Welfare.

The Council have for display at Health Weeks, Baby Weeks, etc., an orthopaedic film "Arise and Walk," which takes about 40 minutes to show (three reels). It is non-technical and suitable for popular use. The idea of the film is to bring home to the public the fact that, broadly speaking, there need be no cripples.

Either ordinary or non-flammable copies are available. The cost of hire is £1 1s. per day, £2 2s. for three days, and £3 3s. per week, plus cost of carriage both ways. It is suggested that whenever the film is shown it should be introduced and explained by the local Medical Officer and organiser of the meeting. Notes are supplied for this purpose with the film.

Lantern slides (56) depicting the "Story of the Cripple" may be hired free of charge, excepting cost of carriage both ways.



Healthy Baby

COLLEGE OF PESTOLOGY.

Tel. : Speedwell 1061.

52, BEDFORD SQUARE,
LONDON, W.C.1



" SEMPER PRORSUM "

Chairman : A. MOORE HOGARTH, F.E.S., F.I.S.A.

THE exhibit consists of cases of insects and diagrams of mosquitoes, and are only available for exhibitions in London. The hiring fee for the Rat film is one guinea for the week, lasting about 18 minutes.

CREMATION SOCIETY OF ENGLAND.

Tel. No. : Welbeck 4168.

23, NOTTINGHAM PLACE,
LONDON, W.1.
(near Baker St. Station, Met. Rly.)



Secretary : G. A. NOBLE, F.I.S.A., M.I.H.

EXHIBIT illustrating the merits and advantages of Cremation as a substitute for earth burial. Comprises photographs, plans, models, and literature for free distribution illustrating the progress of the modern Cremation movement, at home and abroad, and, if facilities exist lectures, etc., illustrated with lantern slides. Space required would vary from a 6ft. stand to a small room, if anything like a comprehensive exhibit is to be shown.





DENTAL BOARD OF UNITED KINGDOM.

Tel. : Langham 2500.

44, HALLAM STREET,
LONDON, W.1.

Secretary for Education : H. S. BOMPAS.

THE Board provide two travelling exhibits. No charge is made for their hire, excepting the cost of the return carriage by passenger train. The space required for the exhibit is a 20ft. frontage with a wall space behind.

CASE No. 1. Models showing development of human set of teeth.

1. New-born baby.
2. Five-year-old child.
3. Nine-year-old child.
4. Grown-up person.

CASE No. 2. Models showing

1. Upper and lower jaws of child aged 4 years.
2. Adult jaw, showing root of teeth with nerves.
3. Adult jaw, showing decay, inflammation of pulp.
4. Section through canine tooth, showing structure.

CASE No. 3. Models showing diseases to which teeth are liable.

CASE No. 4. Models of molar teeth showing progress of decay.

CASE No. 5. Models showing various deformities of the jaw.

CASE No. 6. Models of dissections of the face showing blood vessels and nerves supplying the teeth, eyeball, etc.

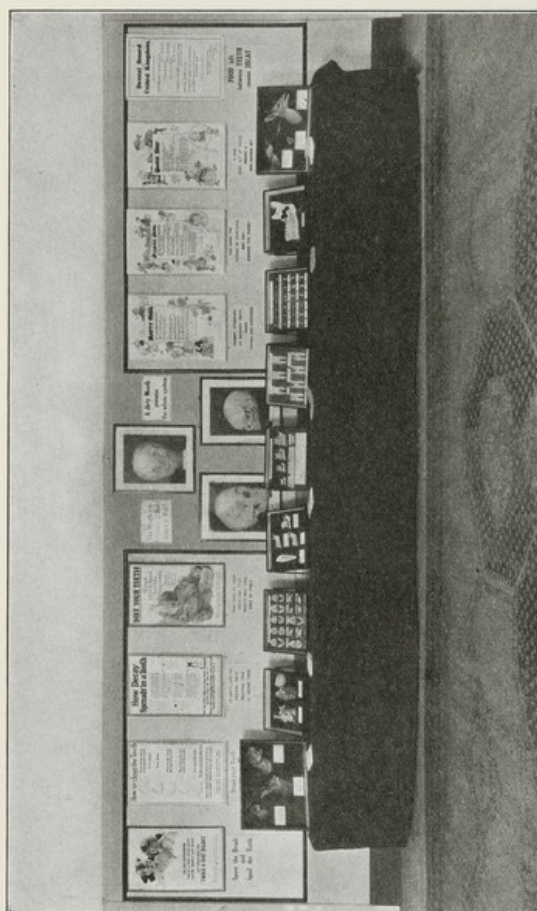
CASE No. 7. Enlarged model of jaw, showing the permanent dentition.

CASE No. 8. Animal heads mounted to show varying forms of dentition. Monkey, Ocelot, and Hare.

CASE No. 9. Animals' heads mounted to show varying forms of dentition. Pike, Antelope, and Snake (Puff Adder).

Enlarged photographs of skulls of new-born baby, seven-year-old child and adult person.

Dental mottoes, posters, leaflets, etc.



How to clean the Teeth

Clean out the spaces
between the teeth

First outside

Then inside

Then brush along
the tops of the teeth.

Then clean the outside of the teeth

- Then clean the insides

Do the s

THEN WASH YOUR MOUTH
AND YOUR TEETH WITH

Take care of your
your teeth will take

Issued by the HENTON BOARD of the United Kingdom

How Decay Spreads in a Tooth

THE DECAY BEGINS IN A LITTLE PIT OR CRACK IN THE HARD OUTER COVERING, WHERE FOOD & GERMS HAVE COLLECTED

THE DECAY REACHES THE
SOFTER INNER SUBSTANCE
OF THE TOOTH & BEGINS
TO UNDERMINE THE
OUTER SHELL.

THE OUTER SHELL BREAKS AWAY. THE DECAY SPREADS TOWARDS THE PULP OF THE TOOTH. POISON IS COMING INTO THE MOUTH THROUGH THE OPEN SORE.

THE DECAY HAS REACHED THE PULP OR NERVE & HAS SPREAD DOWNWARD AN ABSCESS IS FORMING AT THE ROOT OF THE TOOTH AND POISON IS BEING ABSORBED INTO THE BLOOD

**Get the little holes in your teeth stopped
before they go too far!
They will never stop of their own accord!
Don't wait till the tooth hurts!**

TAKE CARE OF YOUR TEETH & YOUR TEETH WILL TAKE CARE OF YOU.
 JOHNSON & JOHNSON, MANUFACTURERS OF THE WHITEST TOOTH PASTE, 44 WALLACE STREET, LONDON, W. 1.



JESSICA JANE



OLIVER RUST



Dental Posters



Section of Dental Exhibit.

EUGENICS SOCIETY.

Tel. : Sloane 2086.

20, GROSVENOR GARDENS,
LONDON, S.W.1.

Secretary : Mrs. C. B. S. HODSON.

THE Eugenics Exhibit can be provided for Health Weeks and Health Exhibitions, accompanied by a demonstrator. The hiring charges are only nominal, but the fare, transport expenses and subsistence allowance (or hospitality) of the demonstrator are expected. Wall space will be required for the exhibit to the extent of about 15ft. to 20ft.

- A. Rabbit skins and chick skins, beans and peas, showing Mendelian breeding experiments. Charts ditto.
- B. Experiment in pure line beans, showing influence of environment on somatic characters and lack of influence on genetic factors.
- C. Charts showing normal mental and physical inheritance in man.
- D. Charts showing inheritance of intelligence and special talent.
- E. Charts of pedigrees showing inheritance of specific maladies.
- F. Mental Deficiency Exhibit—photographs of type, brains—normal and defective, charts giving family histories of inheritance of defect, and types of defect.
- G. Degeneracy Exhibit. Statistics of growth of C3 population, family history charts of pauper community, with normal control sample from same area.
- H. Charts of vital statistics, showing state of national health, increase and decrease of various sections of the population, birth rates, death rates, etc.

Literature, elementary and advanced, for sale.

FOOD EDUCATION SOCIETY.

Tel. : Museum 3433.

29, GORDON SQUARE,
LONDON, W.C.1.

Hon. Secretary : CHARLES E. HECHT, M.A., HON.M.C.A.

THE Society are pleased to arrange a Food Education Exhibit at Health Exhibitions. The exhibit covers the following subjects :— Food and Cookery, Food Values, Personal (including Oral) hygiene. Health books, pamphlets, leaflets and posters are on sale. An effective and practical poster is "The Ten Golden Rules of Food and Drink" (pink). Parcels of Health literature and posters are frequently supplied to Medical Officers for their Health Week campaigns. Special rates for quantities.

Publications include two standard works : (1) "Rearing an Imperial Race" and (2) "The Gateway to Health," dealing respectively with

Food, Cookery and Hygiene, the Child of the Wage-earner, and the Prevention of Diseases of the Teeth. These can be sent in the parcels or separately for inspection for a week, if postage is met.

Suggestions for displays illustrative of the following can be furnished :

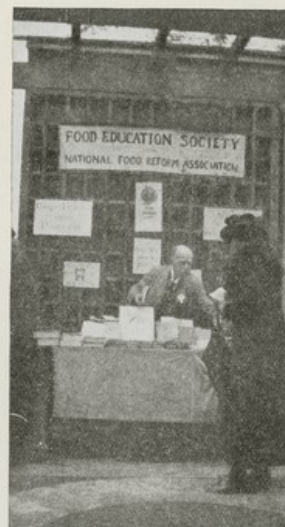
1. Undesirable and desirable foods :
(a) for adults ; (b) for children.
2. Correct and incorrect ending of meals.

These suggestions, should the demand warrant, will be available on attractive illustrated cards.

Cookery Demonstrations and Lectures can be arranged as part of the Health Exhibition or in Health Campaigns. Details and terms can be supplied upon application.

A film (non-inflammable), entitled "Food, Digestion and Air" (12 minutes), suitable for children equally with adults, may be hired at the cost of 10/- for one showing or 30/- for the week.

A Food Education Stand is found to add materially to the effectiveness of a Health Campaign.



FRUIT TRADES FEDERATION.
(FRUIT AND HEALTH SERVICE)



STATION BUILDINGS,
NEW BRIDGE STREET,
LONDON, E.C.4.

Tel. : City 6290.

Director : GORDON BOGGON, Esq.

Secretary : H. W. EALES.

THE Council, without any charges, provide a Display of Fruit of all kinds, built in a most attractive and artistic manner, in accordance with local requirements and space allotted. Fruit posters, Fruit leaflets, Fruit balloons, cardboard displays, etc., etc., are also included in the section of Fruit Health Propaganda. The Council arrange for their own demonstrators to be present on the stand, and if required, to give Fruit and Health lectures.

There is no stereotype form of Fruit Exhibit which varies with the seasons of the year and with the facilities available at each Exhibition. The minimum space required is 10ft. by 6ft., but the Federation prefer as much space being given as possible, in order to make the Fruit Exhibit attractive and pleasing. Below are some of the posters which may form part of the exhibit.

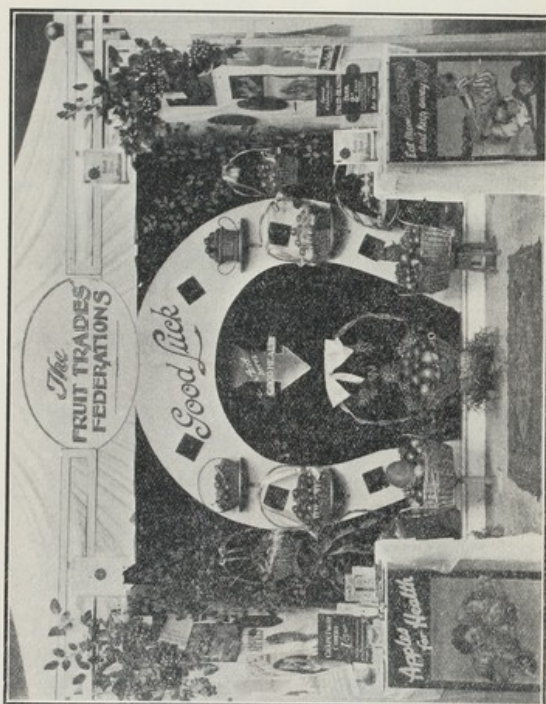


26



Fruit Posters.

27



Fruit Exhibit.



A GARDEN CITY is a Town designed for healthy living and industry ; of a size that makes possible a full measure of social life, but not larger ; surrounded by a rural belt ; the whole of the land being in public ownership, or held in trust for the community.

3, GRAY'S INN PLACE,
GRAY'S INN,
LONDON, W.C.1

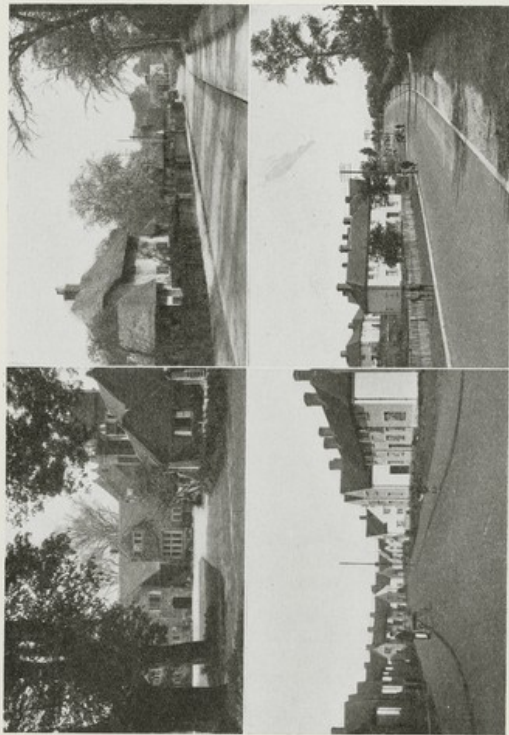
Tel Chancery 7267.

Secretary : ALFRED T. PIKE.

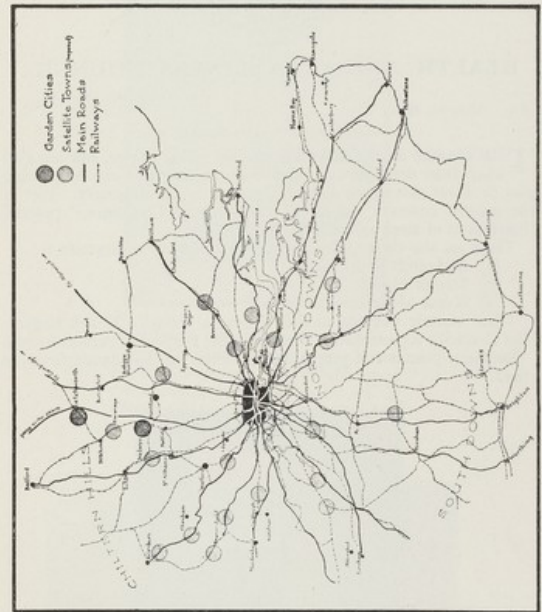
THE exhibit includes films on Housing, Transport, Congestion, Slums, Garden Cities, depicting conditions at Letchworth, South Wales, Thameside ; plans and photographs of new Housing Schemes, contrasted with Housing and Industry in a town not planned. A large library of lantern slides, illustrating each of the above-named aspects. The dimensions of the exhibit can be adapted to the available space.

The exhibit, not being a standardised one, can be made up and is available for simultaneous hiring. A nominal charge is made for the exhibition material, based upon the size and amount of the material sent. In every case, carriage to and from this office must be paid. Lectures can be arranged on any of these subjects.

Films relating to Letchworth, Welwyn, Hampstead Garden Suburb, South Wales and Thames-side may be had at one guinea per film per showing.



Garden City





HEALTH AND CLEANLINESS COUNCIL.

Tel. : Museum 8031.

5, TAVISTOCK SQUARE,
LONDON, W.C.1.

Secretary : MISS NORAH MARCH, B.SC.

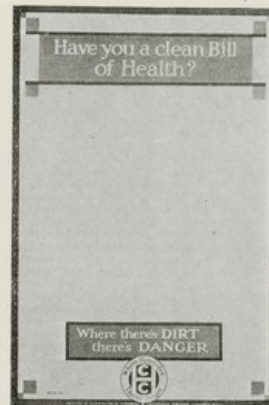
THE Council do not make any specific hiring charge, but are glad when local organisers of exhibitions are able to assist in meeting part or whole cost of the display, though it is not obligatory. Part of the exhibit covers a display of "Health and Cleanliness" posters, illustrations of same are herewith reproduced.

There are also three electric working models to offer on loan—

- (1) Makeshift Bath Model.
- (2) Doctor Model.
- (3) Nurse Model.

These electric working models display a series of Health slogans. The Council's representative attends for the purpose of demonstration.

Booklets, posters and propaganda novelties are distributed from the stand.



This Poster has been specially designed to meet the needs of Organisers of Local Health Campaigns. It provides space for over-printing local details, and is attractively coloured in blue, white and red.



The Cinemotor Outfit.



Tel. : Langham 4200.

28, PORTLAND PLACE,
LONDON, W.1.

Secretary : A. SEYMOUR HARDING, F.S.S.

THE minimum charge of the exhibit for provincial exhibitions is ten guineas per week, though a specially reduced charge is made whenever such exhibitions are held within the Metropolitan area. The exhibit is under the supervision of an official of the Institute, who is able to give short talks on Food and Hygiene where desired.

The complete display occupies from 15 ft. to 25ft. of wall space, or a corresponding area for a built-up stand and includes :—

A series of three large framed charts, forming a graphic illustration of the new Regulations concerning Preservatives in Foods. Actual specimens of prohibited and permitted Preservatives and colouring matters are shown in phials on these charts with adequate explanations.

A simple explanation of Vitamins in chart form, and also graphically, by groups of foodstuffs placed on dishes.

A chart showing the grading of milk.

A series of very modern charts, showing the composition of many everyday articles of food ; these are supplemented by a graphic demonstration consisting of dishes containing groups of fatty, starchy and protid foods.

A case of illuminated slides, showing contaminated foodstuffs.

Specimens of wrapped and unwrapped foods.

Exhibits explaining (1) Dental Hygiene ; (2) Nasal Hygiene ; (3) Hygiene of the Scalp ; (4) Personal Cleanliness and other aspects of Hygiene.

Novel Health Competitions are arranged for adults and for school-children.

A small exhibit can be loaned on occasions when the complete display cannot be accommodated.

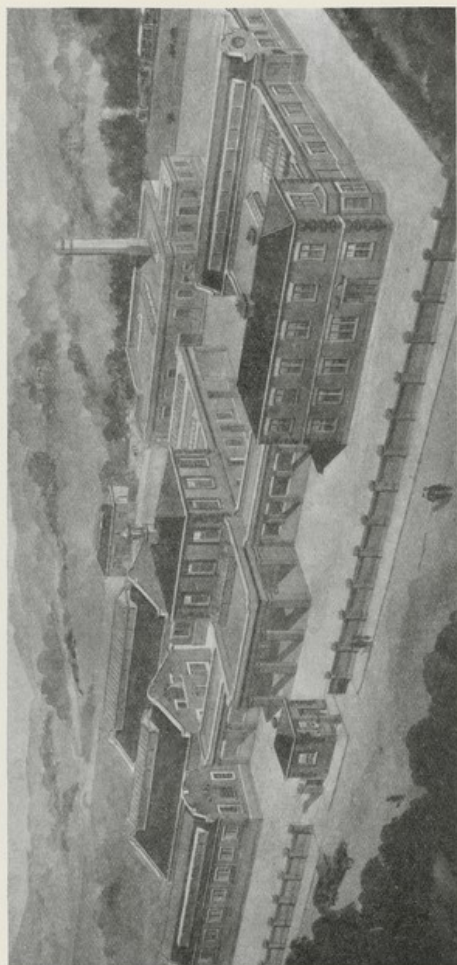


MODEL ABATTOIR SOCIETY.

Hon. Secretary : REV. GEORGE MARTIN, M.A.

Tel. No. : Maida Vale 1606.

99, BUCKINGHAM PALACE ROAD S.W.1



Model of an Abattoir (5ft. by 4ft.) for display can be lent free, subject to all cost of carriage being paid and that any injury to same be made good. May be seen at above address.

NATIONAL COUNCIL FOR MATERNITY AND CHILD WELFARE

(in which is included the National League for Health, Maternity and Child Welfare).



Tel. : Grosvenor 1420.

CARNEGIE HOUSE,
117, PICCADILLY, LONDON, W.1.

Organiser : MISS M. H. KEATING.

Secretary : MISS O. MOFFATT.

CONSTITUENT SOCIETIES.

ASSOCIATION of Infant Welfare and Maternity Centres. Central Council for the Care of Cripples. Incorporated Midwives' Institute. Institute of Infant Welfare Fund. Invalid Children's Aid Association. Mothercraft Training Society. National Association for the Prevention of Infant Mortality. National Baby Week Council. National Council for the Unmarried Mother and her Child. National Health Society. National Institute for the Blind (Blind Babies' Department). National Society of Day Nurseries. State Children's Association.

CHILD WELFARE TRAVELLING EHHIBITIONS.

The Child Welfare Travelling Exhibitions, which have been touring in towns, villages, and rural areas for the past six years, include sections from ante-natal care to the health of the school child, thus forming a complete exhibition in the general principles of Health Propaganda.

There are two complete Child Welfare Travelling Exhibitions, each comprising over 2,000 exhibits, and divided into the following sections :

CLOTHING, including model garments for infants and young children ; dolls dressed in miniature ; model baby doll, etc.

ANTE-NATAL SECTION, illustrated by diet and clothing for the expectant mother, etc.

BREAST FEEDING SECTION, illustrated by charts and photographs.

FOOD SECTION, including menus for young children, vitamin exhibit ; production of clean milk ; photographs of deficiency diseases.

CARE AND CURE OF INVALID AND CRIPPLE CHILDREN, including photographs of "before" and "after" cases, sunlight treatment for tuberculosis and rickets, etc., educational work at special schools.

DAY NURSERY SECTION, with models of furniture; Montessori and educational apparatus; photographs; work of the Nursery Training Colleges.

DENTAL EXHIBIT of casts, models, photographs, etc.

CHAMBER OF HORRORS—the common dangers and what to avoid.

LITERATURE STALL.

FREE LEAFLETS.

LANTERN SLIDES.

ILLUSTRATED POSTERS AND PANELS, for all the sections.

Material for draping the tables is included with the Exhibition, but a suitable backing must be provided locally. This must be 5ft. above the tops of the tables, and sufficiently strong for the hanging of posters, charts, photographs, etc.

SPACE REQUIRED.

The Travelling Exhibition requires a minimum of 150ft. in length of table with wall space behind, but, in order to display all the exhibits to their full advantage, 200ft. is required. It will thus be seen that a large hall is required for the exhibition. It takes one-and-a-half days to arrange the exhibits and half-a-day to pack.

EXHIBITION FOR RURAL AREAS.

A smaller exhibition suitable for villages is available at special terms.

LECTURER.

The arrangement of the exhibits is difficult and exacting. Since each article has its allotted place, an intimate knowledge is required. The complete exhibitions are, therefore, never sent out without a lecturer in charge. The lectures to mothers, to the general public, to fathers and to schoolchildren form a very important branch of the work of the Travelling Exhibition. Lectures on the following subjects are given :—

With Lantern Slides.

Mothercraft (the work of our Infant Welfare Centres).

Care of the Teeth.

What Sunlight is doing for the Children.

Breast Feeding.

Without Lantern Slides.

Value of Hygienic Clothing.

Food, What We Should Eat and Why.

Ante-Natal Care, etc.

CHARGES FOR HIRE.

The hire of the Exhibition in charge of a lecturer, is :

£17 17s. od. for one week.

£10 10s. od. for half-a-week,

in addition to travelling and transport expenses and hospitality for the lecturer.

GRANT FROM MINISTRY OF HEALTH.

The Exhibition is eligible for a 50 per cent. grant if claimed by the Local Authority responsible for the Maternity and Child Welfare work of the area.

The charges do not cover the cost of the Exhibition. These are reduced to a minimum figure to enable the smaller places to hire the Exhibitions.

TRANSPORT.

Each Exhibition packs into four large hampers weighing approximately 7 cwt. These are accepted at a special rate by the railway companies if sent by passenger train in charge of a lecturer. The Exhibitions are, therefore, quickly conveyed from place to place.

SALE OF EXHIBITS.

Posters, literature, patterns of infants' and children's clothing, and single exhibits can be bought.

There are two Exhibitions as described above, and a third smaller Exhibition which is useful to supplement local collections.

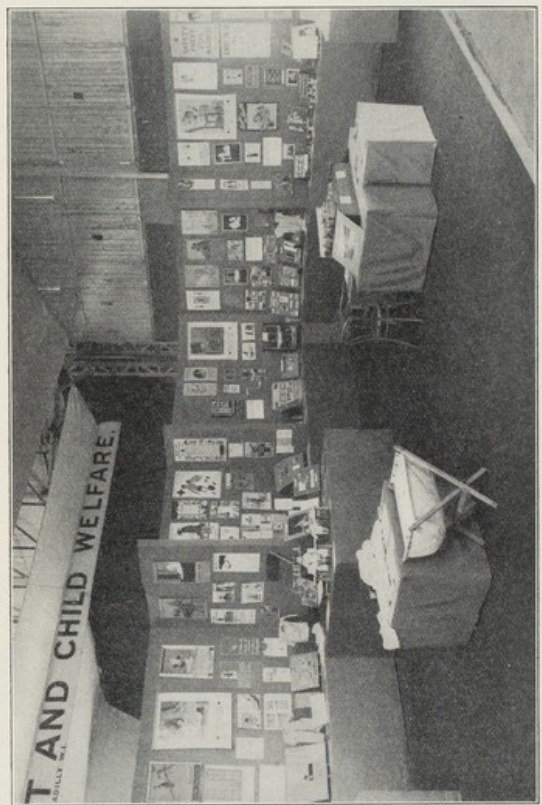
PERMANENT EXHIBITION.

A collection of exhibits and posters is on view daily at Carnegie House, 117, Piccadilly, W.1.

All enquiries should be made to the Organiser, National Council for Maternity and Child Welfare, Carnegie House, 117, Piccadilly, W.1.



Travelling Exhibition of the National Council for Maternity and Child Welfare as shown at the International Exhibition on Housing and Social Progress, Paris, 1928.



Travelling Exhibition of the National Council for Maternity and Child Welfare as shown at the International Exhibition on Housing and Social Progress, Paris, 1928,

NATIONAL MILK PUBLICITY COUNCIL

Tel. No. : Museum 7224.

33, GORDON SQUARE, W.C.1.

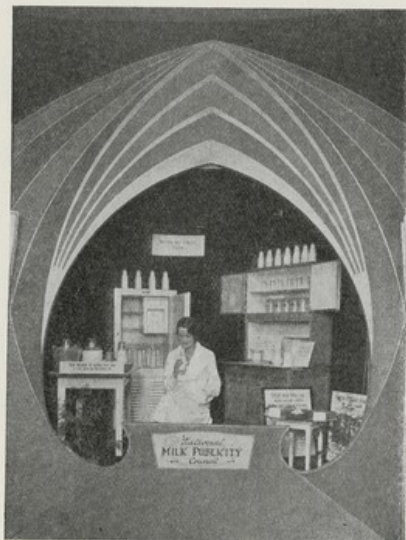
Organiser : A. D. ALLEN, O.B.E.

THE Council are always prepared, by arrangement, to give Medical Officers of Health and others help with regard to Health Weeks. Milk Propaganda Exhibits usually occupying approximately 15ft. by 3ft. can be provided.

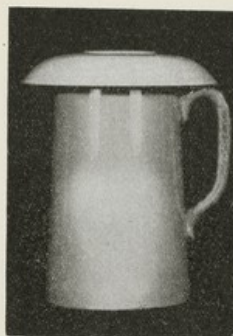
The Council has a trained staff of demonstrators who illustrate different ways in which milk may be used in cooking. The services of lecturers capable of speaking on the food value of milk and on the technical aspect of milk production and distribution, may be obtained. Lectures can be illustrated by diagrams, models, slides or films. A synopsis will be sent on application.

PURCHASE PRICE OF WINDOW DISPLAYS.

	Price
SET 1. "Amount of Milk consumed daily by each individual in various countries." Two cards 19ins. x 25ins., and 5 cards with tapes to tie on the necks of quart bottles, with instructions showing the amounts to be placed in each bottle	6/6
With large cards framed under glass	£1 1/-
SET 2. "Comparison of the energy value of milk and other foodstuffs." One card 19ins. x 25ins., "One pint of milk costs 3½d. and approximately equals in food value any one of the following" with 4 small cards for foodstuffs	5/-
Framed under glass	£1 1/-



44



Milk Jug perfectly covered with a saucer.



Bottle perfectly protected with tumbler.

- SET 3. One card 19ins. x 25ins., "Milk is the best source of lime" with 5 small cards showing the amounts of other foods which would have to be consumed to obtain the same quantity 5/-
- SET 4. One large card "An excellent prescription for good health" 5/-
- SET 5. One large cardboard milk bottle with Food Fairies attached, illustrating the functions of the milk constituents 10/-
- SET 6. Four cards drawing attention to the advantage of liquid milk as compared to dried or condensed milk, with labels to go round tins 7/6
- SET 7. A large milk bottle of flat wood, approximately 8ft. 6in. high, for carnival purposes 15/-
- SET 8. Display illustrating the Medical Research Council's Experiments on Diets for Schoolboys per week 10/-
- Similar display, modified and framed under glass £2
- SET 9. Shop window display with 3 changeable painted backgrounds to fit into a stand per week 5/-
- FILMS. 5/- per week or portion of a week.
- SLIDES. Illustrating the food value, production and distribution of milk. Hire : 3d. per slide per week. Purchase : 1/6 per slide.
- Price list sent on application.



A good type of milk jug and 2 bad types of milk jugs.

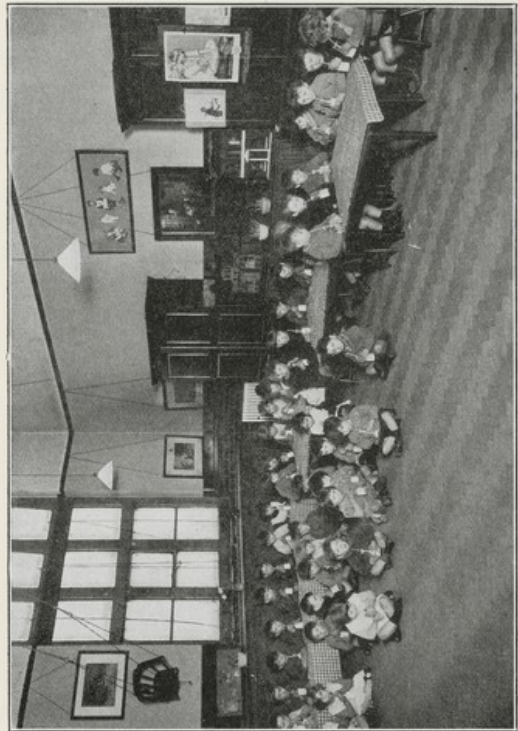
45

DRINK MORE MILK



A MILK SERVICE SCHEME.

There is ample evidence to establish the fact that if children are given milk at school each day, they will profit physically and mentally, to a degree which is hardly credible.



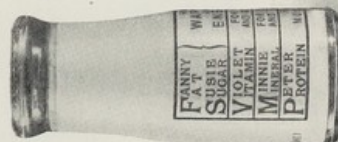
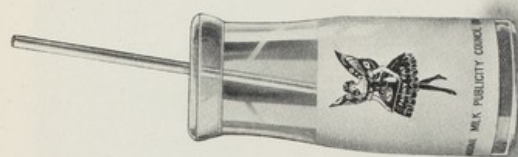
A Milk Club in a London School.

The Council realise that those children who are ordered milk by the School Medical Officers can in fact obtain it at the present time. They feel very strongly, however, that all children would be better if milk could be obtained during school hours, providing at the time that it is needed, between breakfast and the mid-day meal, just the right kind of food to renew the child's energy.

The difficulty has been that the supply of milk in schools has been found to entail certain additional work on the part of the teachers, as it has devolved on them to measure out and give to the children the pennyworth of milk. With the object of avoiding this drawback, the National Milk Publicity Council suggest the formation of a milk club in every school, the members of which should bring to their teachers one penny per day for each school day.

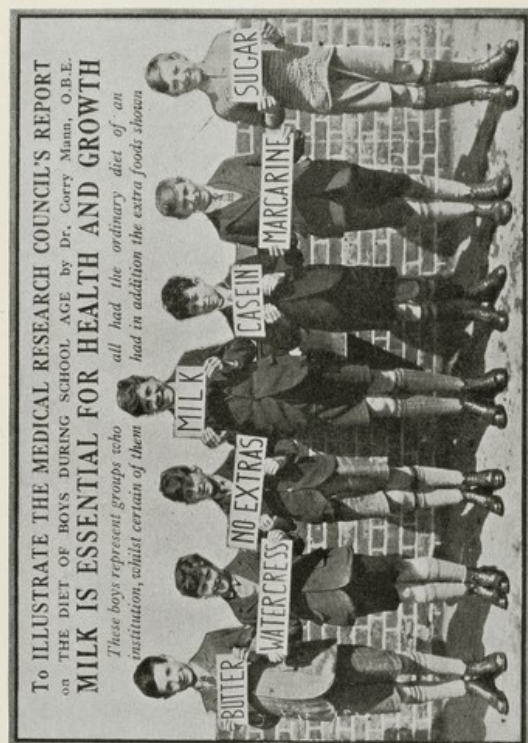
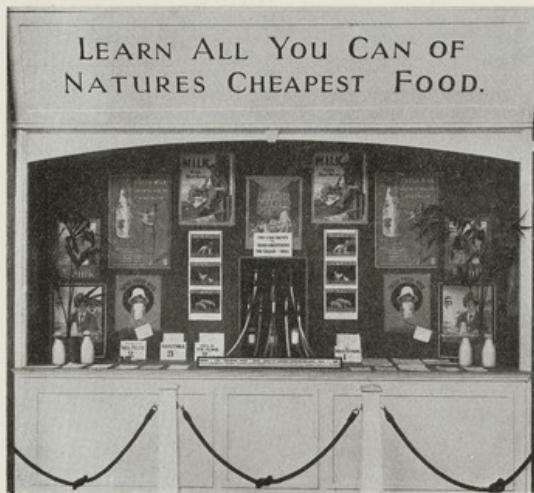
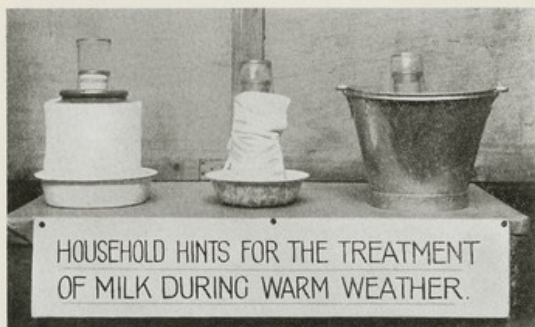
With the assistance of the dairymen the Council have been able to make satisfactory arrangements, by which, for this amount, each child shall receive a bottle containing one-third of a pint of milk, sealed and supplied with a straw so that the milk may be consumed slowly. The dairymen will deliver these bottles daily in the numbers required, and will collect the empty bottles which will then be washed and sterilised by the dairymen. In every case where milk is supplied under the scheme, the National Milk Publicity Council will ask the Medical Officer of Health to approve of the source of supply. This we believe obviates the objections previously felt to a school milk service, and makes it possible for all school children to become members of a milk club, and so to improve their physical condition and to make them more capable of benefiting by the education which they receive.

The following films are available for hire :—"Production of Clean Milk," "Distribution of Clean Milk," "Butter-making," "Cheese-making," and "Founded on Fact."



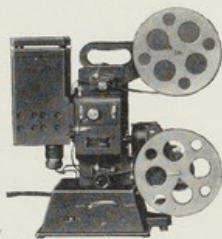
Milk bottles of registered design, as used in Milk Clubs.





*Motion Picture Propaganda
has Proved its Worth*

**Increase the Field and
Decrease the Cost by using
A "KODASCOPE"**



Portable—Simple to use—Reliable

*Any standard film can be reduced to
16 m.m. sub-standard to suit this projector*

Medical Department
Kodak Limited, Kingsway, London, W.C.2.

NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS.

Tel. : Museum 2577.

1, GORDON SQUARE,
LONDON, W.C.1.

Medical Commissioner : DR. WILLIAM BRAND.
Secretary : MISS F. STICKLAND.

THE Association has equipped three motor caravans. Each caravan carries a medical man with special knowledge of Tuberculosis, as lecturer. The driver is also a cinema operator.

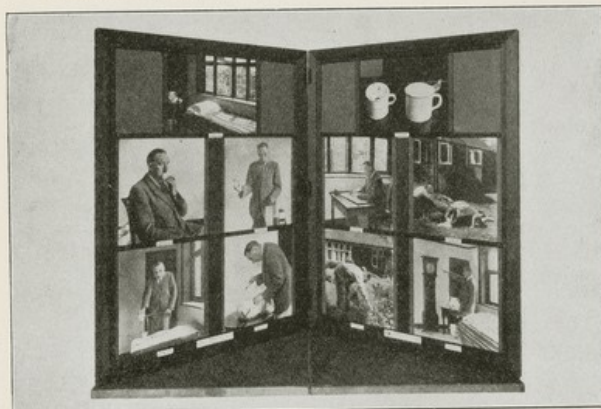
The equipment includes a cinema projector with lantern attachment and non-flammable films. Posters, charts, models and photographs are carried for the purposes of a small interesting tuberculosis exhibition.

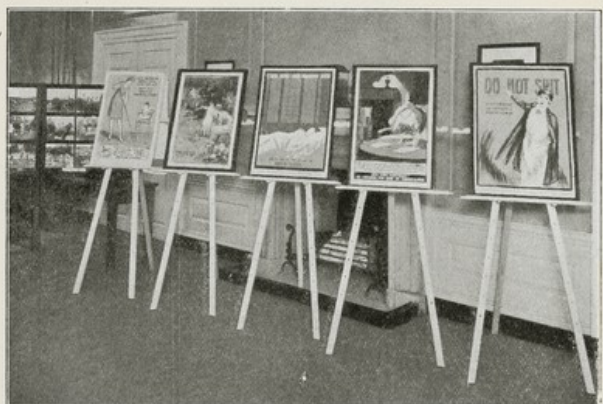
The exhibit consists of about 100 photographs illustrating the National Tuberculosis Scheme. These are mounted in suitable frames for showing on tables. It also contains models of open-air shelters, hygienic bedroom, hygienic and unhygienic cow-houses and a few smaller articles.

The space required for display can be varied according to local conditions. A space of 30ft. by 12ft. is ideal.

A nominal charge of £5 5s. od. per week is made. For this fee, the following is provided :—

- (1) Lectures illustrated by cinema films and lantern slides. (One or more lectures daily, as required.)
- (2) The Tuberculosis Exhibit.





The following film may be hired :—

AIR AND SUN (300 feet).

SYNOPSIS :

The subject of this short but picturesque film is the benefit to be derived from air and sun, not only as a means of special treatment for the diseased but generally in strengthening and hardening the delicate and weakly, by a return for a time to the natural life, which owing to the restrictions of modern conditions we have too largely lost.

The scenes are chiefly laid in Switzerland, which is shown not only as a land of winter, but as a land of the sun and of summer beauty.

Similar methods are being followed in our own country, but need wider application.

The film touches on adults, but deals chiefly with children, who have the greatest claim on our protective care.

It shows that in the case of delicate children their school life need not be interrupted, but that training of the mind and body can go hand in hand. Nature herself, too, will be an object lesson which must insensibly expand and improve the mind.

The early pictures show the invalid at rest under different conditions in the open, but with returning strength active pursuits, work, and sport take their place. We follow the children in their country rambles, at their games, their work in the fields and garden, and at their picnic meals. We see them also earnestly at their lessons in open-air schools. One cannot but be struck by their joy and interest in all they do, and by the activity and swing of all their movements. Fatigue seems unknown.

The life described is spent with the skin bare, and we see them hardening and bronzing till they brave the depths of winter without clothing, revelling amid ice and snow, skating, ski-ing, and tobogganing.



NATIONAL SAFETY FIRST ASSOCIATION.
(INCORPORATED)

119, VICTORIA STREET,
S.W.1

Tel. : Victoria 1371.

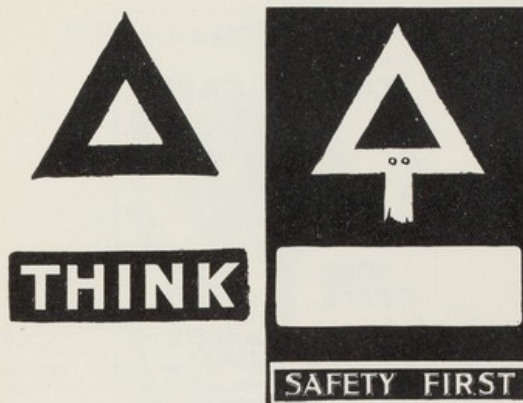
General Secretary : LT.-COL. J. A. A. PICKARD, D.S.O.

THE Association will be pleased to send free to Medical Officers and other representatives, sets of "Safety First" posters for display at Health Exhibitions and Health Campaigns. The size of the posters are 30ins. by 20ins.

Some of the special posters are as under :—

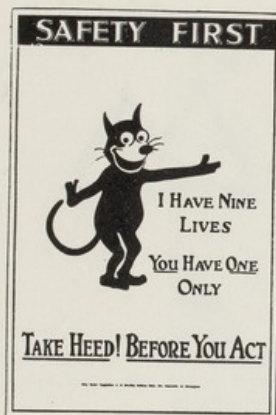
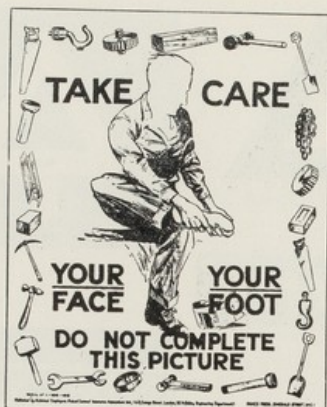


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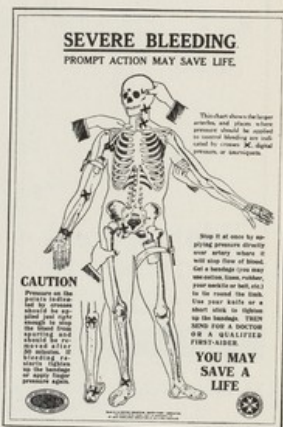


The above blocks are available for printing in two colours, and both colour blocks are shown separately.

59



60



PEOPLE'S LEAGUE OF HEALTH.

12, STRATFORD PLACE,
LONDON, W.1



Tel.: Mayfair 0386.

Founder and Hon. Organiser: MISS OLGA NETHERSOLE, R.R.C.

DISPLAY of Special-framed Health Posters which are offered on loan free of charge, postage to and from London being the only payment. The following Special Health Books, Pamphlets and Leaflets can also be supplied upon sale and return.

VITAMINS: WHAT WE SHOULD EAT AND WHY. Prof. R. H. A. Plummer, D.Sc. 1/1 post free

TEETH AND THEIR RELATION TO HEALTH. Sir Harry Baldwin, C.V.O., L.D.S., M.R.C.S.

ON EDUCATION OF THE PUBLIC IN SEX HYGIENE. C. J. Bond, C.M.G., F.R.C.S. PREVENTABLE DISEASE IN THE HOME. Sir Bruce Bruce-Porter, K.B.E., C.M.G., M.D.

POPULAR MYTHS REGARDING HEALTH. Charles Buttar, M.A., M.D.

THE CARE OF THE EYES. Ernest Clarke, M.D., F.R.C.S.

AN UNSUSPECTED FOE. Sir Anderson Critchett, Bt., K.C.V.O., F.R.C.S.

KNOWLEDGE OF WOMEN ABOUT THEMSELVES AND THEIR SEX. A. E. Giles, M.D., B.Sc., F.R.C.S.

THE WELFARE MOVEMENT. Sidney Gilford, M.B., Ch.B.

HABIT AND ADAPTATION. Sir Maurice Craig, C.B.E., M.D., F.R.C.P.

INDUSTRIAL BETTERMENT. Sir Thomas Oliver, M.D., LL.D., F.R.C.P.

PRINCIPLES OF DIET. Eric Pritchard, M.A., M.D., M.R.C.P.

THE BIRTHRATE. C. W. Saleeby, F.Z.S., F.R.S.E.

ALCOHOL AND ALCOHOLISM. W. C. Sullivan, M.D., B.Ch., B.O.A.

KNOWLEDGE OF GIRLS ABOUT THEMSELVES AND THEIR SEX. Mrs. Mary Scharlieb, C.B.E., M.D., M.S., J.P.

THE SEWAGE SYSTEM OF THE HUMAN BODY. Sir William Arbuthnot Lane, Bart., C.B., M.S., F.R.C.S.

Price 6d. each, postage 1/4d. extra.

SUN, THE HEALER. Dr. Auguste Rollier of Leysin.

1s., postage 1d. extra.

THE MIND AND WHAT WE OUGHT TO KNOW ABOUT IT.

Price 6s., postage 4d. extra.

SUNLIGHT AND HEALTH. Dr. Saleeby, F.Z.S., F.R.S.E.

Price 5s., postage 4d. extra.

(Not a publication of the League, but obtainable here.)

IMPERIAL HEALTH. ("THE LATEST KNOWLEDGE REGARDING THE CAUSES TREATMENT AND PREVENTION OF DISEASE WITHIN THE EMPIRE.")

Price 7s. 6d., postage extra.

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THE IMPORTANCE OF DIET IN RELATION TO HEALTH.

Price 3s. 6d., postage 4d.

SECOND GENERAL REPORT OF THE LEAGUE

4s. 6d.

For further information regarding the work of the League, Membership, Lectures, Publications, etc., please address Honorary Organiser.

For further information regarding the work of the League, Membership, Lectures, Publications, etc., please address : Honorary Organiser.

A short one-reel film, which can be hired by arrangement, illustrating by a simple story the value of periodic medical examination, having regard to the return so to be obtained in health and productive efficiency.

ROYAL SANITARY INSTITUTE.

(EMPIRE HEALTH WEEK COMMITTEE)

Tel. : Victoria 3739.

90, BUCKINGHAM PALACE ROAD,
LONDON, S.W.1.

Chairman : PROF. A. BOSTOCK HILL, M.Sc., M.D., D.P.H.

Secretary : J. W. DUDLEY ROBINSON, M.Sc., Ph.D.

THE movement known as HEALTH WEEK was instituted in 1912, and at the request of a meeting of Local Authorities in 1914, the Institute appointed a Committee to undertake the central organisation.

During Health Week every effort is made to focus public attention on matters of Health, and to arouse that sense of personal responsibility for Health, without which all public work, whether by the Government or Local Authorities, must fall far short of its aims. The slogan of the movement is "Self Help in Health," and the consideration of what each individual can do for himself and his neighbour in securing a healthy life.

The immediate purpose of Health Week is to make health during the week the chief topic of public concern ; to secure the recognition of the fact that disease is a thing which can and should be prevented ; to impart sound information as to public and personal hygiene, and to build up a public opinion which will not tolerate a high disease rate or excessive infant mortality, and which feels as a personal reproach the sight of an ill-nourished or neglected child.

SUGGESTIONS FOR PROGRAMME.

The Health Week Committee have tabulated the following as being suitable for inclusion in a Health Week programme :—

Sermons in Churches and Chapels—Lessons in Sunday Schools.
Addresses—P.S.A.'s and Societies, Adult Schools.
Lessons and Addresses in Day Schools. Essays by Children.
Health Talks at Factories, Clubs, Mothers' Meetings, Literary and other Societies, Co-operative and Friendly Societies, etc.
Lantern Lectures and Cinematograph Shows.

Lectures in Town Halls and Municipal Buildings.

Health Exhibitions. Baby Competitions.

Healthy Houses. Furnishing—Cleaning—Model Cottages.

General Cleaning-up days.

Visit to Municipal Works : Disinfecting Stations, Water Works, Cleansing Stations, Infant Welfare Centres, Hospitals, Housing, Open-air Schools, etc.

Exhibitions by Gas Department and Electrical Department with Lectures on Cookery, Smoke Abatement, etc.

Demonstrations or Exhibitions on Home Nursing, Housewifery, Infant Care, Physical Culture, Morris Dancing, and in Schools or other suitable places.

Demonstrations by Boy Scouts, Girl Guides, Lads' Brigades, Girls Brigades, on Ambulance and First-Aid.

HEALTH WEEK LEAFLETS.

The following leaflets can be obtained upon application, at reasonable rates :—

1. Notes for simple Half-Hour Health Talks to Children (suitable for medical lecturers and others). They cover the following subjects :—
Fresh Air, Light and Sunshine, General Cleanliness, Cleanliness of Hair, Teeth and Nails, Clothing, Healthy Homes, and Infant Care.
2. Why the Clergy should Help.
3. Suggestions for a Lesson to be given in Sunday Schools.
4. Notes for a Lecture on "What do we get from the Rates ?"
5. What the League of Nations has done for the Health of the World.

The Empire Health Week Committee will be pleased to send copies of the Statement of its Aims, with suggestions for the organisation of local celebrations, and to give advice and assistance, as far as possible, in the propagation of Health Week Campaigns.

SMOKE ABATEMENT LEAGUE OF GREAT BRITAIN.

23, KING STREET,
MANCHESTER.

Secretary : ARNOLD MARSH, M.Sc.

THE League will be pleased to assist in propagating smoke abatement at Health Exhibitions, and the provision of lecturers at same (if required), the following are available for display on loan :—

Mounted photographs, showing smoke damage etc.

Charts.

Exhibits showing damage to vegetation.

Mounted photos of sunlight treatment (roller)

Literature for sale (discount allowed)

Smoke and Health literature free.

SUNLIGHT LEAGUE.



Tel. : Museum 0658.

29, GORDON SQUARE,
LONDON, W.C.1.

Secretary : MISS E. BANNISTER.

THE League furnishes an exhibit of Photographs, Books and Pamphlets dealing with various aspects of outdoor life and sunlight treatment, both natural and artificial. A film, "The School in the Sun," is available, and a set of very good lantern slides with pictures of the treatment at Hayling Island, Leysin and other well-known centres. Suitable garments for children sun-bathing can also be shown.

The hiring charge for lantern slides is 10s. 6d. for each showing, plus postage and payment for any damage done. The space occupied can vary to suit the circumstances.

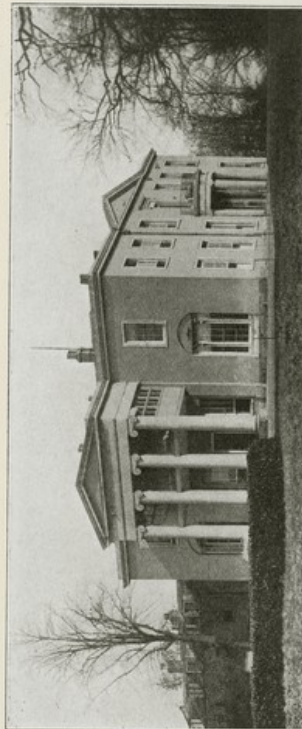
PAPWORTH VILLAGE SETTLEMENT.

Tel. : Coxton 18 and 19.

PAPWORTH HALL,
NEAR CAMBRIDGE.

Medical Director : P. C. VARRIER-JONES M.A., M.R.C.S., L.R.C.P.

THE Tuberculosis Exhibit consists of photographs of the work industries at Papworth, together with diagrams and a model of the "Papworth Shelter." The latter is not essential but is found to be of interest to lay folk. Space required is approximately 6ft. by 4ft. The exhibit is loaned free, excepting carriage and postal charges. Where the shelter (2ft. each way) is required, this would have to be insured in the sum of £15.



Papworth Hall.

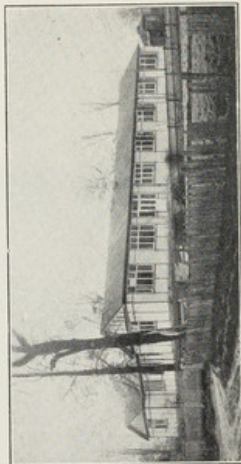


The Chalets.

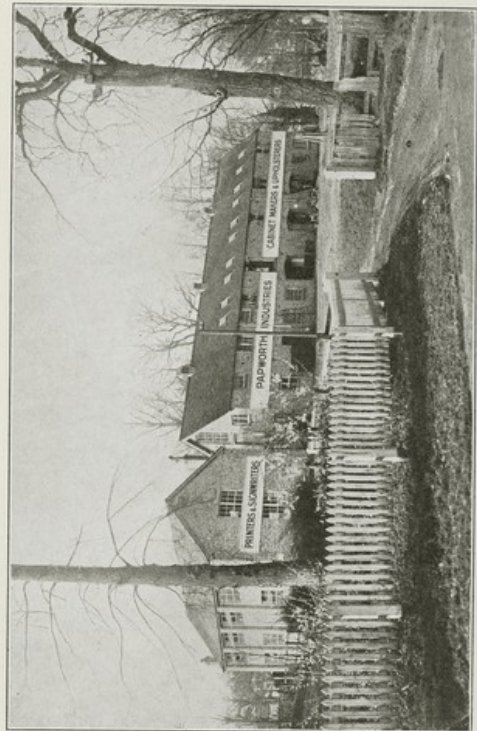


Model Cottages.

66

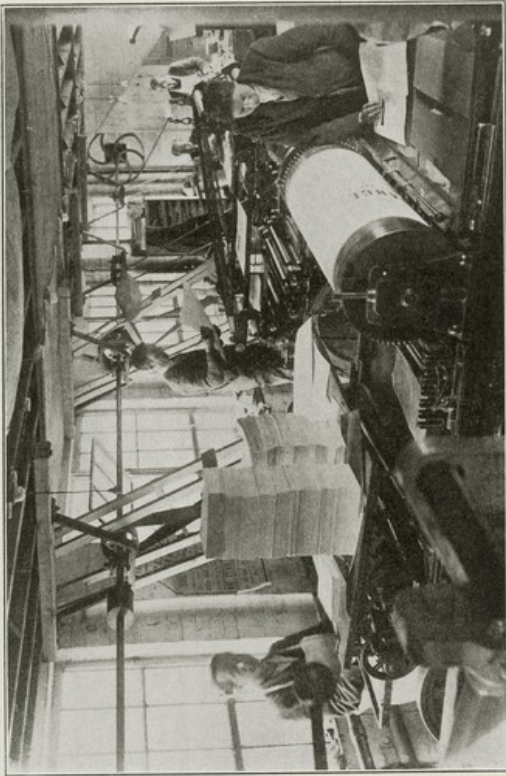


Hostel.

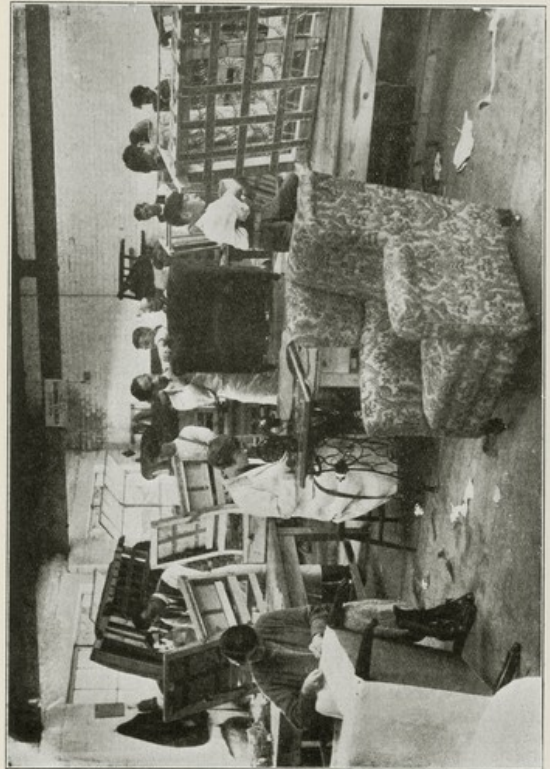


Workshops.

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Printing Department.



Upholstery Department.

WELCOME MUSEUM OF MEDICAL SCIENCE.

ENDSLEIGH COURT,
33, GORDON ST.,
LONDON, W.C.1.

Tel. No. : Museum 7086.

Director of Museum :

S. H. DAUKES, O.B.E., B.A., M.D., D.P.H., D.T.M. & H.

THIS Museum gives a general survey of human disease from every aspect. The causation, pathology, symptomatology, treatment and prevention of disease are demonstrated by means of pathological specimens, models, paintings and photographs in such a way that they convey a graphic picture of the more important features.

Associated with each disease a short summary is set forth of the important points ; also there is a file containing abstracts with regard to all the more recent work.

The Museum is a large one, consisting of twenty halls, and deals with over a hundred diseases. Much that is shown, more especially with regard to causation and prevention has a definite bearing upon the various requirements of health propaganda work.

The Museum is open to all practitioners of medicine, health officers, students and laymen engaged in health work.

WESLEYAN AND GENERAL ASSURANCE SOCIETY.



ASSURANCE BUILDINGS,
STEELHOUSE LANE,
BIRMINGHAM

General Manager : A. L. HUNT.

THE Exhibit consists mainly of the following items :—

A Run-Syne machine carrying health messages.

Fresh Air and Sunshine Exhibit.

A large Diet Chart.

The Dental Exhibit consists of birds fixed inside crocodile's head with open jaws, showing crocodile's idea of dental hygiene.

A series of twelve different Slogan Cards, measuring 17ins. by 10ins.

These are the main items for the exhibit, and at the stand it is usual to distribute supplies of the Society's various leaflets, which are as follows :—

"First Aid," "Influenza," "Measles," "Kill that Fly," "Infantile

Diarrhoea," "Cancer," "Scarlet Fever," "Diphtheria," "Tonsils and Adenoids," "Care of the Teeth," "Rheumatism," "Whooping Cough," "The Whys and Hows of Diet," Nos. 1, 2, 3, 4, 5, and 6 "Exercise—Why and How We Should Take It," and "Exercises, for Health."

The space in which this exhibit can be placed varies in size but in order to show off the various items satisfactorily, one of approximately 18ft. by 8ft. is desirable.

The exhibit is not available for simultaneous hiring.



CENTRAL COUNCIL EXHIBITS.

MILK PHOTOGRAPHS (25).

CARD photographs (size 12ins. by 15ins.), illustrating the Production of Milk under Dirty and Clean conditions.

No. 1 to 9 Cards—Bacteria Conditions.

No. 10 to 12 " —Dirty Conditions.

No. 13 to 25 " —Clean and Modern Conditions.

Hiring charge, 2/6 plus cost of carriage.

LANTERN SLIDES.

1. "PERSONAL HEALTH" LANTERN LECTURE (47) suitable for scholars and adolescents, covering the following subjects :—(a) Recruiting Health Campaign, (b) Human Body, (c) Germs and Dust, (d) Sunlight and Sunshine, (e) Flies, (f) Foods, (g) Right Posture, (h) Dental Hygiene, (i) Mental Hygiene, (j) Fresh Air, (k) Cleanliness, (l) Child Welfare, (m) Health Maxims, (n) Health Commandments.

Hiring charge, 7/6 plus cost of carriage.

2. "HEALTH SLOGAN" LANTERN SLIDES (49), suitable for display at Cinemas, Lantern Lectures, during Health Exhibitions, Health Week Campaigns, etc. Child Welfare 3, Fresh Air, Sunlight and Sunshine 11, Cleanliness 6, Coughing and Sneezing 3, Refuse 2, Clean Milk 2, Clean Teeth 4, Food and Diet 6, Fly Danger 5, Keep Fit 1, Health Hints 6—49 (See illustrations on pages 72-76).

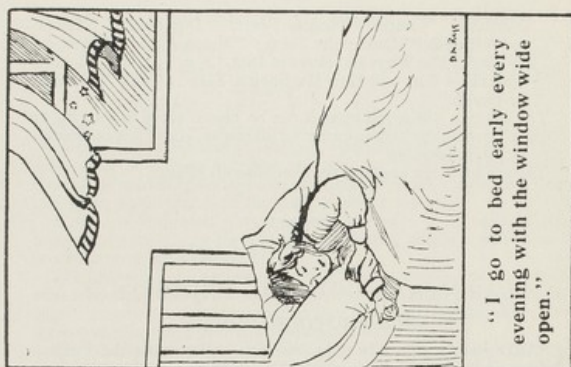
These slides may be purchased upon application to Medical Officer of Health, Plymouth.

Hiring charge, the set 7/6, plus cost of carriage.

3. "VENEREAL DISEASES" LANTERN SLIDES (26). On loan free, excepting cost of carriage.

4. "GENERAL HEALTH" LANTERN SLIDES (33), covering the following subjects :—Nursing Don'ts 4, First Aid 3, Dangers to Health 12, Tuberculosis 4, General 10.

On loan free, excepting cost of carriage.



IF YOU
FIND
DIRT
AT THE
BOTTOM
OF YOUR **MILK JUG**
TELL YOUR
Medical Officer of Health
AND COMPLAIN TO YOUR
MILKMAN.

Health Slogan Lantern Slides.



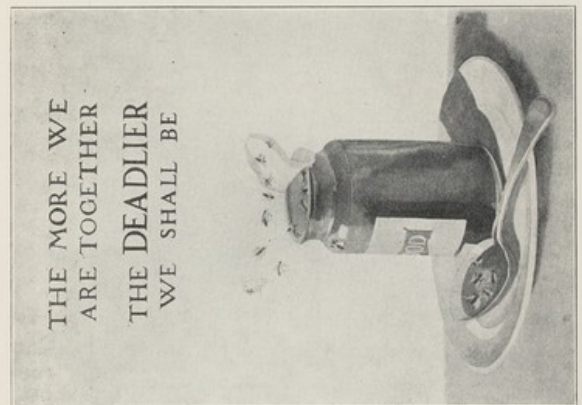
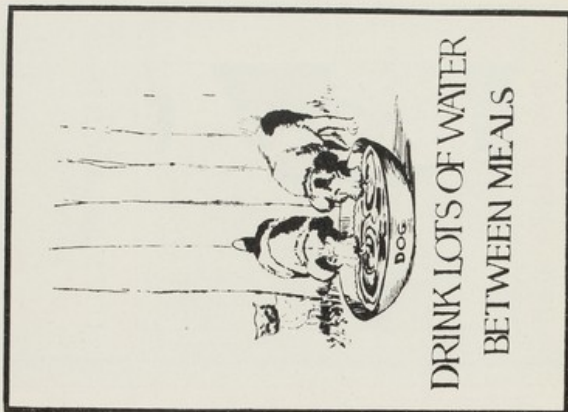
DO YOU WANT
To be Strong, Healthy and Happy,
to be Good at Games and Work and
to be Successful?

THEN REMEMBER TO HAVE
Clean and Fresh Air.
Clean and Fresh Food.
Clean hands at every meal.
Clean bodies and clean clothes.
Clean beds and plenty of sleep.
Clean teeth all the year round.

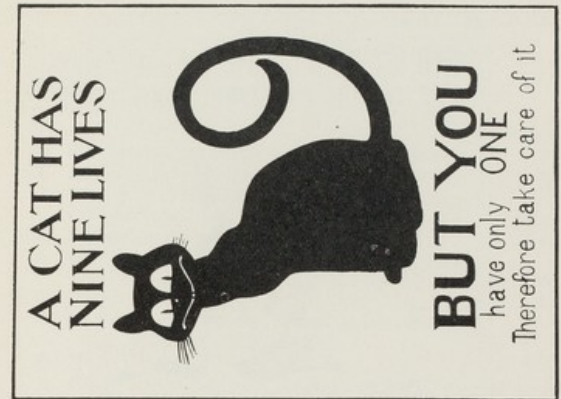
Health Slogan Lantern Slides.



Health Slogan Lantern Slides.



Health Slogan Lantern Slides.



SUNSHINE & FRESH AIR
ARE THE BEST DISINFECTANTS



AND

THEY COST NOTHING

THE HEALTH STAKES



1 ST	SPICK AND SPAN.	ALSO RAN	SCURVY PUP
2 ND	MOORLAND BREEZE.		SLOVENLY
3 RD	WILLING WORKER		AND WORKSHY.

Health Slogan Lantern Slides.



CENTRAL COUNCIL HEALTH CARD DISPLAYS.

(Suitable for Health Week Exhibitions, etc.).

No.	Size (inches).
1. BOY SMILING AND VERSE OF VALUE OF A SMILE ..	7 × 7
2. HEALTH FIRST—HEALTH BEFORE WEALTH ..	9½ × 6½
3. "THE WAY TO HEALTH"—CARE OF THE TEETH (Signpost of Toothbrush) ..	7 × 9
4. PROTECTION AGAINST TUBERCULOSIS (Hints) ..	10 × 6
5. GATEWAY TO HEALTH (Smiling Girl showing Clean Mouth and Teeth) ..	6 × 10
6. "SWAT THE FLY" ..	9 × 8
7. HEALTHGRAMS—PASSWORD TO HEALTH, DEEP BREATHING, AND HEALTH TO YOU ..	9 × 8
8. "SAFETY FIRST" ..	6 × 6½
9. CLEANLINESS IS HAPPINESS (Smiling Eton Boy) ..	18 × 5½
10. HEALTH AND EFFICIENCY (Red Arrow Signal) ..	2½ × 14
11. PREVENTION IS BETTER THAN CURE (Health Week—Health and Cleanliness—Hygea) ..	8½ × 7½
12. "SUNSHINE OF THE HOME"—THE HEALTHY CHILD ..	10 × 6
13. HYGEIA (3 Photographs of Human Life) ..	8 × 10
14. HEALTH—REGULAR EXERCISE (2 Acrobatic Boys) ..	13½ × 9½
15. MOTHER AND BABY—PERSONAL CLEANLINESS ..	14 × 9½
16. A.B.C. OF LONG LIFE—TO-DAY SAVE, TO-MORROW ENJOY—GOOD HEALTH ..	14 × 9½
17. GREAT SECRET OF HEALTH IS CLEANLINESS (Child having a Bath) ..	14 × 10½
18. THE HEALTHY LIFE (Happy Boy—Wash 'Ere You Work) ..	18½ × 8½
19. CHILDREN NEVER FORGET THE LESSONS OF A CLEAN HOME (Illustrated) ..	16 × 10
20. KEEP FIT—ENJOY LIFE (Female Figures in all Sports) ..	33½ × 24
21. BALCONY CARD OF PEOPLE APPEALING—"SEE THAT YOU VALUE THE BLESSING OF GOOD HEALTH" ..	9 × 24½
22. PHOTO-MICROGRAPHS—DANGER TO THE CHILD ..	9 × 20
23. PICTORIAL FRUIT CARD AND KEEP FIT ..	13 × 18
24. CLEANLINESS IS HAPPINESS—DIRT IS MISERY ..	18 × 10½
25. HUMOROUS SPORTS ILLUSTRATIONS. ..	22 × 17

(On Hire at 10/6 the Set, plus cost of carriage)

"HEALTH WEEK" SLOGANS.

(Suitable for insertion in Health Week Handbooks and on Small Posters).

1. SELF-HELP IN HEALTH IS THE APPEAL TO—YOU.
2. ONE HEALTH WEEK WILL HELP YOU TO SPEND 52 HEALTHY WEEKS.
3. INVEST IN GOOD HEALTH AND DRAW YOUR DIVIDEND.
4. DENTAL EASE OR DENTAL DISEASE. WHICH?
5. MAKE HEALTH FASHIONABLE.
6. DON'T STUDY SICKNESS—STUDY HEALTH.
7. A WORD TO THE WISE IS "HEALTH."
8. BEGIN EARLY TO BUILD UP—HEALTH.
9. COMMON HEALTH IS COMMONWEALTH.
10. LEARN THE HEALTH CREED—IT IS YOUR HEALTH NEED.
11. HEALTH AUDIT INCREASES HEALTH PROFIT.
12. KEEPING HEALTH IS BETTER THAN SEEKING HEALTH.
13. LIVING WISELY MEANS LIVING LONGER.
14. USE HEALTH—NOT ABUSE HEALTH.
15. GOOD HEALTH IS A PRODUCT OF COMMON-SENSE.
16. THERE IS NO "SHORT CUT" TO HEALTH.
17. THE HUMAN BODY—LEAGUE OF ORGANS.
18. BAD HABITS ARE THISTLES OF THE HEART.
19. CLEANER THE TEETH—BRIGHTER THE SMILE.
20. A SMILE IS A SOCIAL PASSWORD.
21. HEALTH SENSE BEFORE NONSENSE.
22. CURING DISEASE IS TREMENDOUSLY EXPENSIVE.
23. MAKE YOUR HEALTH AN ASSET AND NOT A LIABILITY.
4. OUNCE OF PREVENTION WORTH A POUND OF CURE.
25. EXERCISE IS THE AXLE OF HEALTH.
26. TUNE IN ON STATION—HEALTH.
27. PREVENTION IS THE ANCHOR OF HEALTH.
28. TROUBLES SEEM LIGHT WHEN HEALTH IS RIGHT.
29. BE FULL OF FRESH AIR.
30. A GOOD SET OF TEETH IS A FIRST-CLASS INSURANCE FOR HEALTH.
31. LAUGHING IS MUCH BETTER EXERCISE THAN GRUMBLING.

"HEALTH WEEK" SLOGANS.

Health, Happiness and Honesty combine for a fine "Life Policy."

A Healthy Heart beats Father Time.

Health reserve is more important than Wealth reserve.

Health is cheap and sickness expensive.

Contentment is natural wealth.

Mother's Health is Baby's Wealth.

Sunlight the greatest antiseptic—and cheapest.

'Balance your Health Account.

Abusing your organs puts them out of tune.

A diamond is not so precious as a Tooth.

A Mouth without Teeth is like a mill without a stone.

The Fountain of Youth resides within yourself.

One cannot have an A1 body while holding C3 thoughts.

Be true to your Teeth or they will be false to you.

Making a God of your stomach raises the Devil with Health.

Flowers of Good Health grow from the seeds of Health Education.

An unguarded sneeze may spread Disease.

Do not balance Health against cost.

Health is a divine heritage.

Occasional fasting is Hygienic.

Bad Health habits reduce vital resistance.

Healthy Wise—Dirt Despise.

When your Teeth are played out—draw stumps.

A person who eats too fast is likely to eat too much.

Smoke throttles Health.

Have a "Hobby" and ride to Health.

Early to bed—Early to rise is still a sound Health maxim.

A sound Tooth in the gum is worth two in the dish.

One Health Week will help you to spend 52 Healthy Weeks.

When dirt comes in at the window, Health flies out at the door.

CENTRAL COUNCIL HEALTH FILMS.

To be hired free, excepting cost of carriage.

"WELL BORN" (35 minutes). Two reels. Story of two expectant mothers, a town mother and a country mother, who are sisters. The town mother gets in touch with the Infant Welfare Centre and writes to her country sister telling her what to do. In each case the husband also becomes interested, and the final scene shows the two mothers and the two fathers with their healthy babies.

"CLEAN MILK" (20 minutes). One reel. Clean milk production.

"PAPWORTH" (50 minutes). A four-reel film, showing in detail the work at the Papworth Tuberculosis Colony, near Cambridge.

"ALTON" (30 minutes). Scenes at the Alton Surgical Tuberculosis Sanatorium.

"DR. WISE ON INFLUENZA" (15 minutes). One reel. The doctor on the screen lectures to the audience in the cinema on the precautions to be adopted by a person suffering from influenza, in the patient's own interest as well as in the interest of those with whom he comes into contact. Prefaced by an appeal by Sir Auckland Geddes who was President of the L.G.B. at the time the film was produced.

THE CAMPAIGN AGAINST VENEREAL DISEASES.

EARLY in 1928, the Central Council for Health Education accepted responsibility for supervising the commercial showings of the remarkable educational film, "The Dangers of Ignorance." The film has since been shown to crowded audiences in all parts of the United Kingdom. The conditions enforced by the Central Council include—

- (1) separate showings of the film for men and women;
- (2) exclusion of children;
- (3) attendance on every occasion of a medical lecturer nominated by the British Social Hygiene Council.

The lecturers report that their audiences are immensely impressed by the lessons conveyed by the film, which is recognised as a dignified and effective presentation of a difficult subject.

Medical Officers of Health who desire to secure showing of the film in their districts, should advise the proprietors of cinemas to apply to

WARDOUR FILMS LTD.,
WARDOUR STREET,
LONDON, W.1.

SPECIAL PATHOLOGICAL EXHIBIT.

Through the kindness of Messrs. Baird & Tatlock Ltd., of 14-15, Cross Street, Hatton Garden, E.C.1, a special pathological exhibit is being arranged for the use of Medical Officers of Health at their Health Week Exhibitions, etc., free of cost, excepting expense of carriage both ways.

The exhibit will be packed in a special case and will occupy a space of about 10 feet by 4 feet. Application for the exhibit should be made direct to the firm.

Mr. Douglas Baird, in a description of the exhibit, says:—

The Pathological Laboratory is as essential to the maintenance of Health as Scotland Yard and the Church with its offshoots, the hospitals, are necessary to the well-being of society. Indeed, it may justly be looked upon to fulfil the functions of both these types of institution; thus, it is concerned on the one hand with the detection and diagnosis of disease while in addition it deals out specific treatment for the particular disease. There is one difference in the Pathological Laboratory, however, cleanliness must precede all other qualities, even godliness; it is not surprising, therefore, that a pathological laboratory is the envy of the most fastidious housewife. The reason is not far to seek; the material dealt with may be of a highly dangerous nature, and therefore ledges, projecting pieces, recesses, sharp corners, etc., are avoided in the construction of a laboratory, all surfaces are kept spotlessly free from contamination, and vessels or apparatus are immediately flamed or sterilised after contact with any suspected material, while everything introduced from without is regarded with suspicion.

In the investigation of disease by the pathologist his two chief methods of attack are with the aid of the microscope and by chemical analysis. By means of the microscope it is possible to examine, for example, small samples of tissue which have been removed under a local anaesthetic when the question of Cancer arises, and when suitably stained with appropriate dyes to detect whether the tissue is innocent or malignant; on the pathologist's report will depend the extent and severity of the operation to be performed by the surgeon in the removal of a tumour. For investigations of this type the thin shaving of tissue is magnified about 100 diameters, i.e., 100 times long and 100 times broad, or 10,000 times in area.

In the diagnosis of infectious disease the causative organisms have usually to be magnified 1,000 diameters or one million times their area, for which a very rigid and well-lit microscope is necessary; only microscopes with the finest optical systems are capable of yielding this magnifying power with flatness of field and large depth of focus which are so necessary for a thorough exploration of the field in view. In order to be sure of identifying the organism it must first be grown over-night on a sterile sample of the food on which it flourishes best—usually some composite jelly or broth maintained at body temperature (37° C.) in a thermostatically controlled incubator—and its habit of

growth carefully noted. The new growth is then spread out on a glass slide upon which it is simultaneously killed, and fixed to the slide for staining with a dye for which it has great avidity or the very reverse. If the information acquired from the habits of growth, staining affinities, shape, size and arrangement of the germs, does not justify a certain and definite diagnosis there still remains the possibility of injecting the bacteria into a small animal which is very susceptible to the disease, and killing it painlessly with an anaesthetic as soon as the first evidence of the disease appears. Fortunately, this last expedient is rarely necessary in a hospital laboratory, but in the protection of the public health, especially the health of infants, the only sure method of exonerating a cow suspected of tuberculosis is to inject a little cream into a guinea pig which should remain quite unaffected by the experiment.

The other side of the work of a pathological laboratory is essentially of a chemical nature. Urine, for example, may be subjected to qualitative, and quantitative analysis in suspected cases of disease of the kidney, pancreas, liver, arteries, etc. Samples of other body fluids, e.g., the blood, may be examined for deficient or excessive amounts of their normal constituents, and the type of treatment can thus be immediately decided upon instead of applying the "hit or miss" methods which are unavoidable in the absence of a pathological laboratory with its exact methods. A good deal of valuable time is thus gained in the early stages of disease and the prevention of permanent or more widespread injury is avoided.

From the foregoing it will be evident that only apparatus of the finest workmanship can be used in a pathological laboratory; it must fulfil the two requirements, namely precision for accurate work, and durability by virtue of its robust character to withstand frequent cleaning and sterilisation. As these are the two features which have established the world-famous superiority of British goods it is not surprising that the well-known firm of instrument makers—Messrs. Baird & Tatlock (London), Ltd., have supplied laboratories, of which the present example is a type, not only to the various institutions in this country, but to almost every foreign country including those which, subjected to extremes of heat and cold, exact high standards of durability and adaptability. It is interesting to note that Messrs. Baird & Tatlock (London), Ltd., constructed similar assemblies on motor chassis which performed such excellent work as mobile laboratories on the Western Front.

IN THE EXHIBIT may be seen the bacteriologist looking down a high-powered microscope at a film of sputum spread upon a glass slide taken from the blue phial on his left which has been sent from a consumptive patient; the film has been flamed and stained with fuchsin; he is searching the field for tubercle bacilli to determine whether the patient has an "open" lesion. In the background can be seen an incubator for growing germs at body temperature, and to its right a vacuum type embedding oven for impregnating small pieces of soft tissue with paraffin wax in order to give them firm support while cutting them into

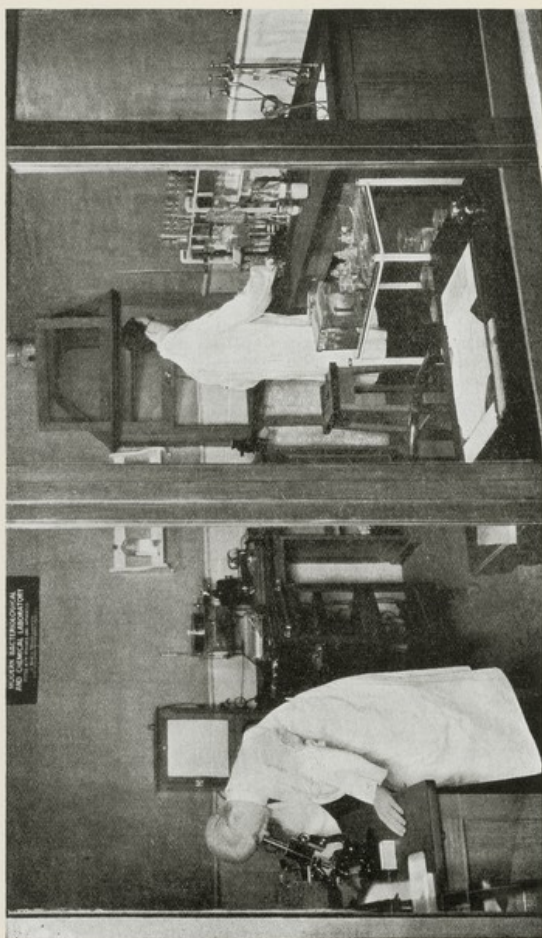
thin sections only $1/5,000$ inch thick with a sharp razor mounted in a microtome. On the left of the incubator is a special type of water bath maintained at a constant temperature of 37° C. for carrying out the Wasserman test for the diagnosis of syphilis.

To the right is seen the chemical section where the technical assistant is carrying out an estimation of glucose in the blood of a diabetic patient. Upon the result of this analysis will depend the dose of insulin to be given to enable the patient to carry on his ordinary work. At the back is a fume chamber known to students more intimately as a "stink cupboard," which contains Kjeldahl's Apparatus for the estimation of the amount of nitrogen in urine. The bench is backed by a rack holding chemical reagents, while on the right is Van Slyke's apparatus for the estimation of the alkali-reserve of blood plasma. On the glass shelves of the trolley organs removed during a post-mortem examination of a patient who has died of an obscure disease await microscopical examination, and also, if poisoning is suspected, of chemical analysis of the contents.



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Hygieia and Aesculapius (Patron God of the Art of Healing).



Bacteriological and Chemical Laboratory.

"BETTER HEALTH."

The official Monthly Journal of the Central Council for Health Education.

THE official journal of the Central Council, "Better Health," is now in its second year of publication with a circulation of 200,000 copies per month (April, 1929). Assurances have been received from Health Departments that the journal is actually reaching the homes of the people, and that even at this early stage it is having a definite educational value.

No other health journal published in Europe or the United States has such a wide circulation, so that the usefulness of "Better Health" as a means of health education, will be an interesting matter for observation.

The Central Council fully appreciate the value of the wide publicity now being given to health subjects by the daily and weekly newspapers, but they believe that the monthly appearance of "Better Health," entirely devoted to health education, will serve as a specially convenient source of health information for thoughtful readers of all classes.

Popular features of "Better Health" have been a series of articles on "The Work of the Public Health Department," another on "Tracking the Causes of Disease," which describe in simple language modern advances in physiological and biological knowledge, "The Teachers' Page," based on Sir George Newman's "Handbook of Suggestions on Health Education," and some instructive notes on "Quacks and their Methods." Over eighty local authorities and insurance committees are now distributing the journal through clinics, infant welfare centres, schools, public libraries, and even newsagents and bookstalls. A good many Health Departments buy the journal folded and unstitched, and add local pages and cover. In this way many areas, by gaining the support of local advertisers, have made their editions self-supporting. The idea of "Better Health" has been well described as the "parish" magazine of the Public Health Departments.

Although still supplied in bulk to local authorities at less than 1d. per copy, "Better Health" is now on sale on the bookstalls at 2d., and it is hoped that an additional circulation amongst a rather different class of reader will be established.

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All enquiries in regard to "Better Health" should be addressed the Publishers, Messrs. Hodgetts Ltd., 36 38, Whitefriars Street, Fleet Street, London, E.C.4.

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(See pages 86-95.)



1

86



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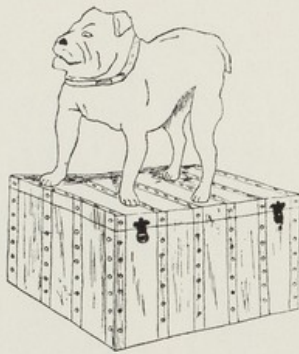


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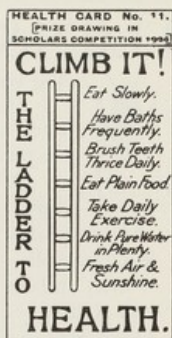


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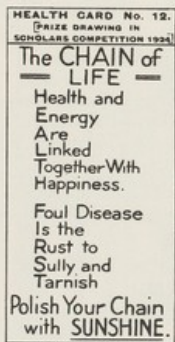
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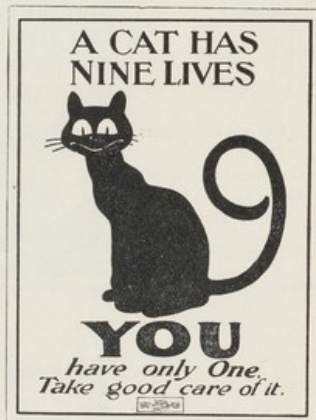
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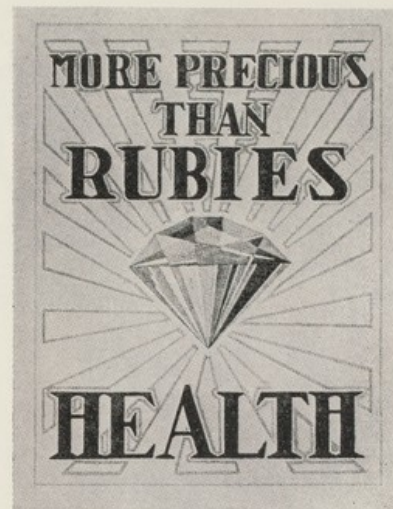
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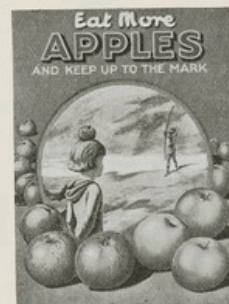
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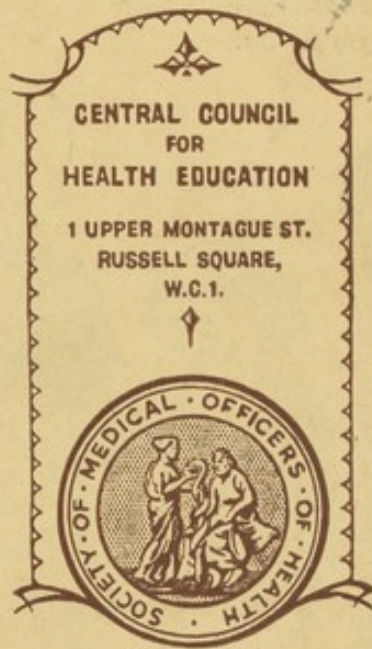
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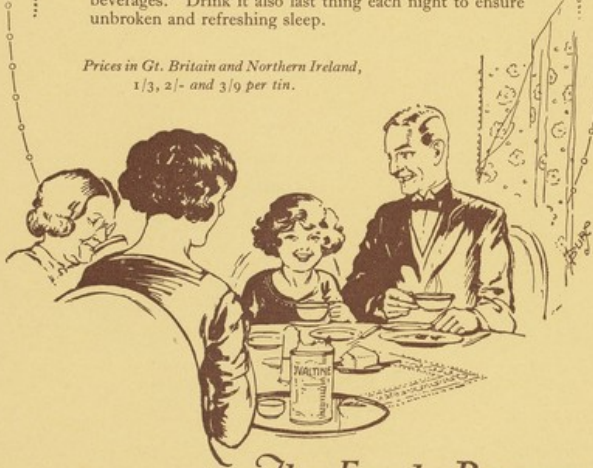
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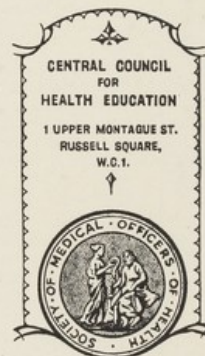
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At the request of Medical Officers of Health representatives will be sent to discuss arrangements and to give demonstration film displays to Committees.

For further particulars see page 32.

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FOREWORD

THE first object of the Central Council for Health Education is to advise and assist Local Health and Education Authorities, Insurance Committees and other organisations who are engaged in diffusing knowledge among the general public upon health matters ; and as the services of many experienced lecturers, upon subjects covering the whole field of public health, are available, and there exists an abundance of material for the illustration of most subjects, it is considered desirable to publish this *vade mecum* to assist those concerned with such health education. Accordingly the booklet sets out a panel of experienced public lecturers, the subjects of their selection and the fees asked by them ; together with information upon the lecturing services and material provided by voluntary organisations working in the interest of the public health.

All will agree that an appeal to the general public to pay more regard to their health interests must receive always the best consideration and be assisted by the best available services and material, if it is to produce the best results. Otherwise there is waste both of time and opportunity. An informing lecture is not necessarily an educational one ; for education implies something more than the communication of knowledge. Our efforts must appeal not only to the intelligence but also to the will ; for our aim is to excite deeds which will lead to the establishment of healthy habits. It is easy to interest an audience ; but to impress them with a conviction of the need for any reform of conduct is always difficult. A telling appeal, in which ideals, theory and practical application are wisely correlated, demands an intimate knowledge of the minds and "life-settings" of the people addressed.

To the end of popular education good films and lantern slides are of inestimable value to the lecturer. They attract a larger public ; and the two main channels of mental impressions, the ear and the eye, are both requisitioned in harmonious service. Recognising the great educational value of good illustrations, the Central Council has advised upon the production of several health films, and has viewed and censored many others preliminary to attaching their seal of approval.

The Central Council, in fulfilment of its main object, is always prepared to offer advice upon the selection of subjects and the planning of programmes for the health education of the public.

H. R. KENWOOD (*Chairman*).

CENTRAL COUNCIL FOR HEALTH EDUCATION.

PANEL OF LECTURERS AND TITLES OF LECTURES.

The inclusion of names in this list of lecturers does not necessarily commit the persons to accept invitations to lecture, but they will be open to consider them. It will be noticed that often the fees vary in amount, and lecturers may decide these according to local conditions.

The Central Council will be pleased to advise enquirers as to the suitability and kind of lectures, etc., for Health Weeks and Health Exhibitions.

NOTE.—1. Letters L.H. & M. mean London, Home Counties and Midlands.

2. It should be understood that ordinary travelling expenses and hospitality should be provided, and in some cases first-class railway fares are required.

3. * means Lantern Slides provided, if desired.

10

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
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Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
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Baum, Walter W., M.S.L.A., A.R.S.N.I.	Sanitary Inspector, Leicester City Health Dept., Grey Friars, Leicester.	L.H.M.	£1 1s. od. to £3 3s. od.	Pestology. Bottled Milk. Honey—Its Production and Food Value. Protection of Our Food Supply. Atmospheric Pollution. Public Health Sanitation.	
Baylis, N. F., F.I.S.A., F.F.I., M.I.H.	3, Oxford Street, Nottingham.	M.	£1 1s. od. to £3 3s. od.	National Health Insurance Services. Prevention of Disease. Social Hygiene	Clerk to Notis. Insurance Com mittee.
Beggs, S. Thomas, M.D., B.S., D.P.H.	M.O.H. & S.M.O., Durnford Street, Middleton, near Manchester.	Lancs. & Cheshire.	£3 3s. od.	Health, Hygiene and Habits. Necessity for Health Education.	
Brake, Geo. W., M.I.H.	33, Alexandra Road, Leicester	L.H. & M.	By arrangem't	National Health Insurance. National Social Services. Psychology and Health. Healthful Lives.	
Borne, K. L., Miss, A.R.S.N.I., M.I.H.	Matron, Papworth Tubercu- losis Village Settlement, nr. Cambridge.	L.H. & M.	By arrangem't	Care of the Consumptive in the Home. Hope and Opportunity for the Consumptive in a Village Settlement.*	

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<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Buchan, John J., M.D., CH.B., D.P.H.	M.O.H., Town Hall, Bradford.	Yorks.	£1 1s. od. £3 3s. od.	Cancer. Public Health Subjects	(On special occasions only.)
Cadman, Dora M., Miss, M.R.C.S., L.R.C.P.	23, Cliffe Parade, Leigh-on-Sea, Essex.	L.H.	£1 1s. od.	On General Health Subjects and Infant Welfare.	
Clark, C. A., F.F.I.	"Clovelly," Harrow Drive, Romford, Essex.	L.H.	£2 2s. od. or by arrangement.	Health and the Insurance Medical Service. The Commonsense of Health.	Clerk to West Ham Insurance Committee.
Cooke, Wm. E.	Senior Sanitary Inspector, U.D. Council, Bingley, Yorks.	Yorks. W.R. etc.	£1 1s. od.	Homes and Health. Health of the Citizen. Production of Clean Milk. Keeping Fit. Housing and Social Welfare. Our Diet.	Lantern Slides (if required).
Churchill, Stella, Mrs., M.R.C.S., L.R.C.P., D.P.H.	Strand-on-the-Green House, Chiswick, W.4.	L.H.	£5 5s. od. (by post) £3 3s. od. (in London).	Care of the Toddler. Effects of Sunlight. Mothercraft. Value of Ante-Natal Care. Nursing in the Home.	

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Cocker, Edith A., Mrs.	10, Royal Crescent, Ealing, W.13.	L.H.	£1 1s. od.	Health and Beauty (Women and School Girls). What Does My Baby Want? (Mothers.) Health and the Housewife.	Lecturer to Health and Cleanliness Council and Association of Maternity and Welfare Centres. Accompanied by a demonstration of children's outfits.
Crew, T., F.I.H., F.F.I.	1, Upper Montague Street, Russell Sq., W.C.1., or 144, London Road, Leicester.	All Parts.	£1 1s. od.	Clothes and Health (Women, Children and Mixed Audiences). Efficiency. The First Law of Health — Cleanliness. Health—Wit and Wisdom. Sport and Health.	Clerk to Leicestershire Insurance Committee.
Grove, John T., L.S.A., L.M.S.A.	Tuberculosis M.O., 82/84, Newington Causeway, Southwark, S.E.	L.H.M.	£3 3s. od.	Prevention of Tuberculosis.	
Daley, W. Allen, M.D., CH.B., B.A., B.Sc., D.P.H.	Principal Medical Officer, C.C. County Hall, Westminster Bridge, S.E.1.	L.H.M.	£5 5s. od. or by arrangement.	"A Stitch in Time," or the Beginnings of Disease.* Work of a Public Health Dpt.* The Smoke Menace. The War Against Tuberculosis.	

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Dalke, S. H., O.B.E., M.D., D.I.H.	33, Gordon Street, W.C.1.	L.H.	£3 3s. od. or private arrangement	Insect Carriers of Disease.* Fads, Facts and Fancies con- cerning Food.	Director of Wel- come Museum of Medical Science.
Davies, L. Meredith, M.R.C.S., L.R.C.P., D.P.H.	County M.O.H. & S.M.O., 14, Bedford Circus, Exeter.	L.H.	£1 4s. od. £3 3s. od.	Milk. Tuberculosis. General Public Health.	
Douglas, Chas. E., M.D., LL.D.	18, Queen's Gardens, St. Andrew's, Fife.	Fife.	£2 2s. od.	Insects, Flies and Disease.* Venereal Diseases. (Suitable for introduction of any film on the subject.)	
Fairer, J. A., CH.B., M.D., D.P.H.	M.O.H., Leicestershire C.C., 17, Friar Lane, Leicester.	Midlands.	£3 3s. od.	Production of Pure, Clean Milk (and Graded Milks). Maternal and Infantile Mortality. Bacteriology and Public Health.	
Fenton, James, M.D., D.P.H., F.F.I.	M.O.H., Royal Boro' of Ken- sington, Town Hall, W.8.	L.H.M.	£3 3s. od.	Public Health Progress. Place of Father in Child Wel- fare. Any subject in connection with Public Health, Tuberculosis, Maternity and Child Wel- fare, etc.	In some subjects lantern slides are shown.

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Foley-Taylor, Elizabeth M., Mrs., M.B., B.Ch.	The Gables, Syston, near Leicester.	L.M.	£3 3s. od. or by ar- rangement	Health for All. Be Your Own Doctor Some Problems of Baby Life. First Law of Health. Care of the Skin.	
Fremantle, F. E., Lt.-Col., M.P., M.D., F.R.C.P., F.R.C.S.	Bedwell Park, Hatfield, Herts.	L.H.M.	£3 3s. od.	Tuberculosis and other General Health Subjects.	
Friel, Seelings, S., Mrs., M.B., B.S., M.D., D.P.H.	15, Woodside Avenue, High- gate, N.6.	L.M.	£2 2s. od. (12 slides) £3 3s. od. (outside).	Subjects relating to Maternity and Child Welfare and Women.	
Gauvain, Henry, Sir, M.D., M.Ch., F.R.C.S.	Alton, Hants.	L.H.	£12 12s. 6d.	Sunlight, Open Air and Sun Bathing. Treatment of Crippled Chil- dren. Treatment of Tuberculous Cripples. Treatment and Training of Cripples. Sun Treatment. Hospital Schools—Their Need and Function.	May be accom- panied by lan- tern slides and films, if desired

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Glynn, St. Leger A., Mrs.	Holbrook Hall, Sudbury, Suffolk.	L.H.	£1 is. od.	Youngest Member of the House. Children of School Age. What Every Woman Can Do.	
Goodwin, Thos. S., M.B., C.M.	1, Arundel St., Nottingham.	Midlands.	£5 5s. od.	The Mind, Brain and Body. Venereal Disease. Sterilisation of the Unfit. Diet and Disease. Alcohol and Tobacco. Occupational Diseases.	
Hall, John, M.A., L.R.C.P. & S.	University School of Hygiene, Mount Pleasant, Liverpool	M. James, etc.	£3 3s. od.	Natural Shocks that Flesh is Heir to. Making Health Catching. The Glands of Destiny. Health—A Tubular Question. Crusade Against Four Grim Horsemen. Light and Darkness. Woman—Guardian of Three Houses.	Lecturer - Organiser - Mersey-side Borough Health Education Committee (only illustration in medium—Blackboard & Chalk).

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Hatton, John	Spa Director, Hot Mineral Baths, Bath.	L.H.	£1 is. od.	Spas of Britain.* Bath—A Health Resort for 200 years.* Spa Treatment for Insured Persons.*	Lecturer to Royal Borough of Kensington and L.C.C. and Health and Cleanliness Council.
Hayman, Marjorie, Mrs., S.R.N.	61, Bolton Road, Harrow, Middlesex.	L.H., etc.	£1 is. od. (London) £2 2s. od. (other areas).	General Health, Maternity and Child Welfare subjects. (Titles of Lectures can be given).	
Hebblethwaite, A. Stuart, M.C., M.B., Ch.B., D.P.H.	M.O.H., 27, Fawcett Street, Sunderland.	North. Eng.	£2 2s. od.	Public Health—A Summary and a Forecast. Industrial Dermatitis. Diet and Health. Miners' Maladies. Diphtheria—Old and New Ideas. Introduction of Health Films.*	
Henderson, Blanche A.M., Miss, M.B., B.S.	National Provincial Bank Chambers, West Harlepool	All parts.	£3 3s. od.	Hygiene—Personal and Domestic. Mothercraft. Training of Toddler. Ante-Natal Care. Mental Health, etc.	

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Hill, T. W., M.D., D.P.H.	Assistant M.O.H., Municipal Clinic, 9, Wilfred Lane, Kilburn, N.W.6.	L.H.	£1 1s. od. to £3 3s. od.	Curse of Cancer and How to Combat It. A Healthy Life. Why Have Rheumatism? A.B.C. to Mothercraft. Eugenics and the Future. How to Rescue Your Child from Rickets. Truth About Vaccination. Is Your Child Nervous? Is Your Child Difficult? The Prevention of Diphtheria. Rheumatism Among Children. Cancer. Gift of Life. The Healthy Body. The Healthy Mind. Education in Relation to Problems of Youth and Life. Adolescence—Its Problems and Difficulties. Giving Youth a Chance. General Health Subjects.	
Hutt, C. W., M.A., M.R.C.S., M.R.C.P., D.P.H.	M.O.H. (Holborn), 197, High Holborn, W.C.1.	L.H.M.	£2 2s. od.		
Jones, P. Herbert, B.A.	38 Elgin Crescent, West Kensington, W.	All Parts.	£1 1s. od. to £3 3s. od.		

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Jones, Varrier- P. C., M.A., M.R.C.P.	Papworth Hall, nr. Cambridge	L.M.	—	Work of the Papworth Village Settlement.* After-Care in Tuberculosis.* Limitation of Sanatorium Treatment.* Cutting the Vicious Circle of Disease.	First-class travelling expenses.
Jones, B.	"Llwyn Onn," Penybryn, Bethesda, N. Wales.	North Wales.	£1 1s. od.	Importance of Disinfection. Health and Cleanliness.	Lectures can be given in Welsh if desired. Slides available if desired.
Kaye, James Robert, M.B., C.M., D.P.H.	Bon-Accord, 81, New Church Road, Hove.	All parts.	£5 5s. od.	Number One. Our Invisible Foes. The Wondrous Story. The Crusaders. The Game of Health. Technical Subjects.	
Kenwood, H. R., Prof., C.M.G., M.B., F.R.S.E., D.P.H.	126, Queen's Road, Finsbury Park, N.4.	L.H.M.	£5 5s. od.	Our Wonderful Skins.* Health Leagues—How to Stop Them.* Food for the Growing Child.* In the Cause of Health—What I Do and Why I Do It. How Infection Spreads and Precautions to Take.	

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Leach, Edith E., Miss M.B., B.S.	18, St. Margaret's Road, Oxford.	All parts.	£1 1s. od. to £5	Earning Power and Physical Fitness. Sunshine and Health. Fruits and Vegetables as Food. How to Spend Wages. Cheap Holidays and How to Get Them. Healthy Bodies and Healthy Minds.	
Lewis, Ivor L.	25, Wimpole Street, W.1.	All parts.	£1 1s. od. to £3 3s. od.	Nasal Hygiene and Allied Subjects.	Lantern slides if required.
Lodge, Olive C., Miss, M.A.	Assurance Buildings, Steel- house Lane, Birmingham Jenner House, 26, Hunter St., W.C.1.	L.H. & M. All parts.	£1 1s. od. to £2 2s. od. £1 1s. od. £2 2s. od.	"How Are you?" The Bill We Pay. Heredit and Eugenics. Our Prehistoric Ancestor. Early Life on the Earth. Life before Man. Some Races of Mankind. Dawn of Civilisation. Man in Relation to Monkeys. Sunlight—Plants and Man.	Diagrams and Charts dis- played.

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Lodge, Olive C., Miss-Com.				Bacteria and Health. Insects in Relation to Clothes, Food and Disease. Cell Division and Heredity. Social Life and Feeble-minded.	
March, Norah, Miss, B.Sc.	5 Tavistock Square, W.C.1	All parts	£5 5s. od. or by ar- rangement.	The Child and the Race. The Biology of Social Problems. Sex Education. Public Health—and You. The First Law of Health. Heredit and Environment. Man in the Making. Social Problems of Public Health. Place and Power of Sex in Life. Child Welfare.	Secretary of Health and Cleanliness Council Nat. Baby Week Council.
McHugh, F. G., M.R.S.N.I., M.S.I.A.	Chief Sanitary Inspector, Lei- cester City Health Dept., Grey Friars, Leicester	L.H.M.	£1 1s. od. to £3 3s. od.	Evolution of Public Health Out of Poor Law Organisa- tion. Atmospheric Pollution. Sanitation of a City. Clean Milk.	

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Mitchell, Wm., M.B., C.M.	4, Clifton Villas, Manningham Lane, Bradford.	Yorks. & other places.	—	What the Public Owe to Radiology (with film demonstrations).	Hon. Physician in Radiology to Bradford Royal Infirmary.
Moore, S. G., M.D., M.R.C.P., D.P.H.	M.O.H., Huddersfield	Lancs & Yorks.	£1 1s. od. to £3 3s. od.	Maternity and Child Welfare (including Maternal Mortality). Public Health Subjects. Dietetics.	Lecturer, Technical College, Huddersfield.
Morris, Owen R., F.R.S., M.A., M.D., C.M., D.P.H., J.P.	Tuberculosis Institute, Newtown, North Wales.	Wales & other areas.	No fee in Wales.	Tuberculosis. Laws of Health (slides available). General Health Subjects.	Tuberculosis Physician and Director of Education.
Nankivell, A. T., M.D., M.R.C.P., D.P.H.	M.O.H., Stonehouse, Town Hall, Plymouth	West Engl.	£3 3s. od.	Health, Wealth and Happiness. Cancer. The Prevention of Disease. Tuberculosis. Clean and Safe Food. Health of Young Children.	

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<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Parkinson, G. S., Lt.-Col., D.S.O., M.R.C.S., L.R.C.P., D.P.H., R.A.M.C. (retired)	1, Upper Montague Street, London, W.C.1.	All parts.	£1 1s. od. to £3 3s. od.	Enemies Within the Gates (Flies, Rats, etc.). Clothing—Ancient and Modern. First Law of Health. The Human Factory.	Assistant Director of Public Health, Division of London School of Hygiene and Tropical Medicine.
Peverett, Arthur	Housing and Sanitary Inspector, Hampstead B.C., 1, Asmuns Place, Hampstead Garden Suburb, N.W.11.	L.H.	£1 1s. od.	From Cave to City :— a The Dwelling Place.* b The Sleeping Place.* c Interior Decorations.*	
Picken, Ralph M. F., M.B., Ch.B., B.Sc., D.P.H.	M.O.H. & S.M.O., City and Port of Cardiff, City Hall, Cardiff.	Convenient areas.	£1 1s. od. to £3 3s. od.	Public Health and General Subjects.	Lecturer in Hygiene to Welsh National School of Medicine.
Pringle, A. M. N., M.B., C.M., D.P.H.	M.O.H., Elm Street, Ipswich	All parts.	£5 5s. od.	Epidemics. Tuberculosis. Sun and Air. Water. Vital Statistics.	
Porter, Chas., M.D., B.Sc., M.R.C.P.	M.O.H., Town Hall, Marylebone Road, N.W.1.	L.H.M.	£10 10s. od.	Public Health Subjects. Hygiene. Prevention of Disease.	

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<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Ritchie, Allan W., F.R.S.A.N.I. M.S.I.A.	Chief Sanitary Inspector, Edinburgh.	N.B.	£1 1s. od.	Sanitation of a City. Clean Milk.	
Robertson, W., M.D., D.P.H.	Public Health Offices, Edinburgh.	Edinburgh area.	£1 1s. od. to £3 3s. od.	Atmospheric Pollution. Some Ideals of a City. Housing and Health. Is the Health of the Nation Improving?	
Rowlands, Edith, Miss, M.R.S.A.N.I.	The King Edward VII. Welsh National Memorial Association, Westgate St., Cardiff.	Wales.	No fee in Wales.	Loss of Health. Prevention and Child Welfare. Other Health Topics.	Organiser and Lecturer. (Lantern slides if desired).
Sheldon, J. H., M.D., M.R.C.P.	"Airedale," Regis Road, Tettenhall, nr. Wolverhampton.	Midlands.	£3 3s. od.	Exercise and Health. Rearing of Children.	
Thomas F. Danford BARRISTER-AT-LAW	27, Carlton Hill, London, N.W.8.	All	£1 1s. od.	The Need for Public Abattoirs.	A few slides if desired.
Trotter, G. Clark, M.D., D.P.H., F.R.S.E.	M.O.H., Municipal Buildings, Upper St., Islington, N.1.	London.	From £2 2s. od.	Everyday Hygiene. Tuberculosis—What It Is, Simply Told. Prevention of Disease. Commonsense Applied to Health. Our Unseen Foes. Diet, Dentition and Digestion.	Lantern slides available to all lectures.

<i>Name.</i>	<i>Address.</i>	<i>Where.</i>	<i>Fees.</i>	<i>Title of Subjects.</i>	<i>Notes.</i>
Tucker, D. L., B.A., M.R.C.S., L.R.C.P., D.P.H.	20, Mornington Rd., London, N.W.1.	All parts.	£1 1s. od. to £3 3s. od.	Personal and Home Hygiene. Aspects of Public Health. Psychology. Milk.	
Turner, E. B., F.R.C.S.	21, Westbourne Terrace, London, W.2.	L.H.M.	£1 1s. od. to £3 3s. od.	Veneral Diseases (Various Aspects). Maternity and Child Welfare. Puerperal Morbidity and Mortality. Recreation and Physical Exercise. Value of Athletics for Health. The Child and Athletics. Hints on Health (for Men and Women only, or Mixed Audiences). The Expectant Father. Fathers, Mothers and Babies. Spiritual Healing. True Temperance and Value of Alcohol in Medical Practice.	

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Tustin, P. B., F.R.S.N.I. HON.M.L.H.	53c, Holland Park, London, W.11.	L.H.M.	£1 1s. od. to £3 3s. od.	Nutritive Value of Milk.* Clean and Economical Milk Productions.* Milk from Cow to Consumer.* Pasteurisation of Milk.* London's Milk Supply.* Control and Supervision of Milk Supplies.* Relations of the Health Depart- ment to the Food Industry. Child Welfare Work in Canada.	
Vercoe, R. H., M.D., D.P.H.	M.O.H., 89, Duke Street, Chelmsford.	L.H.	£2 2s. od. or by ar- rangement.	Milk as a Food.* Sunlight and Health.* Food and Health.* Maternity and Child Welfare.*	Can provide own lantern, screen and slides ; also portable Zeiss Episcopes.
Walker, Jane, J.P., M.D., L.R.C.P.I. & L.M.	122, Harley St., W.1, or East Anglian Sanatorium, Nay- land, Colchester.	All parts.	£5 5s. od.	Health—Is It Worth While ? Health Work of League of Nations. Commonsense. Psychology of Childhood. A Healthy Nation.	Chief Tubercu- losis Medical Officer of East Anglian Sana- torium.

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Walker, John Geo., M.R.C.S., D.P.H.	M.O.H., Council Offices, Consett.	N.E.	£3 3s. od.	Industrial Welfare. Clean Milk. Public and Personal Health.	
Ward, Ernest, M.A., M.D., F.R.C.S.	123, Torquay Road, Paignton.	All parts.	£1 1s. od. to £3 3s. od.	Our Fight Against Tubercu- losis. Our Fight Against Disease.	
Wilkinson, James B., M.D., D.P.H.	M.O.H., Town Hall, Oldham.	Lancs.	£1 1s. od. to £3 3s. od.	The Work of a Public Health Department. Tuberculosis.	
Williams, C. Leonard, B.Sc., M.R.C.S., D.P.H.	M.O.H. & S.M.O., Town Hall, Barking, Essex.	L.H.	£3 3s. od.	"War Declared" (the Public's Fight and Defence in Public Health). Cancer as a Public Health Question. Consumption—the National Radical Cure of this National Disease.	
Wright, C. I., M.D., D.P.H., D.P.H.	Assistant M.O.H., Town Hall, Woodwich, S.E.18.	L.H.	£1 1s. od. to £3 3s. od.	Series of Lectures to Mothers : Baby's Teeth. Cleanliness. Prevention of Infection.	

Name.	Address.	Where.	Fees.	Title of Subjects.	Notes.
Wright, C. L.—Con.				<p><i>Series of Lectures to School-Children :</i></p> <p>Sunshine and Light. Common Pests in the Home. Simple Health Principles. Care of the Mouth, etc.</p> <p>Cleanliness. Sunlight and Health. Common Enemies in the Home. Care of the Mouth. Prevention of Minor Ailments. Diet and Health. Laws of Health.</p>	

NOTE :—This list must not be regarded as complete. A revised and enlarged edition will be published in the near future.

ASSOCIATION OF INFANT WELFARE AND MATERNITY CENTRES.

Tel. No. : Grosvenor 1140. 117, PICCADILLY, W.1.
Hon. Secretaries : Dr. MARGARET EMSLIE, Miss J. HALFORD, O.B.E.

Where lecturers are required on Infant Welfare and Maternity subjects, application should be made to the Secretaries.

BRITISH RED CROSS SOCIETY.



Tel. : Mayfair 0345.

19, BERKELEY STREET,
LONDON, W.1.

Secretary-General : BRIG.-GENERAL H. B. CHAMPAIN, C.M.G.

COURSES of seven lectures are arranged on "How to Keep Well." A typical course would comprise the following subjects—The Body as a Living Machine, Digestion and Food, Cleanliness and Clothing, the House and the Village, the Infant and the Child up to Five, the School Boy and School Girl, the Father and Mother.

These courses are arranged in conjunction with the Dental Board of the United Kingdom. The lectures are given by fully qualified women lecturers, who are either trained nurses or hold the new Health Certificate of the Ministry of Health. The lectures are specially suitable for audiences of women (e.g., Women's Institutes, Mothers' Unions, Infant Welfare Centres).

In certain cases, i.e., either in the Home Counties or where the Society have a Local Lecturer, it may be possible to arrange an introductory or explanatory lecture on the general outline of the full course of "How to Keep Well" lectures. This lecture should not, however, be applied for unless there is a reasonable probability of a course or tour being organised.

FILMS AVAILABLE.

LAVEZ VOUS LES MAINS (750 feet).

This is a film giving suggestions of hygiene, made up of a number of unconnected scenes. The necessity of washing the hands before each meal is shown, also the bacillus of tuberculosis, and the danger of the fly. There is a picture of a woman, suffering from tuberculosis, turning the pages of a book by wetting her finger with her tongue, and then another woman taking up the same book, thus incurring the risk of infection. There are also a few other pictures with an amusing cartoon representing death throwing balls at individuals weakened by various excesses who are easily struck, while others, who have followed a healthy life in the open air with plenty of exercise, being immune, laugh at the attempts to hurt them.

DO NOT SPIT ON THE GROUND (750 feet).

This film is similar to "Lavez Vous Les Mains" with disconnected scenes showing lack of cleanliness and also giving a picture of microbes.

JINKS (1,000 feet).

A film of the National Tuberculosis Association. Animated cartoons made by Bray. It starts with a picture of Jinks "Not feeling well—no pep" and leaves for the factory where his troubles still follow him. He does his work badly and is dismissed by his employer with the remark that "this is a factory not a hospital." Feeling very low-spirited, he tries to insure his life, but is met with a curt refusal by the insurance company, and they remark that "They do not insure wrecks." He then decides to see a doctor, which he does. One feature of the amusing examination is the catching of a microbe in a net by the doctor upon Jinks' sneezing and showing to it him through a microscope. Terrified at this sight our friend rushes home and throws himself into bed only to dream of Microbeville, and particularly of "Mike Robe," who has a plan of his (Jinks') lungs representing an ideal bungalow, "No fresh air, no exercise, etc." Meeting a "Lady" Mike Robe shows this plan to her and asks her to marry him. They enter an empty can, the marriage bureau, and quickly emerge followed by a long line of little microbes. They start out for Jinks' lungs, but to their disgust, on arrival they find that he has awakened out of his dream, which has made so strong an impression on him that he immediately changes his mode of life and follows the rules of hygiene which he had previously neglected.

PRICE OF HUMAN LIVES (1,000 feet).

Episodical film. Quack treatment of tuberculosis is criminal.

PRICELESS GIFT OF HEALTH (1,000 feet).

When Richard and his cousin Bob started on their trip through life, they were free and equal—free to kick and equal to appetite. Richard's mother, who had not troubled much about him before he came, never enquired where the milk supply came from so long as it was cheap—but Bobby's mother thought enough of him to give him the advantage of breast feeding, and later did not mind any trouble which would ensure him a clean and healthful diet. Years passed and school days arrived. Bob's mother made sure her boy was examined by the school physician. Thus it was that Bob started making good progress and was congratulated by his teachers. While Richard who had been "let alone" had developed adenoids which retarded his growth and made him dull and listless. Playtime, which Bobby enjoyed, meant nothing to Richard. And so school years went by and the boys grew to the age when life begins to mean more than play. More than ever Bob's mother had good cause to be proud of him.

But, before Richard there was nothing but a future of "jobs," just jobs, any old jobs. He saw an advertisement for "Boy wanted" in a factory and tried his luck. And it was then, for the first time, under the examination of the factory physician that he realised the handicap under which he was labouring, which it would require years of careful treatment to offset.

But YOU are not too late to give your child the priceless advantage of perfect health. Try these simple rules. Open windows, day and night. Drink plenty of pure water. Eat plain food. Take plenty of outdoor exercise. Practice deep breathing at frequent intervals. Sleep all you need. And, above all, keep a cheerful mind.

THROUGH LIFE'S WINDOWS (1,000 feet).

A film dealing with anatomy and physiology of the eye.

BRINGING IT HOME (1,000 feet).

A motion picture educational of the necessity for Infant Welfare Education, showing that all mothers need to have knowledge of the care of the baby.

Mr. Clarkson, a wealthy business man, is opposed to the establishment of an Infant Welfare station, as he does not see the need of it. He visits a fair and is greatly interested in the live-stock exhibits, but pays little attention to the Child Welfare pictures which are shown on the screen. These pictures show in graphic way, the complete operation of an Infant Welfare station; the nurse visiting the homes and what she finds there, directing the mothers to the Infant Welfare station; a typical Infant Welfare station, the physician examining the little patients, giving examples of the insanitary methods commonly found, showing how they should be corrected. During his absence from home his little grand-daughter is taken ill, and the doctor is called to see her. After seeing the baby the doctor visits the fair where he finds the grandfather and takes advantage of the opportunity to point out to him that if the baby's mother had had the knowledge disseminated by this propaganda the illness of the little one could have been avoided. When the baby recovers, Mr. Clarkson is won over to the need of such a work for all children, and in his joy over her recovery gives a substantial donation for the establishment of an Infant Welfare station in his community.

LA TUBERCULOSE (1,000 feet).

An extremely interesting scientific film showing the microbes which cause the disease, the bacillus of tuberculosis and the lesions which are formed. The vertebrae, lungs and other parts of the body are shown in small sections, in a tuberculous state; also the circulation of the blood, with the leucocytes which surround and endeavour to destroy the tuberculous products.

HYGIENE ANTI-TUBERCULOSE (1,500 feet).

(First Part)—Do not spit on the ground.

(Second Part)—Lavez Vous les Mains.

VISIT TO THE BIOLOGICAL LABORATORIES OF H. K. MULFORD (1,500 feet).

Preparation of smallpox vaccine in H. K. Mulford's laboratories.

A DAY AT THE JUNIOR RED CROSS COLONY IN SLOVAKIA (1,000 feet).

A film showing how the Red Cross established a colony in the Carpathian Mountains for bringing back to health and happiness little ones who had suffered in the war. The picture shows them learning something they had never known before—how to play! It shows children long deprived of fats and other nourishing food, devouring cod liver emulsion as eagerly as though it were honey. How they have been transformed to a state of romping happiness is visualised most pleasingly.

A MODERN FAIRY TALE (1,500 feet).

Village customs in Hungary. How the Juniors came to the rescue of an unhappy family.

No charge is made for the hire of these films other than that the carriage should be paid each way.

BRITISH SOCIAL HYGIENE COUNCIL, Incorporated.

CARTERET HOUSE,
CARTERET STREET,
LONDON, S.W.1.
Tel.: Victoria 8767.
General Secretary: MRS. C. NEVILLE ROLFE, O.B.E.
Secretary: MISS E. O. GRANT, M.B.E.

PANEL OF LECTURERS.

THE Council is prepared to arrange for medical men and women, biologists, psychologists, and trained lay men and women lecturers for single meetings at a fee varying between £1 5s. od. and £3 3s. od., exclusive of travelling expenses.

The Council has an extensive panel of medical and scientific men and women who are willing to give single addresses or courses of lectures in all parts of the country. Arrangements can be made on the following terms:—

Hospitality or a maintenance grant, first-class travelling expenses and an honorarium of £3 3s. od. to £5 5s. od.

Such speakers are suited for the following purposes:—

Addresses to Conferences of Teachers.

Addresses to Conferences of Parents.

Address to Conference of Welfare Workers and all in charge of Youth.

Addresses with or without technical film to Medical Societies or Institutions.

Courses of Lectures to Midwives, Nurses, Welfare Workers, Health Visitors, etc.

Courses of Lectures to Teachers and Leaders of Youth.

The Council also has a whole-time staff of fully trained lecturers, including a medical man, a medical woman, a man and a woman with especial experience of the adolescent boy and girl, with a knowledge of biology and psychology that enables them to give courses of lectures to those in charge of Youth, and to young people in industry, and by request, to those attached to voluntary organisations.

Members of the staff have, in addition to a full knowledge of the principles and scientific background of Social Hygiene and a knowledge of the problems of Venereal Disease, extensive experience of the organisation of Social Hygiene Weeks and Special Campaigns.

The services of these lecturers can be loaned to Local Authorities for periods of one week to three months at a cost of £12 per week, exclusive of travelling expenses.

LECTURERS ON THE PANEL OF THE BRITISH SOCIAL HYGIENE COUNCIL.

MEDICAL MEN.

Blackham, Col. R. J., C.B.,
C.M.G., C.I.E., D.S.O., M.D.
Burnside, Col. E. B., R.A.M.C.
(retired).
Champneys, Sir Francis, Bart.,
M.D.
Clarkson, Mr. E. R. T., M.A.,
M.R.C.S.
Feldman, Dr. I.
Macalister, Dr. C. J., D.L.
May, Dr. Otto.
Milligan, Sir William, M.D.
Newsholme, Sir Arthur, K.C.B.,
M.D.
Porter, Dr. Charles.
Probyn, Col. P. J., D.S.O.,
R.A.M.C. (retired).
Rawlinson, Dr. E. Goodwin.
Robertson, Sir John, C.M.G.,
O.B.E., M.D.
Smith, Dr. Rupert.
Turner, Mr. E. B., F.R.C.S.
White, Dr. Douglas.

MEDICAL WOMEN.

Barrett, Lady, C.B.E., M.D.
Brade Birks, Dr. H.
Cadman, Dr. Dora.
Carr, Dr. Ruby.
Chesser, Dr. Elizabeth Sloan.
Evans, Dr. Eric.
Fairfield, Dr. Letitia, C.B.E.
Gray, Dr. Sarah.
Joyce, Dr. Margaret.
Logan, Dr. D. C.
McKenna, Dr. Harriet.
Macnicol, Dr. Mary.
Newton-Davis, Dr. Mary.
Ramsey, Dr. Mabel.
Rawlins, Dr. Morna.
Roberts, Dr. Adeline.
Rorke, Dr. Margaret.
Scharlieb, Dame Mary, D.B.E.,
M.D., M.S.

Smith-Wilson, Dr. Marjorie.
Sharp, Dr. Margaret.
Stewart, Dr. Clara.
Turner, Dr. Rose.
Veale, Dr. Laura.
Walker, Dr. Lena.
Webb, Dr. Beatrice.

LAY SPEAKERS.

Altentop, Mrs.
Cancellor, Miss.
Cowlin, Miss.
Cullis, Professor Winifred, O.B.E.,
D.S.C.
Daines, Mr. C. W.
Dugdale, Miss.
Earp, Mrs. Atherton.
Gifford, Mr. D.
Goslett, Mrs. Clare.
Jones, Mr. P. Herbert, B.A.
Kaye, Miss M.
King, Mrs. Redman.
Kohan, Mr. C. M., O.B.E.
Lidgett, Rev. J. Scott, D.D.
Muirhead, Professor J. H., M.A.,
LL.D.
Pardon, Mrs.
Peto, Miss D. O. G., O.B.E.
Rolfe, Mrs. C. Neville, O.B.E.
Royden, Miss M.
Sanders, Mr. R. D.
Spence-Duncan, Mr. J. H.
Swaissland, Miss V. D., B.Sc.
Tipper, Miss.
Trench, Miss V.
LECTURERS ON SOCIAL HYGIENE.
Arnold, Mrs.
Bennet, Dr. E. A.
Bevan-Brown, Dr. M.
Bond, Miss Muriel, M.Sc.
Brown, Dr. William, D.Sc.
Burt, Professor Cyril, D.Sc.
Carr, Dr. Ruby T.
Clegg, Dr. E. A.

Cullis, Professor Winifred, O.B.E.,
D.Sc.
Cutler, D. Ward, Esq., M.A.
Davies Lloyd, Miss M. H., M.A.
Fairfield, Dr. Letitia, C.B.E.
Feldman, Dr. I.
Hadfield, Dr. J. A.
Hart, Dr. Bernard.
Hutchison, Dr. Alice M.
Huxley, Professor Julian, M.A.
Laurie, Professor Douglas, M.A.
McBride, Professor William,
M.A., D.Sc.
Miller, Dr. H. Crichton.

Muirhead, Professor J. H., M.A.,
LL.D.
Pearson, Dr. Hamilton, E. A.
Ponder, Dr. E.
Robson, Professor G. C.
Rolfe, Mrs. C. Neville, O.B.E.
Smith, Dr. M. Hamblin.
Smith-Wilson, Dr. Marjorie.
Sutherland, Professor G. K.,
D.Sc.
Swaisland, Miss V. D., B.Sc.
Thomson, Professor J. Arthur,
M.A., LL.D.
Thouless, Dr. R. H., M.A., M.D.
Willis, Mr. Z., F., M.A.

CINEMATOGRAPH FILMS.

The British Social Hygiene Council has made films showing a special feature of its propaganda. Its films are produced in co-operation with acknowledged medical, scientific and educational authorities and are released after approval by the Ministry of Health.

All films are non-flam. and can therefore be shown in any room or hall with a portable projector. They are all standard size, and therefore suitable for display in the ordinary cinema hall.

There are available four distinct types of films, designed to meet varying requirements:—

They are respectively—

1. **TECHNICAL MEDICAL FILMS.** These films demonstrate questions pertaining to the diagnosis and treatment of Syphilis and Gonorrhoea.

They are suitable for illustrating post-graduate courses, and for conferences of medical societies, and gatherings of a similar nature.

2. **POPULAR MEDICAL FILMS.** This type of film has been especially produced for the purpose of showing to nurses, midwives, responsible citizens and social workers.

They depict the course of the diseases and their effects.

3. **POPULAR INSTRUCTIONAL FILMS.** They deal with the biological aspect of social hygiene. Their object is to inculcate a healthy well-proportioned attitude towards sex matters generally. They show the beauty of the normal processes of growth and development and are diverted towards giving protective knowledge to young people that will tend to reduce exposure to risk of infection.

4. **POPULAR DRAMATIC FILMS.** These films present information regarding V.D. in simple form.

They are adapted for general audiences.

Films can be borrowed by Local Authorities from the British Social Hygiene Council, the only charge being the cost of the carriage of the film both ways, subject to the following conditions being observed:—

(a) Suitable arrangements, to the satisfaction of the B.S.H.C. must be made for approved accompanying lectures.

(b) That audiences should be appropriately selected for the viewing of those films only approved for special groups.

The films can also be hired by responsible individuals and associations on the following terms:—

1,000 feet for one showing	15/-	For each further showing, an additional charge of 50 per cent. of these rates.
2,000 " "	25/-	
3,000 " "	35/-	
4,000 " "	43/-	
5,000 " "	50/-	
6,000 " "	56/-	
7,000 " "	60/-	

Special rates quoted to organisations represented on the British Social Hygiene Council.

It is preferable in places where no active branch operates that a lecturer should be supplied by the B.S.H.C., but where this is not desired the Council provides a synopsis of the lecture appropriate to the film for use of the speaker approved by the Medical Officer of Health.

No charge must be made for admission; but a collection can be taken towards expenses if desired.

LIST OF CINEMATOGRAPH FILMS.

For illustrating Lectures on Venereal Disease, Sex Hygiene and Biology.

Film.	Produced by	Length.	Time occupied in showing.
Diagnosis & Treatment of Gonorrhoea in the Male.	B.S.H.C. under the direction of Col. L. W. Harrison, D.S.O., R.A.M.C. (retired).	8 reels ..	1½ hours.
Manifestations, Diagnosis & Treatment of Syphilis.	B.S.H.C. under the direction of Col. L. W. Harrison, D.S.O., R.A.M.C. (retired).	10 reels.	2½ hours.
Social Hygiene for Women.	American Social Hygiene Assoc., 379, Seventh Avenue, New York, and adapted to meet English conditions.	2 reels.	30 minutes.
Venereal Diseases—A Lecture for Men.	National Cash Register Company.	1½ reels.	25 minutes.
Popular Medical Lecture for Women.	B.S.H.C. (In course of production).		
*A Medical Lecture..	1,400 ft.	22 minutes.
*The Student's Lesson	1,300 ft.	21 minutes.
The Gift of Life ..	American Social Hygiene Association, New York.	4 reels ..	55 minutes.

Film.	Produced by	Length.	Time occupied in showing.
Youth and Life ..	B.S.H.C.	6 reels . .	1½ hours.
Instructional Film for Young People ..	B.S.H.C. (in course of production).		
*Third Party Risks	1,700 ft.	27 minutes.
*The Tragedy of Ignorance.	2,600 ft.	42 minutes.
Deferred Payment ..	B.S.H.C. (in course of production).		
Damaged Goods	6 reels . .	1½ hours.
Whatsoever a Man Soweth.	Joseph Best. Copies purchased, together with all rights by the B.S.H.C.	2 reels . .	30 minutes
Waste and Economy ..	B.S.H.C.	2 reels . .	30 minutes.
Public Health Twins ..	American Social Hygiene Association, New York.	1 reel . .	20 minutes.

* Section of the film "The Dangers of Ignorance," produced by the Universum Film Aktiengesellschaft.

THE DIAGNOSIS AND TREATMENT OF GONORRHOEA IN THE MALE.

Produced by the British Social Hygiene Council under the direction of Col. L. W. Harrison, D.S.O., R.A.M.C. (retired).
Length, 8 reels. Time occupied in showing, 1½ hours.
For Post-Graduate Lectures and Medical Teaching Centres.
This film illustrates the technical details of diagnosis and treatment at close quarters, and is the best possible substitute for a series of demonstrations on the living subject.

The subject is dealt with in eight sections:—

SECTION I.—A definition and description of the disease.

SECTION II.—Complications.

SECTION III.—The general examination of a patient. (The preparation and examination of specimens in cases of gonorrhoea).

SECTION IV. and SECTION V.—The treatment of acute gonorrhoea.

SECTION VI. and SECTION VII.—The treatment of chronic gonorrhoea.

SECTION VIII.—Tests of cure.

THE MANIFESTATIONS, DIAGNOSIS AND TREATMENT OF SYPHILIS.

Produced by the British Social Hygiene Council under the direction of Col. L. W. Harrison, D.S.O., R.A.M.C. (retired).
Length, 10 reels. Time occupied in showing, 2½ hours.
For Post-Graduate Lectures and Medical Teaching Centres.

REEL 1.

Definition.

Demonstration of living *Sp. pallida*.

Diagrammatic demonstration of invasion.

The different stages of syphilis, illustrated by clinical cases.

The effect of a colony of *Sp. pallida* on the surrounding tissues.

REEL 2.

Continuation of demonstration of the effects of syphilis on the tissues, including effects on blood vessels and viscera.

The fate of the syphilitic granuloma. Its effects on neighbouring tissues. Its remote effects.

Summary of the sequence of events in syphilis from invasion to the end of life—with illustrations of various syphilitic lesions.

REEL 3.

Methods of diagnosis—examination of the patient.

The taking of specimens for laboratory examination:—

(a) Microscopical specimens.

(b) Blood specimens.

(c) Lumbar puncture.

REEL 4.

Microscopical examination:—

(a) Principles of dark-ground illumination.

(b) Technique.

(c) Diagnosis of *Sp. pallida* from other spirochaetes, illustrated by living specimens and by diagram.

REELS 5, 6, 7, 8.

Demonstration of the principles, with illustrations of the results, of—

(a) The Wassermann test.

(b) The flocculation tests.

(c) Tests of the cerebro-spinal fluid.

REEL 9.

Clinical diagnosis.

REEL 10.

Treatment.

"SOCIAL HYGIENE FOR WOMEN."

Produced by the American Social Hygiene Association, 370, Seventh Avenue New York, and adapted to meet English conditions.

This film has received the approval of the Ministry of Health and the British Social Hygiene Council for showing to selected audiences of Nurses, Midwives, Teachers, Health Visitors, Sanitary Inspectors, etc.

It is not suitable for display to mixed or unselected audiences, but it may be shown to selected audiences of men above the age of 21 years at the request of the Medical Officer of Health, on the understanding that it is accompanied by a lecture by a medical man.

Length, 2 reels. Time occupied in showing, about 30 minutes.

REEL 1.—PHYSIOLOGICAL.

Diagrams showing the reproductive organs of woman and the various functions for which they are designed.

REEL 2.—PATHOLOGICAL.

In this reel the same ground is gone over again, showing the harmful effects of venereal disease on processes otherwise normal and healthy.

(a) Gonococcus and spreading of Gonococcal infection throughout the reproductive organs.

(b) Infection of the blood-stream, kidneys, heart, joints, eyes, etc.

(c) Ophthalmia Neonatorum—effects and treatment.

(d) Living Spirochaete Pallida.

(e) Syphilis—Primary stage.

(f) " Secondary stage.

(g) " Tertiary stage.

(h) " The fight against Venereal Disease—facilities for treatment provision of recreation and education of public opinion.

VENEREAL DISEASES.

A LECTURE FOR MEN.

Produced by the National Cash Register Company.

Length, 1½ reels. Time occupied in showing, 25 minutes.

This film beyond dealing frankly with Venereal Disease has the advantage of striking home very forcibly the serious consequences of neglect, a strong point that appeals to men who have not considered the disease of much importance.

An earnest appeal on behalf of the future generation is contained in the latter part of the film. The illustrations of afflicted children, due to the indiscretions of their parents, cannot fail to give a lasting impression.

POPULAR MEDICAL FILM FOR WOMEN.

(In course of production.)

This film opens by showing the functions of woman in modern life, both as wife and mother, and as a wage-earner. The film goes on to explain that in both capacities, a woman's success depends upon her good health.

A simple outline of female physiology follows, explaining the possibilities of infection with venereal disease, and the necessity for early and continuous treatment is stressed.

By means of stories told by a woman doctor to a patient who is reluctant to continue treatment, some of the results of venereal disease are shown, including cardio-vascular trouble, paralysis, gynaecological operations, general collapse of health, blindness, sterility accompanied by ill-health, and diseased children.

"THE GIFT OF LIFE."

Produced by the American Social Hygiene Association, 370, Seventh Avenue, New York.

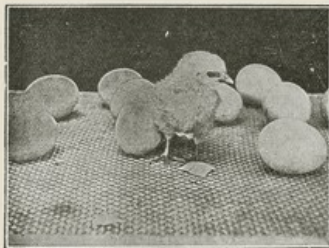
Length, 4 reels. Time occupied in showing, 55 minutes.

Suitable for display:—

- (1) To selected audiences of adults such as parents, teachers, etc., with the object of giving a general idea of the biological approach in the teaching of children.
- (2) The first three reels, to meetings of young people from school-leaving age.

Not suitable for public meetings of general mixed audiences.

This film outlines in popular form the biology of reproduction beginning with simple cellular growth, passing through various groups up to and including human reproduction.



The Gift of Life.

The latter section is printed in diagrammatic form and may be omitted at discretion.

This film tends to elevate the subjects of sex and reproduction, putting them on a clean, scientific basis.

Teachers in training will find the film useful in correlating their biological knowledge, and will find in it practical suggestions for presenting social hygiene facts to the parents of their pupils or the pupils themselves at opportune times.

Adults will be impressed with the interest and beauty attaching to reproduction.

A MEDICAL LECTURE.*

Length 1,400 ft. Time occupied in showing, 22 minutes.

Suitable to illustrate a lecture to selected audiences of adult men. A dia-

* Section of the film "The Dangers of Ignorance." Produced by the Universum Film Aktiengesellschaft.

grammatic representation of the effects of gonorrhoea on the male and on the female, and a plea for early and continuous treatment.

Must be accompanied by an address by a medical man.

THE STUDENT'S LESSON.*

Length 1,300 ft. Time occupied in showing, 21 minutes.

Suitable to illustrate a lecture to adult men. The story of a student infected with gonorrhoea. To impress on him the necessity of continuing treatment, and remaining under observation until pronounced cured by his doctor, the latter takes the student through his private hospital and shows him the results of neglected disease.

Must be accompanied by an address by a male lecturer approved by the British Social Hygiene Council.

"DEFERRED PAYMENT."

(In course of production.)

The story of a wireless officer who, transferred to home service and anxious to marry his old sweetheart with a clean bill of health, visits a quack doctor to whom he makes heavy payments for so-called "treatment." Thinking that he is cured he marries.

The wife, when the first baby is expected, attends an ante-natal clinic, where she is informed she is infected with Venereal Disease, but that with careful treatment the baby will probably be born healthy. The husband then visits a doctor and also undergoes treatment.

A healthy girl is born, but when a second child is expected in two years' time, the husband persuades the wife, in spite of the doctor's advice, that it is not



* Section of the film "The Dangers of Ignorance." Produced by the Universum Film Aktiengesellschaft.

necessary for her to take any more treatment as they are all well. A baby boy is born, who grows up a weakling, and eventually it is discovered that his eyesight has been impaired by syphilitic infection. Through treatment the little boy's sight is saved, but so weakened that it will affect his choice of a profession. The father realises that the child will continue to pay indefinitely for his fault.

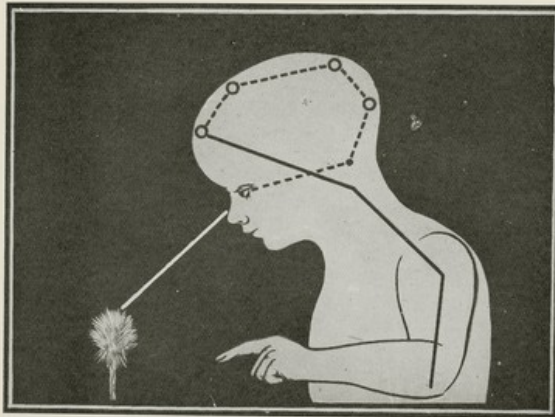
YOUTH AND LIFE.

Produced by the British Social Hygiene Council.
Prepared by Mrs. Clayton under the advice of Dame Mary Scharlieb, M.D., M.S., Professor Winifred Cullis, O.B.E., D.S.C., Professor Cyril Burt, Dr. I. Feldman and Dr. P. A. Clements.

Length, 6 reels. Time occupied in showing, 1½ hours.
A popular scientific film divided into three sections which are designed to demonstrate through elementary physiology and psychology, the importance of individual self-control in relation to parental responsibility in the avoidance of promiscuity and the dangers of Venereal Diseases.

The treatment is non-dramatic; scenes, animated diagrams and letterpress being supplied as occasion arises.

The film may be shown only as a whole, or in sections, to illustrate a lecture, or course of lectures, to parents, teachers and club leaders.



Our Minds.

The first two sections may be used to illustrate lectures to young people of school-leaving age and upwards, and for those over 16 years of age, in addition special versions of "Growing up" for boys and girls.

SECTION I.—"Our Bodies."

Develops the idea of a healthy body—an attempt being made to explain the physiological bases of the laws of personal hygiene.

SECTION II.—"Our Minds."

Deals with the relation of mind and body; illustrations showing the functioning of the muscular and nervous system leading up to a simple explanation of the principles of habit formation.

SECTION III.—"Growing Up."

Applies the lessons of cleanliness and self-control previously inculcated, to the particular problems of adolescents. Physical and mental difficulties are dealt with in turn, and hints for self-management given.

THIRD PARTY RISKS.*

Length 1,700 ft. Time occupied in showing, 27 minutes.

Suitable for display to adult mixed audiences.

Story of a nurse infected with syphilis who resorts to a quack for treatment. Her condition is discovered when she has infected the baby in her charge. After treatment both she and the baby are cured. The value of the blood test in examination is brought out.

Must be accompanied by an address by a lecturer approved by the British Social Hygiene Council.

THE TRAGEDY OF IGNORANCE.*

Length, 2,600 ft. Time occupied in showing 42 minutes.

Suitable for display to adult mixed audiences. Shows some of the results of untreated syphilis in a man and his wife whom he has infected. The story of the man's niece who is infected with syphilis by her fiancé shows the importance of continuous treatment and of obtaining from the doctor a clean bill of health before marriage.

Must be accompanied by an address by a lecturer approved by the British Social Hygiene Council.



The Complete Cure.

* Section of the film "The Dangers of Ignorance," Produced by the Universum Film Aktiengesellschaft.

"WHATSOEVER A MAN SOWETH."

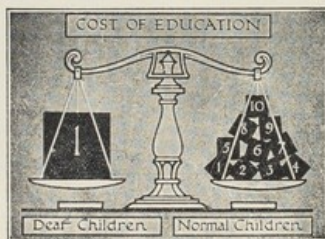
Produced by Joseph Best. Copies purchased, together with all rights by the British Social Hygiene Council.
Length, 2 reels. Time occupied in showing, $\frac{1}{4}$ hour.
Approved for display to audiences of adult men.



It deals with the temptations incidental to town life, and depicts the suffering and remorse which followed a "good time."

"WASTE AND ECONOMY."

Produced by the British Social Hygiene Council.
Length 1,900 ft. Time occupied in showing, 30 minutes.
The original film material used by the Council in the film "Waste" has been revised, extended and brought up to date in the above two-reel film, which endeavours to show :—
1. The social and economic effect of Venereal Disease when untreated.
2. The facilities for treatment now available both for the home population and for the Mercantile Marine.
3. A summary of the general progress made in Social Hygiene during the last twelve years, giving figures and diagrams as to the present position of the prevalence of these diseases and the points which need stressing in popular enlightenment.
It is diagrammatic in treatment and designed to interest responsible citizens.



"PUBLIC HEALTH TWINS."

Produced by the American Social Hygiene Association, New York.
Length, 1 reel. Time, 20 minutes.

A striking plea, presented by animated diagrams and statistics, for a well-balanced scheme of health propaganda.
The twins "Science" and "Administration," are seen employing various means for the reduction of venereal and other diseases.



SLIDES AVAILABLE ON LOAN FROM BRITISH SOCIAL HYGIENE COUNCIL.

The slides are loaned free, except for carriage both ways.

I. FOR MIXED ADULT AUDIENCES.

Public Health Series (1).

Set of about 45 slides on the danger and means of preventing various diseases with special reference to the Venereal Diseases.

Points stressed are—

- (a) Racial effects ;
- (b) Necessity and value of treatment especially antenatal treatment.

Public Health Series (2).

Set of about 50 slides showing social conditions conducive to and hindering disease; again special reference is made to Venereal Disease.

Points stressed are :—

- (a) The value of healthy social conditions as a means of reducing the risk of infection;
- (b) The responsibilities of marriage and parenthood.

II. FOR PARENTS.

Set of about 60 slides showing the responsibilities which parents have towards their children both in securing for them a heritage free from disease and in preparing them adequately to face life.

Points stressed are :—

- (a) Effects of Venereal Disease on children;
- (b) Social causes of Venereal Disease.
- (c) Suggestions as to how young people may be helped not to expose themselves to infection.

III. FOR YOUNG PEOPLE.

- (1) *Keeping Fit Series*—Boys and Young Men.

Set of about 40 slides illustrating laws of bodily and mental health; reference to Venereal Disease and the responsibility of marriage.

- (2) *Healthy Womanhood Series*—Girls and Young Women.

Set of about 40 slides corresponding with series for boys. Reference to Venereal Disease and responsibility of motherhood.

IV. FOR MEDICAL STUDENTS, NURSES, ETC.

Medical Series.

Set of about 45 slides showing principal diseases caused by Gonorrhoea and Syphilis, and some of the results of adequate treatment.

V. BIOLOGICAL SERIES.

About 200 slides showing the evolution of the main forms of life from the one-celled creature to human beings, including life histories of fish, frog and chick, and the development of the human embryo.

From this series sets may be formed suitable for illustrating short courses of biology to teachers and students or very simple courses of lectures to young people.

Teachers would find many of the slides useful for illustrating nature study and object lessons.

CENTRAL ASSOCIATION FOR MENTAL WELFARE.

24, BUCKINGHAM PALACE ROAD,
LONDON, S.W.1.
Tel.: Victoria 7875.
Hon. Secretary: Miss EVELYN FOX. Secretary: Mrs. M. L. WELFARE
Hon. Medical Secretary: Dr. LETITIA FAIRFIELD, C.B.E., D.P.H. (Barrister-at-Law)

MISS EVELYN FOX, the Hon. Secretary, will lecture on any general subject connected with mental deficiency, and if application is made to the Central Association, speakers on specific subjects will be provided.

Mrs. P. R. Green, J.P., 17, Beverley Road, Colchester, Essex, will lecture on matters connected with the work of magistrates in connection with mental defectives.

No fee is charged, but travelling expenses and hospitality (if necessary) are asked for.

The Central Association has a two-reel film entitled "The Training of Mental Defectives," which can be sent with or without the services of an operator and projector. Hiring fee £1 is. plus expenses of operator (if any).

TRAINING OF MENTAL DEFECTIVES (23 mins.).

SYNOPSIS.

A simple record of modern progress in the care and training of mental defectives. Those unfortunate people who are deficient in mental power are no less entitled than ordinary normal people to love, happiness and opportunities of self-development. A steady attempt is now being made in special schools and institutions for defectives to provide them with proper training in suitable surroundings. The children are carefully classified according to standard of intelligence, and are taught cleanliness, muscular control, obedience and simple manual work.

By means of proper training mental defectives can be taught concentration, obedience and self-control and thus become useful and happy members of their own little community instead of objects of neglect and derision.

CENTRAL COUNCIL FOR THE CARE OF CRIPPLES.

117, PICCADILLY,
LONDON, W.1.
Tel.: Grosvenor 2029.
Secretary: Miss M. F. SHELLEY BARKER.

CERTAIN members and others interested in the work of the Cripples, are willing to give lectures, and application should be made to the Secretary.

The Council have for display at Health Weeks, Baby Weeks, etc., an orthopaedic film "Arise and Walk," which takes about 40 minutes to show (three reels). It is non-technical and suitable for popular use. The idea of the film is to bring home to the public the fact that, broadly speaking, there need be no cripples.

Either ordinary or non-flammable copies are available. The cost of hire is £1 1s. per day, £2 2s. for three days, and £3 3s. per week, plus cost of carriage both ways. It is suggested that whenever the film is shown it should be introduced and explained by the local Medical Officer and organiser of the meeting. Notes are supplied for this purpose with the film.

Lantern slides (56) depicting the "Story of the Cripple," may be hired free of charge, excepting cost of carriage both ways.

CHILD GUIDANCE COUNCIL.

Tel. : Franklin 6226. 24, BUCKINGHAM PALACE ROAD, S.W.1.
Hon. Secretary : MISS EVELYN FOX. Secretary : MRS. LUCY E. BEACH.

THE Child Guidance Council is prepared to send lecturers to describe the work of Child Guidance Clinics, where treatment is provided for "difficult" children who are unable to adjust themselves to their school and home environment. The Council has established a Child Guidance Clinic at Tudor Lodge, Canonbury Place, Islington, N.1. which is being used by the London County Council as a school clinic and by the London School of Economics as a training centre for Social Science students taking the one-year course of training for Mental Health Work offered by the school.

The Council will be glad to arrange for lectures on the Medical, Psychological and Social Aspects of Child Guidance, and among those willing to give such lectures are the following :—

Miss Evelyn Fox, Hon. Sec., Child Guidance Council.

William Moodie, Esq., M.D., CH.B., M.R.C.P., D.P.M. (LONDON), Director of the Child Guidance Clinic.

Miss Lucy G. Fildes, B.A., PH.D.

Miss Evelyn Lawrence, B.Sc., Chief Social Worker.

Particulars of lectures and fees (if any) can be obtained upon application.

COAL SMOKE ABATEMENT SOCIETY.

Tel. : Victoria 9274-5. 71, ECCLESTON SQUARE,
Secretary : LAWRENCE W. CHUBB. BELGRAVE ROAD,
LONDON, S.W.1.

LECTURERS can be provided in respect of Smoke Abatement. The Society's technical adviser, J. S. Owens, M.D., A.M.I.C.E., who is Director of the Atmospheric Pollution Committee of the Department of Scientific and Industrial Research, can lecture upon "Smoke Abatement in relation to Health." The fee varies in accordance with the place expected to lecture.

COLLEGE OF PESTOLOGY.



Tel. : Clerkenwell 4264.
Speedwell 1061.

52, BEDFORD SQUARE,
LONDON, W.C.1.

Hon. Secretary : MISS M. LITTLE.
" SEMPER PROPSUM "

THE official lecturers of the College are :—A. Moore Hogarth, F.I.S.A., F.E.S. (Chairman of the College), who speaks on "Mosquitoes and their Iniquities," "Animal and Insect Carriers of Disease," "Rats and Mice as Pathological and Economic Pests," etc. E. C. Crabbe, F.E.S., who is a teacher of Entomology, and one of the teachers of the London County Council, and the Rev. J. W. Hayes, who is an authority on Woodworm and Silver Fish. Dr. S. Nanavitty lectures on Insects and Bacteria, and is only available generally in London.

The Rat film (the rat, an enemy within the gates) is about 1,700 feet in length, and can be hired for £1 1s. per week.

CREMATION SOCIETY OF ENGLAND.



Tel. : Langham 4168.

Secretary : GEORGE NOBLE, M.I.H. F.I.S.A.

23, NOTTINGHAM PLACE,
LONDON, W.1.

THE following lecturers speak on the subject of Cremation and the disposal of the dead generally :—

Professor A. Bostock Hill M.Sc., M.D., D.P.H.
Murray N. Phelps, LL.B.
Arthur E. Piggott, F.S.A.A. (Manchester and Midlands)

Rev. W. J. Piggott

The Hygienic, Economic and Aesthetic Aspects of Cremation.

"Cost of Burial to Ratepayers and the Advantages of Municipal Crematoria."
"Etheralisation of the Body," "Ashes to Ashes,"
Popular talks on Cremation.

The fee charged by lecturers ranges from half-a-guinea to five guineas, according to size of meeting and whether lantern slide illustrations (provided free by the Society) are used.

In the case of small group or Society meetings in the London and Manchester areas, a speaker may generally be provided without charge, the Cremation Society paying lecturer's fee but not travelling expenses, if any.

Descriptive visits to Golders Green, Woking and other provincial Crematoria when competent speakers will be in attendance, can be arranged, also the Society will be pleased to lend the use of Council Chamber capable of accommodating 30 to 50 persons at 23, Nottingham Place (convenient to all London railway termini) for meetings in connection with the hygienic disposal of the dead.

Special Cremation posters and leaflets can be supplied upon application.

DENTAL BOARD OF THE UNITED KINGDOM.



Tel. : Langham 2500.

44, HALLAM STREET,
LONDON, W.1.

Secretary for Education : H. S. BOMPAS.

APPPLICATION for single lectures or lecture tours dealing with Dental Health should be made to the Secretary for Education to the Board. Lecturers are provided and their fees paid.

LANTERN SLIDES.

A wide range of lantern slides have been collected and can be lent to speakers on Dental Health. The collection contains slogans dealing with general and humorous aspects of Dental Health ; animal, anatomical and pathological slides, skiograms. A catalogue can be supplied on application.

FILMS.

The Board have acquired six educational films dealing with dental Health. The majority of these are more suitable for juvenile audiences than adults, but have in fact been well received by every type of audience.

The experience gained in the past has shown that these films have great value from the educational standpoint. Educational Authorities who have arranged for the children in the schools to see the films have been well satisfied with the results. The Board of Education view favourably schemes by which arrangements can be made for children in elementary and secondary schools to see them.

The films are lent free of charge, the consignee being expected to pay the return carriage only. A projector is not supplied by the Board and an operator must be provided locally.

The films are of regulation size and are non-flam. stock. Short synopses of the various films follow :—

- | | |
|------------------------------|----------------------------|
| 1. THE CARE OF THE TEETH. | 2. YOUR MOUTH. |
| 3. TOMMY TUCKER'S TOOTH. | 4. THE LEAFLET. |
| 5. DON'T WAIT TILL IT HURTS. | 6. A BRUSH WITH THE ENEMY. |
| | 7. DEMON OF DECAY. |

THE CARE OF THE TEETH (1,000 ft., 15 mins.).

The film first demonstrates the structure of the teeth and the effect of decay thereon. The beneficial effect of proper food is pointed out and demonstrated by pictures of various animals, such as lions, tigers, dogs, elephants, eating their natural food.

Pictures of neglected mouths follow and the proper method of cleaning the teeth illustrated by adults and children. The importance of the inculcation of correct habits in childhood is emphasised by pictures of tooth brush drill by an infants' class, and the work carried on at a school dental clinic is also illustrated.

The effect of the neglect of the teeth as shown by pictures of toothless old age, and the film ends with an amusing and interesting study of a chimpanzee being taught to clean its teeth for itself.

YOUR MOUTH (900 feet, 14 mins.).

The film opens with a class of boys at physical training. Diagrams of the digestive system and of the mouth are then shown. The proper method of chewing the food is illustrated. The danger of decay, its rapid increase when once it starts, and the reasons therefore are pointed out.

Clear diagrams follow, indicating decay and its progress until the nerve is reached and an abscess formed at the root of the tooth. A lesson on how to clean the teeth is given and the necessity for regular inspection of the mouth pointed out by pictures of scaling and cleaning, and illustrations of work in a dental clinic. Diagrams showing the proportion of healthy and unhealthy mouths are shown with the effects resulting from proper feeding. Finally, the proper method of brushing the teeth is illustrated by a class of girls doing tooth brush drill.

TOMMY TUCKER'S TOOTH (900 feet, 14 mins.).

The film pictures a group of children listening to the story of Tommy Tucker's Tooth.

Three reasons are given them why they should take care of their teeth:—

1. To avoid toothache.
2. To enjoy good health.
3. To be better looking.

The result of the neglect of the teeth is brought home by pictures of sufferers from toothache and these are followed by diagrams clearly indicating dental decay and its effects on various parts of the teeth. The effect of good teeth on health and general appearance is then dealt with and suitably illustrated.

The moral of the points raised is brought home by the story of Tommy Tucker and his friend, one careful in his personal habits with good clean teeth, the other indifferent with an unclean mouth. Their application for work—the success of Tommy Tucker and the failure of his friend, is illustrated. A practical lesson is learnt by the friend who visits his dentist, and with improved appearance and cleanly habits secures at length a position in the same firm as Tommy Tucker.

The story emphasises the point that apart from general appearance, definite benefits will be obtained by the boy who appreciates the necessity for cleanly habits and the proper care of his teeth.

THE LEAFLET (1,000 feet, 15 mins.).

The story centres round the home life of a young couple and opens with Nell's mother packing baby clothes in preparation for her daughter's "great adventure."

Prompted by a remark from her husband, she encloses a leaflet on the care of the expectant mother's teeth.

The scene changes and the young wife is depicted in her home, sewing mysterious little garments and, incidentally, racked with toothache, which is but temporarily alleviated by her husband's return from work.

The old folk's parcel causes a welcome distraction and the leaflet inspires a visit to the Local Clinic.

Technical interest centres on the next scene and the kindly manner and individual attention given by the Welfare Visitor, Lady Doctor and Dentist, should have a reassuring effect.

A homely touch is given in the subsequent picture, when—the little stranger having arrived—the trio are shown *en famille*, and the young parents congratulate each other on the care taken to insure their baby's health.

The latter has well repaid the attention given to his mother's teeth, and the grandparents are delighted with the photograph which arrives in due course.

The simple little story reaches its climax in a series of happy pictures in which the youngster wields a toothbrush in approved fashion, his smile emphasising his excellent set of teeth.

DON'T WAIT TILL IT HURTS (850 feet, 12 mins.).

This is a story particularly suitable for schoolchildren.

The film commences by showing Jack Hayes being taken by his mother, much against his will, to the dentist. He has neglected his teeth and as a result has toothache.

His confidence is restored by the dentist, and Jack is taken into the dental surgery, while Mrs. Hayes is left in the waiting-room.

A little girl with a perfect set of teeth and not a trace of nervousness enters. The reason for her lack of fear is not far to seek for, as she tells Mrs. Hayes, she "comes before it hurts."

Mrs. Hayes is so impressed that she persuades the dentist to show Jack how Peggy, by taking care of her teeth, has not only done much for her personal appearance, but has banished all fear of having her teeth attended to.

The dentist does this, and also explains to the two children (by means of a diagram) the construction of the teeth and how failure to brush them properly is likely to cause decay. At the same time he imparts indirectly some very good advice and instruction to Jack's mother on the subject of diet and its effect on the teeth.

Jack promises never to neglect his teeth again, to brush them properly, and to visit the dentist regularly.

How well he keeps his word, and the beneficial results of his improved diet, may be gauged by the pictures showing him taking part in his school sports and winning a race against boys much bigger than himself.

The story is well told and the various points are clearly made.

A BRUSH WITH THE ENEMY (2,200 feet, 30 mins.).

The film contains some remarkable photography showing the eruption of the teeth, their structure, nerve and blood supply, progress of decay, etc.

It also emphasises the importance of proper mastication, showing clearly and simply the passage of the food from the mouth to the stomach and intestines.

The photography is in no way gruesome or unpleasant.

The Board with a view to holding the interest of the audience have written a story round the technical photography, detailing the troubles of a small brother and sister, the one suffering from toothache, the other from the results of injudicious eating.

The film shows Joan and Peter at a party where they indulge too freely in the good things. Joan has to leave early with toothache and both she and her brother spend a miserable night. Next morning the doctor easily diagnoses Peter's trouble and lectures the mother soundly on the state of Joan's teeth. He presents the family with tickets for a talk on teeth which he is giving, and thus provides the opportunity for introducing the technical photography. His lectures is kept interesting by introducing various incidents illustrating the speaker's points. The film ends with the family at home once more putting into practice the lessons they have learnt.

"DEMONS OF DECAY" (1,240 feet, 15 mins.).

The film opens with Elsie and Jack at supper with their mother. They are sent off to bed with the injunction to remember to clean their teeth. Jack manages to steal a biscuit which he takes off to his room. The children are next seen preparing for bed, Jack goes to the bathroom to clean his teeth, but at sight of his boat forgets everything and plays with it instead. Elsie enters and cleans her teeth thoroughly. The children in bed, Jack having surreptitiously eaten his biscuit, drops off to sleep.

He dreams of a demon's cave and the chief giving directions to his demons to attack his and Elsie's teeth. He sees the Demons enter his room but they cannot attack Elsie as her teeth are clean. They enter his mouth, however, and, finding it unclean, attack his teeth. They leave at length after threatening to return nightly until his teeth are destroyed. Jack wakes up in alarm, but on dressing, his thoughts are again distracted, and he forgets to clean his teeth.

The story follows Jack as he grows up. Neglected teeth cause toothache, and he cannot join in his friend's games. Although bright and intelligent, employers will not take him because of his bad teeth and appearance. The demons of decay continue to pursue him throughout his life. Elsie, however, takes care of her teeth, she visits her dentist regularly and her winning smile and good looks bring her success. At her work as a mannequin her appearance is a real asset, and not only in business does her smile help, for she wins the heart of a young man.

Jack realises too late the folly of neglecting his teeth, and bitterly regrets his lost chances.

EUGENICS SOCIETY.



Tel.: Sloane 2086.

20, GROSVENOR GARDENS,
LONDON, S.W.1.

Secretary: Mrs. C. B. S. Hodson, F.L.S.

The following special lectures are available:

Name.	Lecture Titles, etc.
Dr. C. P. Blacker, M.A., M.C., M.B., M.R.C.P., M.R.C.S.	Public Opinion as a Factor in Race Progress.
Sir Bruce Bruce-Porter, K.B.E., C.M.G., M.D.	(a) Sterilisation of the Unfit. (b) Health as Affected by Heredity.
Dr. Chapman, M.R.C.S., L.R.C.P., M.B., M.O.H. Bridlington. (In Yorkshire only)	
Professor Winifred Cullis	No official lecture title.
D. Ward Cutler, Esq., D.Sc.	
Mrs. Merritt Hawkes	(1) The Burden of the Feeble-minded. (2) Eugenics and Optimism. (3) What a Knowledge of Heredity Can Do for the Future of Man.
Dr. W. W. Herbert, M.D., M.B., C.M., J.P.	
Mrs. C. B. S. Hodson, F.L.S.	Relation of Heredity to Health. Insanity, Mental Diseases and Eugenics. Healthy Mind and Healthy Body. Which Matters Most? How to Have Healthy Babies. Mothers of the Race. Ghosts of Our Grandchildren. Fortune, Fate and Family.
R. G. Hogarth, Esq., C.B.E., F.R.C.S.	Sir William Milligan, M.D., LL.D.
Prof. E. W. Hope, O.B.E., M.D., D.Sc.	A. A. E. Newth, Esq., M.B., B.S., L.M.S.S.A., D.P.H. (In Mid-lands only).
Sir Thomas Horder, Bt., K.C.V.O., M.D., F.R.C.P.	W. M. Willoughby, Esq. M.D., D.P.H.
Col. P. S. Lelean, C.B., C.M.G., F.R.C.S., D.P.H.	

FILMS.

The Society let out on hire the following two films at 10s. 6d. per showing, plus cost of carriage, or £1 1s. 0d. for the week.

PREVENTION OF HUMAN WASTE (1,000 feet. 15 mins.)

We have only recently recognised some of the ways in which the laws of heredity (which order all forms of life) can be used by mankind to prevent human suffering. The Laws of Heredity, as they apply to man, have also been studied, and it has been established that all human qualities are inherited in a marked and probably equal degree. Galton found that in the case of eminent fathers, the proportion of eminent sons was nearly one in three. The proportion in the case of ordinary fathers was only one in 4,000. The aim of Eugenics is to protect the coming generation by deferring the hereditarily defective from parenthood. Much insanity is of a hereditary character. The Science of Eugenics does not propose to experiment on man. It shows us "The results of man experiments on himself." An understanding of the Laws of Heredity will help every individual and every public servant to respect posterity.

HEREDITY—MASTER OR SERVANT (1,500 feet. 22 mins.)

"Healthy Bodies and Sound Minds." Our wish for ourselves and the children who come after us. For instance, which would have the best chance, the baby born and cared for (1) in the slum dwelling, (2) country house, but if general living conditions could suddenly be made good for all, would all benefit equally?

The grossly defective should be protected not only when they are children, but also in after life. They need constant care, and should never be allowed to become a parent. Many of these children respond to treatment and become self-supporting. Others need protection through life. In all cases of heredity defect the next generation should be protected.

FRUIT TRADES FEDERATION

(FRUIT AND HEALTH SERVICE).



STATION BUILDINGS,
NEW BRIDGE STREET,
LONDON, E.C.4.

Tel.: City 6290.

Director: GORDON BOGGON.

Secretary: H. W. EALES.

SETS of Fruit Posters suitable for lecturing and display posters on "Fruit and Health" can be supplied free upon application.

Teachers are specially invited to apply for the series of posters which form an attractive and educational lesson to the school children. Copies of the leaflet "Fruit and Health" can be supplied free upon application.



FOOD EDUCATION SOCIETY.



29, GORDON SQUARE
(entrance in Garden Street),
LONDON, W.C.1.

Tel. : Museum 3433.

Hon. Secretary : CHARLES E. HECHT, M.A., HON. M.C.A.

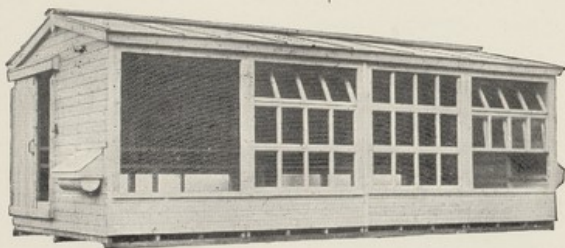
THE Society will be pleased to give particulars as to lecturers and their fees, etc., and also to publish list of suitable subjects connected with food, diet, cookery, oral and personal hygiene. The following special lecturers are available :—

Name.	Subjects.
J. Sim Wallace, M.D., D.SC., L.D.S.	Dietetics in relation to Teeth. Prevention of Pyorrhœa. Prevention of Deformities of the Jaws and Irregularities of the Teeth
George Thomson, L.D.S.	Mastication of Food and Digestion. Teeth and Public Health. Sleep and Digestion.
E. Cronin Lowe, M.B.E., M.B., B.S.	Romance of a Meal (illustrated by "The House that Jack Built" charts).
Miss Florence Petty, HON. M.C.A. R.S.I. ("The Pudding Lady")	How Foods Affect Health. Vegetables and Their Salts. Personal Hygiene. Feeding and Care of Children. Care of Teeth.
Mrs. Graham Lacey.	Food Values Simply Explained. Health through Right Feeding. Clean Food and Dangers of Flies. Infant Welfare.
Miss L. H. Silvester, R.S.I. (London & Home Counties only).	Hygiene. Home Nursing.

(Continued on page 58).



THE "CAMWORTH DE LUXE"
"Camworth" Upholstered Furniture comes to you direct from the factory; thus you buy really high-class upholstery at a remarkably low cost, made possible by the saving of the middleman's profits. Write for our illustrated folder, sent free on request.



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THE "NEETER" BEDSIDE CABINET.
An ideal bedside table, constructed in Oak, Mahogany or Walnut. It consists of a bookcase with two shelves, a cupboard at the back, and a well at the top in which the tea-set can be packed. A rack is fitted at the side for papers and magazines.



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PAPWORTH INDUSTRIES,
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Miss Edith Parker Demonstrations in Economical Cookery.

Charles E. Hecht, M.A., HON. Aids to Fitness, with "Odes to M.C.A., ("Mr. Scrunch").
Children's Diet.
Ten Golden Rules of Food and Drink.
Diet of Brain Workers.
Institutional Catering.

"FOOD, DIGESTION AND AIR" (14 mins.).

This film shows first of all a man dining off a heavy, indigestible meal of several courses. The strain on the digestive organs is indicated by reproducing, in animated diagram, the whole process of digestion, from the time the food enters the mouth, through the gullet, stomach and intestines. The film then indicates a more suitable meal. The importance of exercise, ventilation, etc., is finally emphasised by suitable pictures.

The film has been approved by the Central Council for Health Education; is non-inflammable and takes 14 minutes in showing. *It is suitable for children as well as for adults.*

Fee :—One showing, 10/-; for a week, 30/-.



A GARDEN CITY is a Town designed for healthy living and industry; of a size that makes possible a full measure of social life, but not larger; surrounded by a rural belt; the whole of the land being in public ownership, or held in trust for the community.

3, GRAY'S INN PLACE,
GRAY'S INN
LONDON, W.C.1.

Tel. : Chancery 7267.

Secretary : ALFRED T. PIKE.

THE Association is prepared to provide lectures on various aspects of Housing and Town Planning. The lectures can be either technical or popular, and can be made suitable for study classes, technical classes, meetings of social workers, members of municipal authorities, or public conferences, literary societies or general meetings.

Single lectures can be given, selected from the following list, or courses of three or six lectures can be arranged for week-end conferences. The terms on which the lectures can be given depend upon the resources of the organisation asking for them. Out-of-pocket expenses have to be paid in every case, and, where possible, a nominal fee in addition. Each application is considered on its merits.

Most of the lectures can be illustrated by lantern slides or diagrams, and several by films.

SUBJECTS.

HOUSING.

The present Situation and the Housing Act, 1925.
Housing and Health.
The Abolition of Slums.
Housing by Public Utility Societies.
The Preservation of Ancient Cottages.

TOWN PLANNING.

Town Planning and How it Affects Everyone.
The Advantages, Economic, Industrial and Social, of Town Planning.
Town Planning of Greater London.
The Work of Joint Regional Town Planning Committees.

GARDEN CITIES.

What is the Basis of Garden Cities? A Description of the World's First Two Garden Cities at Letchworth and Welwyn.
Satellite Towns and City Development.

Special Lecturer - - ALFRED T. PIKE (Secretary).

Travelling expenses and subsistence charged, and, if necessary hospitality over night.

FILMS.

LETCHWORTH (780 feet).

A tour round the whole city, noting especially various types of houses built at different periods. The industrial area showing varied industries, and examples of good factory design—the shopping and business area of the city. Open spaces and agricultural belt are also shown.

HAMPSTEAD (680 feet).

A well-developed modern suburb, showing the layout of roads and grouping of houses of all types and classes.

THAMES-SIDE. (300 feet).

A contrast to Letchworth and Hampstead, showing the congestion in this industrial part of London. Narrow streets, inadequate railway facilities, and the congestion during the rush hours demonstrate the need for proper placing of industry in relation to housing.

Any two of these films may be hired at £1 1s. od. per showing, plus carriage out and return.

HEALTH AND CLEANLINESS COUNCIL.



Tel. : Museum 8031.

5, TAVISTOCK SQUARE,
LONDON, W.C.1.

Secretary: MISS NORAH MARCH, B.Sc.

THE official lecturer of the Council is Miss E. F. Turner, but in addition, the Council has an extensive panel of lecturers, medical and lay. The following are some of the subjects which come under the scope of their aims and objects:—

FOR WOMEN'S MEETINGS.

Health—Be Your Own Doctor.	Care of the Skin and Hair.
Woman the Healthmaker.	Cleanliness and Efficiency.
Cleanliness—the Child's Point of View.	Dangers of Dirt.
Washing Made Easy.	Some Problems of Child Life.
Cleanliness and Child Life.	First Law of Health.
The Clothes We Wear.	Health for All.
Homely Hints.	Fashions Old and New.
	How to Reduce Doctors' Bills.

FOR GIRLS.

The First Law of Health.	A Clean Life.
Dangers of Dirt.	Health for All.
Care of the Skin and Hair.	The Tenth Guide Law and what it Means.
The Clothes We Wear.	Good Citizenship.
A Healthy Life.	Homely Hints.

FOR BOYS.

Two Great Laws of Life.	Dangers of Dirt.
Insides and Outsides.	A Healthy Life.
Keeping Fit.	Health for All.
Doing Your Bit.	The Careful Camper.

GENERAL ADDRESSES.

Woman the Healthmaker.	A Healthy Life.
Cleanliness and Efficiency.	A Healthy Life from the Point of View
Dangers of Dirt.	of Good Citizenship.
The Foundations of Public Health.	Habits.

The fees of lecturers vary from one guinea to five guineas, but the Health and Cleanliness Council is ready to provide lecturers without charge in special circumstances, an arrangement for which application may be made.

PETER AND THE MOON MAN (1,250 feet. 18 mins.)

Peter is a little boy with no brothers or sisters and is sometimes very lonely. He often wishes that something would happen—and one day something does, a very surprising thing, too! As he is playing alone with his ball a speck appears in the sky and becomes bigger and bigger, until it drops to earth and comes to life a quaint little man, who informs Peter that he has fallen from the moon. Peter decides to call him the Moon Man.

Peter takes his new friend to make the acquaintance of his mother and shows him round his home. For the first time in his life, the Moon Man visits a kitchen, where Peter gives him some of the food eaten by earth folk. But when he tries to touch the food and take some himself, Peter says, "Not with those dirty hands!" The Moon Man is shown all the kitchen equipment—the refrigerator, the sink with hot and cold water laid on, the stove for burning rubbish—and then Peter takes him along to the bathroom. This appears a place of wonder to the Moon Man, who does not know what "Being clean" means. Peter soon shows him, however, by scrubbing one of his friend's legs and pointing out the difference between the dirty and the clean one. It is decided that the Moon Man shall have a bath—a necessary step for he is a grubby little fellow. Under Peter's tutorship the bath is made ready, and he has his first tub—a thoroughly enjoyable experience, from which he emerges clean and happy in clean clothes supplied by Peter—a New Moon.

After tea in the garden, and a visit to the shop to buy soap, sponges, brushes, etc., the Moon Man flies off happily in his zinc bath aeroplane, packed with materials for teaching the people in the Moon the joys of cleanliness, so pleased is he with this feeling of being clean.

DANGER AHEAD (PROVISIONAL TITLE). (1,230 feet. 18 mins.)

John and Nelly Martin are newly married, and their home, spick and span in its newness, is the joy of Nelly's heart. At the beginning of the film we see them at their breakfast table with its dainty spotless appointments—a picture of happy domesticity. John departs to his work in the city and Nelly applies herself energetically to her household tasks. Very shortly they are visited by Nelly's father and mother, who commend the young people's home, because it is so clean and well kept.

A year elapses, and once more we see the Martin home, but much changed for the worse. Nelly is tired of housework and finds distraction in reading cheap novelettes and visiting the cinema, and John, arriving home from work to a dirty, comfortless house with no meal ready, goes off to seek consolation in drink. The "morning after" comes and we see the couple once more at their breakfast, but what a contrast to the scene of a year before!—dirt and squalor on every hand, an ill-prepared meal and John and Nelly untidy and discontented. Plainly this young couple are heading for disaster, and it seems as if the baby who is expected will have but a poor chance, but, thanks to the intervention of the Health Visitor, who shows them both the dangers of dirt, their baby is born safely, and mother and child survive. But Nelly learns her lesson. The cleanliness that the coming of the baby brought is continued and we see Nelly bathing her child in a clean, tidy home, while John looks on, a proud and happy husband and father.

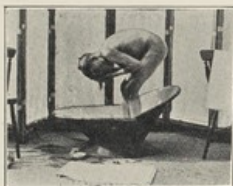
TEN LITTLE DIRTY BOYS (Still in course of production). (18 mins.).

The story of the "Ten Little Dirty Boys" is told in a series of clever animated cartoons, so popular with both grown-ups and the children. The film is based on the well-known "Ten Little Nigger Boys." At the opening of the film, ten boys are shown playing football in a muddy field, and so they become the ten little dirty boys. We follow their story from ten to nine—because one has a good scrub—from nine to eight—because one gets up in time to have a wash, until finally there is only one little dirty boy left, and he receives from his father a well-deserved whacking and tubbing. And so ten little clean boys announce the end of ten little dirty boys.

WHERE THERE'S LIFE THERE'S 'OPE (700 feet. 12 mins.).

The "reason why" of bodily cleanliness has never been told in a more delightfully informal way than in this film. It was prepared in the first instance for the Bermondsey Borough Council, but the Health and Cleanliness Council realising the great value of the film to a national health and cleanliness campaign obtained permission to adapt it somewhat.

Pussy is seen at her toilet, taking infinite pains to be clean. Elephants are shown splashing happily in their bath. Horses are undergoing, in the stable-yard at the hands of their grooms, the scrubbing and brushing that result in healthy skins and coats of satin. A lively chimpanzee revels in the use of soap and water in a way that must be an inspiration to every human boy. All this striving after cleanliness in the animal world must force those who are less careful than the cat and the elephant to face the personal question—WHY NOT YOU?



Why not you?



Cleanliness pays.

Next, then, the film goes on to show by means of ingenious animated diagrams the skin actually at work, ridding the body of fluid waste matter. Sweat glands, pores, sebaceous glands and hair follicles are clearly distinguished. These working diagrams clearly prove the impossibility of thorough cleansing of the skin by the mere use of cold water. In this way is driven home the lesson that baths are essential to health and well-being. What, in their fashion, animals do from instinct, children must do in better ways, since they are able to understand what they are doing.

The sub-titles, in simple lilting rhymes, will be remembered long after the film has been seen.

The film will be of great use to those who are organising educational health and cleanliness campaigns; and to teachers in schools fortunate enough to possess a projector.



Jacko has learned it!



Pussy takes endless pains.



Elephants love their bath.

A DANGEROUS HANDICAP (700 feet. 10 mins.).

This is a pathetic little love story with a distinctly hopeful ending. After a delightful game of tennis, Phyllis—a pretty young girl—invites Reggie Brightson, her man friend, to come home to take tea with her. They



Touching up.



Just finished the game.

are obviously very much in love with one another and on the verge of being engaged. They linger on the way home and at the back of Phyllis' mind there seems to be some hesitation, particularly as they enter her home. What will



Elsie presents John to her mother.



Making friends with her sister.

the sitting-room be like? Alas, when she opens the door, her worst fears are realised. Her mother is sitting in a chair, dozing; the lunch things are still on the table; the tablecloth dirty; the whole appearance untidy. Her mother wakens up and is very gracious. She and Phyllis hurry round, clearing away the lunch things and setting tea. While they are doing this, Reggie becomes friendly with Phyllis' little sister, May, who unfortunately



Dirty finger marks!



After lunch.

makes things worse—both her hands and face being very dirty. Reggie groans to himself "Fancy marrying into this." He makes the best of it, however, drinks his tea out of a cup which is covered with finger-marks and suddenly discovers an excuse to hurry away without proposing. Phyllis sadly realises why and sees in a flash a new ideal of home life. Thrilled with enthusiasm she and her mother set to work to the home spick and span.

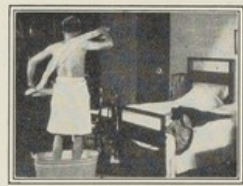
HEARTS AND HANDS (900 feet. 15 mins.).

Mrs. Waters, a very house-proud widow, has a very charming daughter, Molly. Mrs. Waters has also two lodgers, John Bright and Arthur Sale, who work at the same trade, but who have very different ways. John is a man of scrupulous refinement in practice; Arthur is obviously the handsomer of the two and, notwithstanding his less refined habits is a more attractive man.

Molly has a birthday party to which John and Arthur are invited as guests. John makes very careful preparations in his toilet; Arthur is less meticulous. Arthur gives Molly a box of chocolates for her birthday present but the little lady gets a great shock when, with the "Close your eyes and open your mouth



Mrs. Waters—very house-proud.



Getting ready for the party.

and see what God will send you," she opens her eyes and sees the chocolate between a dirty finger and thumb. She gets a still greater shock when, thrilled with the excitement of proposing to her, he unconsciously grabs a beautiful cake with his dirty hand.

Later in the evening they play cards and once more Molly's sensitiveness is



Arthur proposes.



The party in full swing.

affronted by Arthur's dirty hand and attracted by the cleanly cared-for hands of John. Nevertheless, John is very charming and seizes an opportunity to propose to Molly in the kitchen. She tells him she will give him his answer next day. At breakfast, Molly and her mother exchange confidences. Mrs.



A game of cards.



Coffee and confidences.

Waters is anxious when she sees Molly somewhat inclined to accept Arthur's proposal, for she knows that John, who is much the better man of the two, loves Molly dearly. Molly thinks deeply; visions come back to her of the glimpses she had last night. Hearts and Hands go Hand in Hand and Molly asks her mother to give John a hint.

John wins the day, a triumph of cleanliness.

THE CLIMBER (2,000 feet. 30 mins.).



Good-bye to school.

In Cruncher's Confectionery Works Peter meets once more his old schoolfellow, Jack Walker, nicknamed, for very good reasons, "Grumpy." "Grumpy" had already shown malice when the two boys were applying together for a job at Cruncher's, and he now jibes at Peter for bringing his lunch neatly wrapped in a serviette instead of in a piece of newspaper. "Grumpy" has no respect for clean habits, nor for the rules of the factory, and before long he is discharged for smoking during working hours.

Peter's tidy habits of work and his reliability lead to his promotion. As the years pass, Cruncher's Works grow in size and importance, and Peter's responsibility and standing increase with them. He is made foreman of the Sorting Department, and has charge of a large staff.

While Peter is discussing staff problems with the Welfare Supervisor, a solitary figure is making his way along the country road which leads to Cruncher's. It is Grumpy, down and out. At the factory gate the old schoolfellows meet, and Peter seizes the opportunity his position gives him, and offers Jack a fresh start.



The New Foreman

An All-British film of the everyday life of typically British boys. Full of interest, but not sensational,—wholesome, but not smug or proxy. Just the thing to interest lads beginning to think of making their way in life.

ALMOST A TRAGEDY (1,080 feet. 17 mins.).

ALMOST a tragedy—but thanks to good advice and surgical skill, not QUITE. Thanks, too, to lessons learned at a time of pain and anxiety, there will be no more narrow escapes of the same kind in one family, at least.

It is an every day story of the result of neglect of small things. It might happen in half the homes you know.

There are three principals of this little drama. There is a mother, well-intentioned, but inclined to let things take their own course. There is a charming little girl, whose life is taken up with the care of her dolls. And there is Tommy.

Tommy is not bad, as boys go. He arrives on the scene in "a nice mess," his dirty and rumpled clothes telling of rough play on the way home from school. He complains, "I've hurt me 'and," and



The Mother who meant well.

play on the way home from school. His mother impatiently retorts, "That's nothing. Don't make a lot of fuss over a scratch." All the sympathy Tommy receives is from his sister, who bandages the cut for him as best she can with a piece of rag.

Next morning the pain in Tommy's hand is an excuse for washing it even less than usual. His sister again ties the bandage for him. He winces as he says, "Golly, it 'urts right up my arm!"

The pain grows worse as time goes on. A few days later Tommy, who has fainted in school, is brought home by a teacher, who talks very straightly to the mother, telling her that the dirty cut and the filthy bandage are the very things likely to bring about septic poisoning.



The very thing to cause septic poisoning.

Tommy is taken, without any delay, to the Out-patients' Department of St. Bartholomew's Hospital. He is convinced by now that he will have to have his hand taken off. His mother is anxious too. As the two wait their turn, they see something of the care taken in a modern hospital to ensure absolute cleanliness. Fortunately only a minor operation is necessary and Tommy's hand and arm are



A "lick and a promise"



A careful mother to her babies.

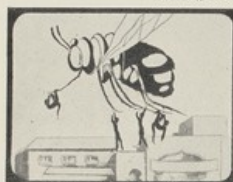
saved. But the narrow escape brings about changes in the home. Henceforth cleanliness is the rule. Mother and son have learned that Cleanliness is the first law of health, and that where there's dirt there's danger.

During the wait at "Bart's," a series of animated film cartoons show you exactly how Tommy's wound became septic, and why he felt pain. No member of an audience can fail to learn the wisdom of cleanliness from this film.



The Hospital taught a lesson.

GIRO THE GERM No. 1 (700 feet), (Duration, 10 mins.)



Giro is a very imp of mischief. From the moment we see him peeping from one of his lurking places, till the end comes when he is defeated and killed through the schemes of Dr. Y. Zaker, M.D., we laugh heartily at his every prank.

Beyond all doubt Giro is the villain of the story. Every one of his mischievous tricks, entertaining as it is to watch, does hurt to someone in the end. Giro loves dirt, and where there's dirt there's danger. Giro is the danger. And so, while children and grown-ups shout with laughter at the amusing little rascal, they learn in an unforgettable way the lessons of health and cleanliness.

Equally is Dr. Y. Zaker, M.D., the hero. Whilst others merely stand amazed and helpless, Dr. Zaker realises that Giro is at the bottom of all the

mischievous. Whilst Mr. Grimy moans and groans, Dr. Zaker acts. Very soon we learn that this quiet, unassuming man, so helpful and kindly, is Giro's master and his unrelenting foe.

The story is told in a series of clever animated cartoons. Films of this kind are very popular, but the proprietors of cinema theatres know how difficult it is to get a good one.

Everywhere that "Giro" has been shown, it has been acclaimed as one of the best.

"Giro the Germ" is not intended as a substitute for films which teach the lessons of health and cleanliness in graver mood. It usefully supplements them, teaching the same lessons lightly and humorously, but nevertheless impressively. It emphasises in an original manner that cleanliness is of the first importance to health, and a vital element in the battle against disease. It should be a feature of every Health Exhibition and Health Week programme.

(Second Episode) No. 2 (765 feet), (Duration 12 mins.)

What are these objects, looking like rocks, with a mischievous creature astride of each? They are grains of dust, borne by the wind, and Giro and his brothers go with them. Teddy Tubb and Georgie Grubb playing happily in the dirt, gather Giro's as they play. They cannot help it.

Mrs. Tubb comes to the door and calls her son to have his bath. Mrs. Grubb summons hers, soon after, to come in to go straight to bed.

Teddy Tubb sleeps peacefully. Not so Georgie Grubb. His sleep is disturbed by the attentions of the Giro who remain upon him, since he has not troubled to wash them away. Teddy is up early in the morning, fresh and happy, ready for the day of play and work which lies ahead of him. Georgie lies late in bed, and when at last he rises, he is fit for nothing but the sleep of which Giro robbed him. He is too weary to work, too tired to play. Dirt means unhappiness.

Later, Teddy's vigorous, happy play is interrupted by the anxious cry of Mrs. Grubb—"Teddy, Georgie is ill! Run for Dr. Y. Zaker!"

The doctor is not long in realising what is the cause of Georgie's trouble. "Giro!" he says. "Take away these sheets and wash them! And give that boy a good bath!"

Georgie's first bath, at the unskilled hands of his mother, is not a pleasant experience for him. But the improvement in health and comfort converts Mrs. Grubb and her son to the bath habit.

The end of the film shows two happy boys in their baths; both singing, loudly enough to be heard through the thin dividing walls, the Bathroom Anthem. On this happy note closes a clever cartoon film, which will certainly be as popular as the first episode of "Giro the Germ."



LANTERN SLIDES.

The Council has a collection dealing with various aspects of Health, including subjects such as :—

- (a) The Structure of the Skin.
- (b) Housing Conditions in Relation to Health and Cleanliness.
- (c) Personal Hygiene.
- (d) Health Messages.

Special attention is drawn to :—

- (1) A series dealing with Training Toddlers.
- (2) Health Week Messages. These messages are suitable for showing on the screen of a picture house during the course of a Health Week, and also for incorporation in general lectures on Health.

Slides are to be had on hire at 2s. per dozen, plus carriage.

FILMS.

Films can be supplied on :—

- (a) Cinema Base, for use in picture theatres and licensed halls.
- (b) Non-Flam. Base. For use in non-licensed halls.

The charge for hire is 10s. 6d. per showing, plus carriage. Reductions in terms and loan without charge are readily offered, upon occasion, for which application should be made.

Apparatus. Arrangements can be made for the supply of portable apparatus for showing films in non-licensed halls.

INDUSTRIAL HEALTH EDUCATION SOCIETY.

Tel. : Holborn 1280.

84, KINGSWAY,
LONDON, W.C.2.

Secretary : J. MACKENZIE.

THE objects of the Society are to provide lecturers and other information and advice to industrial workers on Occupational Sicknesses and Diseases, Personal Hygiene and General Health, and the prevention of Accidents.

Titles suggested for Health Talks are :—

1. Occupational Sicknesses and Diseases and General Health.
2. The Prevention of Disease.
3. General Health and Personal Hygiene.
4. Nutrition and Diet in relation to Physical Fitness.
5. Teeth in relation to Health (lantern lecture).

The Society select speakers as near the places of meetings as possible, and a fee of one guinea is usually required.



28, PORTLAND PLACE,
W.1.

Tel. : Langham 4200.

Secretary : A. SEYMOUR HARDING, F.S.S.

THE Institute will supply details of lecturers, subjects, and fees, if application be made to the Secretary. The following are some of the lecturers available, viz. :—

Name.	Subject.
R. King Brown, M.D., D.P.H.	Sunlight.
J. Browning Alexander, M.D., M.R.C.P.	Pulmonary Diseases and Their Prevention.
A. Seymour Harding, F.S.S.	Personal Hygiene.

Publications supplied by the Institute include "The Health of the Child of School Age: Ten Lectures delivered at the Institute of Hygiene," price 6s. 2d. post free; and "Health in Childhood: Five Lectures delivered at the Institute of Hygiene," price 2s. 8d. post free.

Leaflets are also available, and copies of the "Journal of the Institute of Hygiene" may be forwarded to public health authorities on request.

The Institute maintains an Enquiry Bureau for the use of members, but information is freely given to members of the medical, public, health, dental, nursing, educational and allied professions.



JEWISH HEALTH ORGANISATION OF GREAT BRITAIN.

Tel. : Paddington 4768.

4, UPPER GLOUCESTER PLACE,
LONDON, N.W.1.

Secretary : D. TSCHERNIAKOFF, B.Sc.

The following are prepared to lecture on behalf of the organisation :—

Name.	Title.	Fee.
Dr. A. Sourasky, M.B., F.R.C.S.	"Eyes, Eyeglasses and Glass Eyes" By arrangement.	
Dr. M. W. Geffen, M.R.C.S., L.R.C.P., D.P.H.	"Physiology." "The Jewish Child—Physically and Mentally." "Vaccination and Re-vaccination." "What One Should Know About Cancer." "What One Should Know About Consumption." "The Prevalence of Disease Among Jews." "How Town Dwellers Can Preserve Their Health." "How Occupation Affects Health." By arrangement	
Dr. D. H. Geffen, M.D., D.P.H., M.R.C.S., L.R.C.P.	"Occupational Diseases." "Fathercraft." "Character Training in Young Children." "Public Health Administration." "Control of Infectious Disease."	£3 3s. od.
Dr. W. M. Feldman, M.D., M.R.C.P., F.R.S. (EDIN.).	"Care of Children." "Social Hygiene." "Heredity and Environment in Relation to Child Welfare." "History of Preventive Medicine in Relation to Childhood." "Elementary Physiology." "Errors in Metabolism."	By arrangement. £1 1s. od.
Dr. J. I. Collier, PH.D., B.Sc., A.I.C., M.R.C.S., L.R.C.P.	"Parents and Children." "The Nervous Child." "The Feeding of Children."	
Dr. Bernard Myers, M.R.C.P., C.M.G.	"The Prevention of Summer Diarrhoea in Infants" (or allied subjects).	
Dr. Robert Bradlaw, L.D.S., R.C.S.	"The Care of the Teeth" (kindred subjects).	
Dr. M. Marcus, M.R.C.S., L.R.C.P.	Subjects on Psychological Side of General Medicine.	Occasional fee.
Dr. H. M. Joseph, M.R.C.S., L.R.C.P.	"Care of the Eye." "The Preservation of Health" (other Health topics). "First Aid." "Home Nursing."	
Dr. M. D. Eder, B.Sc., L.R.C.P., M.R.C.S.	"The Mental Hygiene of the Child." "The Mind in Health." "The Nursery Years and Similar Objects."	£3 3s. od. No fee.

Name	Title	Fee.
Dr. Leslie J. Harris, D.Sc., PH.D., Director, Nutritional Laboratory (Medical Research Council), Cambridge.	Subjects relating to Nutrition and Health and Dietetics."	No fee.
Dr. Louis Fieldman, M.R.C.P.	"Digestion and Diet." "Physiology." "Health and Hygiene."	£1 1s. od.
Dr. I. Feldman	"The Physical Development of the Child." "Health and Physical Exercise." "The Road to Health." "Minor Maladies and How to Avoid Them." "Constipation and Its Dangers." "First Aid and Home Nursing."	£5 5s. od. No fee.
Miss M. Abrahams, M.A. Dr. Emanuel Miller, M.A., M.R.C.S., L.R.C.P., D.P.M. Dr. M. Marcus, M.R.C.S., L.R.C.P.	"Food and Health." "Mental Health." "The Brain and How It Uses Us." By arrangement. Popular Health subjects, especially on the Psychological side of General Medicine. "Diet and the Jews." "The Healthy Heart." "The Prevention of Heart Disease."	Occasionally free.
Dr. A. R. Abelson, M.R.C.S., L.R.C.P., D.Sc.	Physiology, e.g. : "Causes and Treatment of Delinquency." "The Measurement of the Intelligence." "The Study of Mental Deficiency." General Health Subjects : "First Aid." "Home Nursing." "Child Welfare."	£1 1s. od.

THE LEAGUE OF RED CROSS SOCIETIES.



Telegraphic : Licross, 37, Paris. (VILLE)
Tel. : Laborde 13-98, 13-99. 2, AVENUE VELASQUEZ, PARIS, FRANCE.

LIST OF FILMS (English Language).

THE Film Library of the League is at the disposal of member societies and of institutions recommended to the League Secretariat by a Red Cross Society, for purposes of public health propaganda carried on with the assistance or the approval of the Red Cross.

If any member organisations linked up with the Central Council for Health Education, wish to hire these films, application should be made

through the British Red Cross Society, 19, Berkeley Street, London, W.1.

The time required for projection of a 300 metre film, wound off at average speed, is about 20 minutes.

		Length in	
		Reels.	Metres.
NURSING.			
AN EQUAL CHANCE.			
Episodical Film. Devoted work of a public health nurse during an influenza epidemic. Summary of public health nursing activities during times of stress and under ordinary conditions		2	650
IN FLORENCE NIGHTINGALE'S FOOTSTEPS.			
History of Florence Nightingale. A modern school of nursing; the pupils at work and at recreation ..		1	225
WINNING HER WAY (Le prix de la lutte).			
Episodical film: Through her skill and devotion a Red Cross Nurse succeeds in overcoming the indifference of the Municipal Authorities in converting her opponents		2	500
BRINGING IT HOME.			
Episodical film. The scene is laid in a small American town. After much hostility and many difficulties are overcome, the value of a Child Welfare Centre is at last recognised		1	300
CARE OF OUR WOUNDED.			
Care and transport of British wounded during the Great War		2	500
CHILD WELFARE.			
(LA SANTE DE L'ENFANT).			
HEALTHY CHILDHOOD.			
Instruction in care of infants; working of infant dispensary. A day in the life of a healthy child (early morning till bedtime)		2	600
TUBERCULOSIS.			
LA TUBERCULOSE (Its cause and lesions).			
Tuberculosis bacilli, principal pulmonary lesions, phagocytosis		1	350
TUBERCULOSIS (Pulmonary Diagnosis).			
Technique of tuberculosis diagnosis. (Film used during the War for Army Service Medical Officers)...		8	1600
WASH YOUR HANDS (Lavez-vous les mains.)			
Elementary rules of personal hygiene. Dirty hands, dust, flies, etc., all help to spread tuberculosis germs ..		1	200
DO NOT SPIT (Ne crachez pas par terre).			
Elementary rules of personal hygiene. Dirty nails, unboiled milk, filthy rooms, etc., spread tuberculosis		1	200
JINKS (Monsieur pif).			
Cartoon comedy. Health habits, wholesome food, physical exercise and periodical medical examination may prevent the development of tuberculosis		1	300

		Length in	
		Reels.	Metres.
PAPWORTH.			
A village colony at Papworth, near Cambridge, for the tuberculous and arrested cases		2	550
STORY OF JOHN McNEIL.			
Episodical film showing how tuberculosis is spread by lack of hygiene, and the probable arrest of the disease by adequate treatment		1	200
BIOLOGY.			
THROUGH LIFE'S WINDOWS (L'Œil).			
Anatomy and physiology of the eye		1	300
HOW LIFE BEGINS (Origine de la vie).			
Film illustrating in a discreet manner the laws of reproduction of the species by means of well-chosen examples: protozoa, plants, insects, birds and mammals		4	1200
INDUSTRIAL HYGIENE.			
PAYING THE PRICE (Petits accidents, grandes conséquences).			
Small accidents if neglected may lead to the amputation of a limb		1	300
WHITE LEAD (A professional poison).			
Showing the ravages caused by lead poisoning		1	250
MENTAL HYGIENE.			
EDUCATION OF THE ABNORMAL AND FEEBLE-MINDED.			
Showing the training and practical education of the abnormal undertaken by the Central Association for Mental Welfare, London		2	500
PERSONAL HYGIENE.			
TOMMY TUCKER'S TOOTH.			
Story illustrating the necessity for care of the teeth ..		1	300
CARE OF THE EYES IN CHILDHOOD.			
Much blindness is the result of accident. Simple precautions and proper care in case of illness may save the sight of many children		1	300
SIGHT-SAVING CLASSES.			
Organisation of a special class in the United States for short-sighted pupils		1	300
BLINDNESS.			
Blindness is often the result of neglect of hygienic principles, especially at birth		1	300
POSTURE (Tenez-vous droits).			
Right and wrong position of the body. Orthopaedic and respiratory gymnastics		1	300
SUN BABIES (Le rachetisme).			
Sunlight is indispensable for the development of the bones of young children. Its action is unrivalled in the prevention and cure of rickets		2	300

HYGIENE.

	Reels.	Length in Meters.
DIPHTHERIA.		
Preparation of diphtheria serum in the H. K. Mulford Company's laboratories	1	300
DIPHTHERIA (New ways for old).		
Diphtheria formerly made great havoc among children, but since the discovery of anti-diphtheria serum by Behring, they may be made immune from the disease.		
SMALLPOX.		
Visit to the laboratories of H. K. Mulford; preparation of smallpox vaccine in the laboratories	1	300
UNHOOKING THE HOOKWORM.		
A campaign against hookworm disease	1	250
INFLUENZA (La Grippe).		
People suffering from influenza often spread the disease through lack of attention in the early stages ..	1	300
MALARIA (Le Paludisme).		
Malarial Fever, its origin, symptoms, effects, anatomy of the Anopheles, carrier of the disease. Method of transmission of hematozoa of malaria. Protective measures against the anopheles; destruction, draining	3	750
HOW TO DESTROY MOSQUITOES.		
Methods employed in America for destruction of mosquitoes	1	300
RAT MENACE.		
Methods of destruction; damage caused by rats, carriers of disease	1	278
GET RID OF RATS.		
Damage caused by rats in London; methods of destruction	2	500
PRODUCTION OF CERTIFIED MILK (Hygiene de la production de lait).		
Showing the working and organisation of an up-to-date model dairy in England	2	350
SOCIAL HYGIENE FOR WOMEN.		
Diagrammatic representation of the elementary anatomical and physiological data regarding venereal diseases in women. Syphilis and gonorrhoea. Principles of V.D. prophylaxis. Illustrative films to accompany lectures on V.D. to women	2	550
SYPHILIS (Diagnosis and Treatment).		
Illustrative film to accompany lectures to special public (students, nurses, auxiliaries, etc.)	3	600
VENEREAL DISEASES (Origin and results).		
Male and female anatomy and physiology. Venereal diseases and their consequences. V.D. prophylaxis ..	3	800
THE FLY (La mouche).		
Biology of the fly agency in the spread of various infectious diseases	1	150
THE TWISTER.		
At a time when all public and private organisations are apt to be disorganised by a disaster, the American Red Cross is always ready for action	1	300
A MODERN FAIRY TALE.		
Village customs in Hungary. How the Juniors come to the rescue of an unhappy family	3	1100



NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS.

Tel.: Museum 2577.

1 GORDON SQUARE,
LONDON, W.C.1.

Medical Commissioner: DR. WILLIAM BRAND.
Secretary: MISS F. STICKLAND.

THE Association has equipped four motor caravans. Each caravan carries a medical man with special knowledge of Tuberculosis, as lecturer. The driver is also a cinema operator.

The equipment includes a cinema projector with lantern attachment and non-flammable films. Posters, charts, models and photographs are carried for the purposes of a small interesting tuberculosis exhibition.

The exhibit includes photographs illustrating the National Tuberculosis Scheme. These are mounted in suitable frames for showing on tables. It also contains models of open-air shelters, hygienic bedroom, hygienic and unhygienic cow-houses and a few smaller articles.

The space required for display can be varied according to local conditions. A space of 30ft. by 12ft. is ideal.

A nominal charge of £5 5s. od. per week is made. For this fee, the following is provided:—

- (1) Lectures illustrated by cinema films and lantern slides. (One or more lectures daily, as required.)
- (2) The Tuberculosis Exhibit.

The following lecturers are practically always employed in carrying out these tours:—

Dr. William Brand, Medical Commissioner.
Dr. Sidney G. Peill, Assistant Medical Commissioner.
Dr. James Holroyd, Assistant Medical Commissioner.
Dr. Harley Williams, Assistant Medical Commissioner.

The following leaflets can be purchased at reasonable rates:—

- No. 1. How to prevent Tuberculosis.
- No. 3. Milk and Tuberculosis.
- No. 5. Diet in Tuberculosis.
- No. 7. Leaflet for those who have been in a Sanatorium.
- No. 8. Disinfection.
- No. 9. Hints on the Management of Children from 1 to 5 years of age.
- No. 10. Hints on the Care of Children of School Age.
Per 1,000, £1 15s. od. Carriage extra.
Per 100, 5s. od., per doz., 1s. od. Post free.
- No. 2. Fresh Air and Sunlight.
Per 1,000, £1 5s. od. Carriage extra.
Per 100, 3s. od., per doz., 6d. Post free.

FILMS.

The following films are available for hire :—

"The Invisible Enemy"	2,200 ft.	£1 11s. 6d. per day, or £8 per week.
"A Day in a Sanatorium"	1,450 ft.	£1 1s. per day or £5 per week.
"The Story of John M'Neil"	1,450 ft.	per week.
"A Stitch in Time"	1,500 ft.	
"Delay is Dangerous"	1,000 ft.	12s. 6d. per day or £3 per week.
"The Production of Certified Milk"	800 ft.	10s. 6d. per day or £2 per week.
"Burrow Hill Colony"	300 ft.	5s. per day or £1 per week.
"Air and Sun"	600 ft.	

(carriage extra in all cases.)

A DAY IN A SANATORIUM (1,450 feet).

The word "Sanatorium" is but too well known to thousands in this country ; but only the few who have themselves had treatment in one have any idea what the life is like, how the day is spent and in what the treatment consists.

Unfounded conceptions have arisen which do harm—by some a sanatorium is considered a gloomy place full of bedridden invalids ; by others, a palace of easy and luxury where any benefit to health is more than counter-balanced by damage to character.

The result is that patients who are advised sanatorium treatment are often reluctant to consent while on the other hand these institutions do not meet with the hearty support they deserve.

It is to dispel this ignorance that this bright and attractive film has been taken, with the intention of showing patients that the life may be an active, happy road to health, and of interesting their people by making them understand what their relations who are away for treatment are doing and what is happening to them. The pictures show the everyday life at an actual institution.

The principle of treatment pursued and illustrated is that of rest followed by increasing graduated outdoor exercise and outdoor work.

The inner meaning of what is seen is carefully explained by descriptive text interspersed between the pictures.

But though the titles explain themselves, they will make excellent texts for a lecturer to enforce and expand, as the film is being put through.

There are 54 scenes of a very attractive and interesting character, and 36 of the descriptive titles and text just mentioned.

The early scenes show the grounds and the exterior of the sanatorium which is a pleasing building placed among charming wooded surroundings with beautiful views.

These are followed by pictures of the interior, of the wards, the dining and recreation halls.

After a few short titles giving the essentials of treatment, the day begins, and the life of the sanatorium is taken, hour by hour, showing what is doing in the various parts.

The life of those well enough to be up and take exercise is alternated with pictures of those who are confined to bed or largely resting.

Those who are fit rise at 6.45 and bed-making is followed by breakfast. Vegetables are prepared for dinner and then exercise starts for those who are fit. Patients, men and women, are seen walking.

The next nine scenes deal with the treatment of patients, for whom rest is prescribed, in bed and on special balconies.

Then dinner, followed by rest, after which walking is resumed, or for those on the road to recovery, graduated labour.

The tests governing this system are explained and then follow 14 scenes showing the varied grades of graduated labour, starting with light garden work then rolling and mowing, then general work on the land, passing on finally to the heaviest work, tree-felling.

The next scenes show the pig farm, which is run by the patients. Further examples follow the results of useful work done by the patients in a large greenhouse built by them and a reservoir holding 500,000 gallons which patients excavated and constructed.

Women patients are shown doing similar but lighter work.

Next come half-a-dozen scenes of the recreations, indoor and outdoor, which cheer the patients after the day's work is done.

The recreation room, the reading room, and library (with view into Dutch garden), and the concert hall are shown, also games of croquet, clock-golf and bowls, and a group of girls at a piano.

The final scenes are those of visiting days and holidays, e.g., a tea party on a bank holiday, and last, a farewell scene of patients leaving at the end of the treatment.

THE STORY OF JOHN M'NEIL (1,400 feet).

(The eradication of Tuberculosis on the Edinburgh system.)

The story shows how, in dark, ill-ventilated tenements the death-rate from Tuberculosis is highest. Here a "Tuberculosis Nest" is situated. Its inmates comprise John M'Neil, a compositor, his wife, their daughter Mary, aged 17, a bookbinder, and Angus and Flora, aged 12 and 10. Mrs. M'Neil is in an advanced stage of tuberculosis. She is treating herself with quack medicine.

Her daughter Mary knows better. She goes to the Royal Victoria Dispensary for the Prevention of Consumption, where she is examined and diagnosed. She has early disease.

From the dispensary a nurse visits the infected home to give suitable advice with a view to putting right any bad home conditions.

Later the dispensary doctor holds a "March Past" of the other members of the family, and finds Mrs. M'Neil to be gravely ill, beyond hope of recovery ; John M'Neil to have moderately marked tuberculosis of the lung, requiring sanatorium treatment ; and Angus and Flora to be "tuberculous seedlings" for whom life at an open-air school is essential.

Mrs. M'Neil is removed to the City Hospital for Advanced Cases, where her symptoms are relieved and her life is brightened in the tuberculosis wards, and in the open-air shelters. The Medical Officer of Health meantime carries out disinfection of the home.

Angus and Flora are admitted to the open-air school and John M'Neil is admitted to a sanatorium (the Royal Victoria Hospital). Here he passes through the various stages of sanatorium treatment. As his case requires more prolonged treatment to ensure a permanent cure, he is transferred to the Royal Victoria Farm Colony, where he is received by the colony doctor, who takes him in hand for a year. He learns various departments of farm work, for example, growing flowers for market, rearing pigs, feeding poultry, and raising cabbages.

On returning home cured, he is offered through the colony doctor, employment. The story closes with John M'Neil entering his new home where he is joined by his children, now restored to health.

THE PRODUCTION OF CERTIFIED MILK (800 feet).

(The methods in use at the experimental dairy farm, Gracemount, under the direction of the Royal Victoria Hospital Tuberculosis Trust for the Prevention of Tuberculosis.)

"Certified Milk" i.e., the highest grade of milk, tubercle-free, must be produced from cows which have passed a prescribed tuberculin test and veterinary examination.

The whole herd must be submitted to the tuberculin test at intervals of six months, and to veterinary examination not less than three times every year.

Every animal added to the herd must be tested immediately before admission. The milk must be bottled on the farm and be delivered, bottled, to the consumer.

Certified milk must not at any time contain more than 30,000 organisms per c.c. or any coliform organisms in 0.1 c.c.

It should contain not less than 3.5 per cent. of butter-fat.

Certified milk must not at any time during production be treated by heat.

In order to produce certified milk it is essential that the herd should lie under sound physiological conditions.

Accordingly, it is the practice of Gracemount Farm to have the cows outside daily, even during the winter months, as much as is feasible.

The cowshed is large; and perfect lighting, aeration, and cleanliness are ensured.

The cows are groomed regularly, and their hindquarters, tails and udders frequently clipped.

To prevent contamination during the process of milking, considerable care is exercised in the toilet of the cow.

The ever-restless tail is tied to the leg; and the flanks and udder are washed and dried by the herdsman.

The washing and drying of the udder is repeated by the milker, who pays more particular attention to the teats.

The milker's hands having been washed, the milking begins.

A special type of pail is used, closed at the top with an opening at the side, thus effectually preventing debris from falling into the milk.

The dry method of milking is adopted, no lubricant of any kind being used on the hands.

The first or fore-milk is discarded, as it is poor in quality and contains a large number of bacteria.

On completion, the milk of each cow is weighed and recorded.

It is then poured through a removable, sterilised chute into a sterilised tank inside the dairy.

Here the milk from several cows is mixed automatically, thereby ensuring a uniform product.

From the tank the milk gravitates over a sterilised cooling apparatus, through which there is a circulation of cold water.

This cools the milk quickly from approximately 100° F. to 50° F., thus further limiting risk of bacterial growth.

Thence the milk passes into a simple, sterilised bottling apparatus, arranged on syphon principle, and thereafter into sterilised bottles, which are immediately sealed and capped.

The caps are wired on by machine, so that the milk cannot be tampered with until it reaches the consumer.

Each bottle has then the date stamped on it and is ready for immediate delivery.

Returned empty bottles are first cleansed by steeping in hot water and soda.

They are then separately brushed, outside and inside, by means of an electrically-driven brushing machine with a continuous flow of hot water.

Thereafter they are treated by means of an automatic hot spray.

Finally, they are subjected to steam sterilisation under pressure for twenty minutes.

Bottling apparatus, overalls, tanks, milk-pails, stools, and all removable equipment in the dairy are sterilised after each milking.

BURROW HILL COLONY (300 feet).

Jim Davidson, a tuberculous ex-soldier, had been to a sanatorium where he got much better, but not well enough for a full day's work. So the dispensary doctor arranged for him to go to Burrow Hill Colony, where he will have further treatment and at the same time be trained in open-air work.

The first picture shows the dispensary Care Committee discussing his future, and a member undertakes to visit him at the colony and report his progress to his mother.

Jim is then seen arriving at the colony and taken first to his cubicle and then to the medical superintendent for examination.

Pictures follow of life and work at the colony—breakfast—Jim's first lesson in hoeing—cultivating parsnips—working in the outdoor tomato beds and for a short time in a greenhouse erected by colonists—bunching radishes for the market.

Next the Care Committee visitor is seen talking to him, then a picture of a lesson in bee-keeping.

He is later transferred to the poultry-keeping section and later again to the pig farm.

Rural carpentry—another course at the colony—is then illustrated.

The film ends with pictures of the tubercle-free herd of cows on the farm attached to the colony, which supplies all the milk for the institution.

This film is still of interest although Burrow Hill Sanatorium Colony has now been adapted by the National Association for the Prevention of Tuberculosis for the long period treatment and technical education of suitable youths between the ages of 14 and 19.

AIR AND SUN (600 feet).

"The Common Sun, the Air, the Skies

To them are opening Paradise." (Gray).

The subject of this short but picturesque film is the benefit to be derived from air and sun, not only as a means of special treatment for the diseased, but generally in strengthening and hardening the delicate and weakly, by a return for the time to the natural life, which owing to the restrictions of modern conditions we have too largely lost.

The scenes are chiefly laid in Switzerland, which is shown not only as a land of winter, but as a land of the sun and of summer beauty.

Similar methods are being followed in our own country, but need wider application.

The film touches on adults, but deals chiefly with children, who have the greatest claim on our protective care.

It shows that in the case of delicate children their school life need not be interrupted, but that training of the mind and body can go hand in hand. Nature herself too will be an object lesson which must insensibly expand and improve the mind.

The early pictures show the invalid at rest under different conditions in the open, but with returning strength active pursuits, work, and sport take their place. We follow the children in the country rambles, at their games, their work in the field and garden, and at their picnic meals. We see them also earnestly at their lessons in open-air schools. One cannot but be struck by their joy and interest in all they do, and by the activity and swing of all their movements. Fatigue seems unknown.

The life described is spent with the skin bare, and we see them hardening and bronzing till they brave the depths of winter without clothing, revelling amid ice and snow, skating, ski-ing and tobogganning.

DELAY IS DANGEROUS (1,000 feet).

John Dorsay, a business man of 35, has felt out of sorts for some weeks. His ordinary office work tires him unduly. When he gets home he is disinclined to play with his children and only wishes to be left alone and to rest. His wife tries to tempt him to eat, but with little success.

One afternoon she takes him for a drive. By the wayside he sees a large poster of the National Tuberculosis Association on which is printed the early symptoms of tuberculosis. He reads it and feels that it may apply to his case. He tells his wife, who wisely urges him to get advice. Next morning he goes to his doctor and is thoroughly examined, and in a few days' time, when the

sputum and X-ray reports have been received and his whole examination completed, he is informed that he has tuberculosis of the lungs.

He demurs at the advice that he should go to a sanatorium, and raises business difficulties. His doctor and his wife overcome his objections, and without any real delay he enters a sanatorium. After a period of treatment he is told by the doctor at the institution that his disease is quiescent and that, provided he carries out instructions for the next few years, he need not fear any return of his illness as he had fortunately come under treatment at an early stage.

The end of the picture shows a happy reunion with his family.

The purpose of this film is to press home the importance of early treatment.

"A STITCH IN TIME" (1,500 feet).

Jane Shore, aged 12 years, lives in a dark, dirty, stuffy home. The windows are seldom opened. Her father, a painter and decorator, is out of work and despondent. The mother is tired and disheartened. There is a baby in arms. The other member of the family is an old grandmother, with whom Jane sleeps. Granny is troubled with an old-standing cough.

As the story opens the mother is sending Jane for a jug of milk. On the way home she is startled by a rough boy and drops the jug. In picking up the broken pieces her finger is cut. A Boy Scout of about the same age, seeing Jane's plight, rushes to her assistance and fights the bully. Noticing Jane's cut hand he takes her to his mother, whose house is nearby. Jane's interest in the boy has been awakened by his protection of her, and she now wistfully notes the difference between his home and her home—the one spotlessly clean and airy—the other dirty and stuffy. She also notices how clean he is. We may infer that the desire for cleanliness is entering her mind.

A health visitor calling to see the mother and baby, discovers that Jane has a lump in her neck which is being "rubbed" at home. She advises the parents to take the child to the Tuberculosis Dispensary. This is done and the condition of tuberculosis of the glands of the neck is diagnosed. Treatment in a children's sanatorium is recommended and is carried out.

The tuberculosis officer visits the home to examine the "contacts." He urges the further examination of the grandmother at the dispensary—at the same time arranging that her sputum shall be sent up for examination. The grandmother attends the dispensary, the provisional diagnosis of pulmonary tuberculosis is confirmed—she is admitted to a hospital for advanced cases and is not mentioned again in the film.

The tuberculosis officer has a purposeful talk with the father on the whole position. Later it is arranged that the Tuberculosis Care Committee shall supply him with paint, distemper and other materials to enable him to renovate his home. He and his wife are willing to put into practice the instructions given them by the dispensary doctor and nurse. In due course Jane returns from the sanatorium in good health. She is delighted with her changed home conditions. Her father is now in work. She is admitted to an open-air school near her home. The doings of the day in the open-air school are now shown on the film which ends in a happy gathering in the little back garden of Jane's home.

THE INVISIBLE ENEMY (2,200 feet).

This story of a mother and son takes place in the beautiful castle of Marimont and its grounds. A veiled figure (the Invisible Enemy) is seen in the far distance gradually drawing nearer and finally entering the castle.

The mother sits by the bedside of her son, the heir to the property—he is dying of tuberculosis. Faintly, at first, then growing clearer, the veiled figure appears, and the son seeing it cries out: "Take my wealth, take all that I possess, but give me my life and health," but the figure vanishes.

The scene changes to the Castle grounds once more and another visitor (the Doctor) arrives—as he has arrived day after day for two years.

The mother and doctor meet. In reply to her question he answers: "No change," and in despair she asks: "What have I done that I should be so cruelly punished?" And the doctor tells her gently that there are more causes than one responsible for the spread of this cruel disease, and that only those who had watched constantly over her child from infancy onwards could answer the question.

The heartbroken mother, ready to sacrifice everything, wanders restlessly from castle to park and from park to terrace and back to the hall of her castle where she sinks into a chair groaning: "There is no justice on earth."

Then, as in the bedroom, the symbolic figure appears gradually, touches her head and asks: "Shall I show you what has brought your son to this state?" And the mother makes a sign—yes.

The scene changes to the time when the son (now a young man) was a baby and the father and mother, proud of their infant, stand on each side of his cradle playing with him and fondling him. "In kissing him his father gave the baby the first infection, for your husband was tuberculous in those days, strong though he is now."

The germs of tuberculosis (called bacilli because they are shaped like rods) are carried in the phlegm (*magnified slide shown here*).

"The strong constitution of your child would probably have overcome the first infection, but the nurse, too, was tuberculous, she spread infection, not only by coughing and in kissing, but also by sucking the feeding bottle before giving it to the baby."

The mother was amazed. "It was your duty to inquire as to the health of the person to whom you entrusted your child. You should have noticed her dry cough; her anaemia; her loss of appetite; her tiredness."

The danger of living in contact with a tuberculous person is shown by an experiment—twenty glass slides are placed two yards from a consumptive who coughs and takes no trouble to prevent the spread of tubercle bacilli—they are found on all the slides.

A picture of a lung with a cavity—such cavities contain tubercle bacilli which are spat up by the patient. In this lies the great danger of the cough of the consumptive.

The mother cries "Alas! I was ignorant of this terrible danger." And the figure replies: "It is just the ignorance of millions like yourself that causes the miseries of mankind—it is through ignorance that people daily commit crimes of which the victims are their own children."

Even after all this infection *early* treatment would have cured both the child and nurse—tuberculosis is not invincible—cholera and plague were once our masters and men, believing themselves powerless, submitted to their fate without an effort—but every one must help if we are to conquer tuberculosis—ignorance and indifference help it to spread.

"Your child was exposed to infection in yet another way"—the film shows a consumptive beggar at a church door, he coughs, spitting on the pavement; the mother gives him some money; she walks, not seeing it, in the sputum; gets into the carriage and drives home.

The nurse and baby are in the nursery and the mother goes up to them—the sputum is still on her boot, though she did rub her feet on the mat before coming in—as she puts the child back on the floor after kissing him, some of the sputum is left on the floor; the baby finds it, puts his fingers into it and puts them in his mouth.

The horror-struck mother seeing this vision turns to the figure asking: "But if so many dangers threaten us how is it possible to escape all infection?" and the reply comes: "It is not necessary to escape all infection, but one must diminish the chances of infection as far as possible and strengthen the body in order to increase the natural powers of resistance. The amount of tuberculosis

revealed by post-mortem examinations is so great that *some* infection seems inevitable, but most of these people did not die of tuberculosis, the infection often passed unnoticed because their resistance was so good that they were able to overcome it. But what did your boy do? He undermined his health by overwork. Look at this vision of him as a schoolboy cramming his lessons, gathering up his books in haste, even from under the bed, helped by you, and dashing off down the street to the school.

Look again later on, how instead of increasing his natural resistance by a healthy diet, he prefers to eat sweets instead of his luncheon.

And again how he refuses to go boating on the castle lake with you and his father, and, instead, goes bicycling with a friend, dashing along dusty roads, overdoing his strength until at a fountain he stops for a drink and he and his friend pull out cigarettes and smoke.

All the infections to which your son, even in his cradle fell a victim, weakened his power of resistance, which in the end broke down.

Even then he could have been saved—when the doctor had examined and found him to be suffering from pulmonary tuberculosis his state was not hopeless. Many patients regain their health in sanatoriums or in their own homes, but he would not follow the doctor's advice.

"Oh, you who seem to know everything, tell me how to save my child," and he answer comes: "Too late."

The mother gazing at the veiled figure sees as in a vision her dying son and the castle which he will not live to inherit, and the figure divining her thoughts says gently: "You regard me as a cruel enemy and yet it is in answer to your constant call that I come, seeking new victims. Will you, who are now enlightened, consecrate your broken life to save others from the danger to which, through ignorance, you fell a victim?"

It is a great and difficult task! But it will only be through the co-operation of an intelligent and enlightened people that humanity will conquer this disease.

With a little goodwill, and less indifference, nine out of ten could escape the fatal issue if only treatment were begun early enough and continued long enough.

Will you enlighten them and give them the knowledge by which they can avoid the mistakes of which you were the victim?

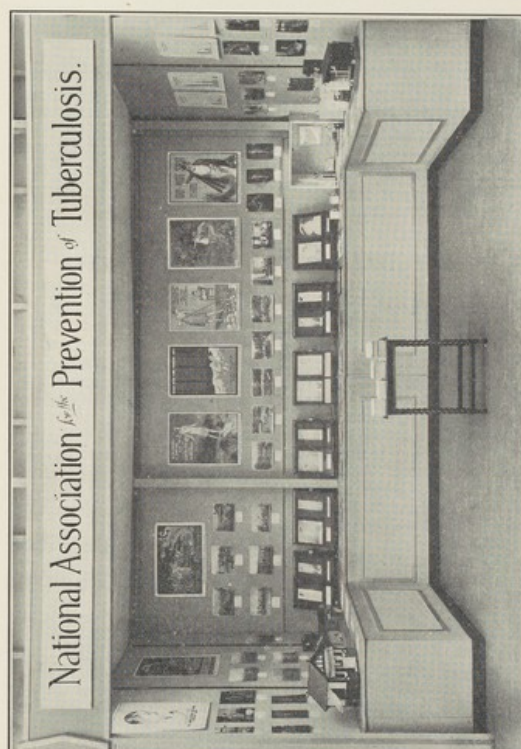
Remember that, taken in time, that is when the disease is first suspected, tuberculosis is curable and is often cured.

Teach them the benefits of open air and the consequences of bad habits. Teach them to protect themselves from dirt. Hygiene in living, hygiene in the house. Air, light, cleanliness—the human flower is of all flowers the one that needs the sun the most. Give your children health, that most precious of possessions! It is a social duty from the point of view of national interest and general well-being. Prevention is better than cure. Remember those words, "Too late," for then the science of medicine is powerless.

Go and teach the truth: "The Fate of Each Man is in his own Hands."

LANTERN SLIDES.

The charge for hiring lantern slides is 20 for 3s. (carriage extra). They cover the following subjects:—Statistical, Scientific, Non-Pulmonary Tuberculosis, Lord Mayor Treloar Cripples' Hospital at Alton and Hayling Island, Queen Mary's Hospital for Children at Carshalton (M.A.B.), Dr. Rollier's School in the Sun, Leysin, Bovine Tuberculosis, Sanatorium Life, Colony Life, Open-Air Schools, Breath of Life, Slum Life, etc. series.



NATIONAL ASSOCIATION FOR THE PREVENTION OF INFANT MORTALITY.

CARNEGIE HOUSE,
117, PICCADILLY (corner of Down Street),
LONDON, W.1.
Tel.: Grosvenor 1140.
Hon. Secretary: Miss J. HALFORD, O.B.E.

THE Association will suggest lectures on Maternity and Child Welfare subjects for Health Weeks or Health Campaigns. Fees vary according to circumstances:—

- "The History of the Child Welfare Movement."
- "What Next is Wanted in the Child Welfare Movement."
- "Maternal Mortality."
- "Maternal Morbidity."
- "The Special Needs of the Toddler."
- "Safeguarding the Future."

NATIONAL BABY WEEK COUNCIL.

117, PICCADILLY,
LONDON, W.1.
Tel.: Grosvenor 1213.
Secretary: Miss NORAH MARCH, B.SC.

LECTURES.

THE Council has a considerable panel of lecturers, men and women, both medical and lay, and are glad to place enquirers, indicating the special aspects of the Maternity and Child Welfare problem they desire dealt with, in touch with appropriate speakers.

The Council's work being concerned with the welfare of mothers and of children up to five years of age, offers subjects connected therewith for lectures. Among the titles of lectures given under the auspices of the Council are:—

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| 1. The Child and the Race. | 11. Babyhood—What it Means and What it Promises. |
| 2. Child Welfare Work in Terms of £ s. d. | 12. Baby's Health—the Nation's Wealth. |
| 3. Our Mothers and Babies (Lantern lecture). | 13. The Father's Share in the Children's Care. |
| 4. Parenthood. | 14. Protecting the Young Child from Infectious Diseases. |
| 5. Foundations of Health. | 15. The Pre-School Child. |
| 6. The Mind of the Child. | 16. Sunlight for Children. |
| 7. Child Welfare Work — A Triple Problem. | 17. The Greatest Gap in the National Health Scheme. |
| 8. The Toddler. | 18. The Volunteer in Child Welfare Work. |
| 9. The Child and the Nation. | 19. Rickets (Lantern Lecture). |
| 10. Public Health and the Child. | |

Some of the lecturers on the Council's panel are able to give their services for expenses only, but others require a fee.

FILMS.

A PLACE IN THE SUN (15 mins.).

This film shows sunlight treatment, artificial and natural at the Infants' Hospital, Vincent Square, London, and also illustrates some of the work carried out at the hospital in the laboratories.

Terms: One guinea for one day, 2 guineas for 3 days, 4 guineas for one week, plus carriage.

THE WORK OF AN INFANT WELFARE CENTRE (10 mins.).

As indicated by the title, this film shows the work of an Infant Welfare Centre. Mothers are seen arriving with their infants. Inside the centre mothers are seen with their babies passing before the lady clerk, who is checking each name with the index card—a careful record of attendance is kept. In the waiting-room mothers receive instruction and advice in the making of baby garments. Mothers exchange notes on baby's progress over a cup of tea. Each baby is seen by the doctor on its first visit to the centre so that the mother may know if all is well. Each baby is carefully weighed. Steady progress in weight is a sign of health.

Terms: As above.

MOTHERHOOD (40 mins.).

Produced in 1917 and revised and brought up to date in 1926, the film shows the work of a Health Visitor, and how Infant Welfare work enables young married couples to rear their children successfully.

The film is written in the form of a story in connection with the war.

Terms: 12s. for one day, £2 for one week, plus carriage.

OUR CHILDREN (40 mins.).

This film, produced in America, shows Infant Welfare work in a rural township in the United States. The Infant Welfare Centre ideas are the same as our English ones, and the whole film is extremely attractive, having the American humorous touches which appeal so much to a popular audience. It was produced in 1919.

Terms: 2 guineas first showing, 25s. second, 17s. 6d. third, plus carriage.

THE LEAFLET (10-15 mins.).

The story centres round the home life of a young couple and opens with Nell's mother packing baby clothes in preparation for her daughter's great adventure. Prompted by a remark from her husband, she encloses a leaflet, on the care of the expectant mother's teeth.

The scene changes and the young wife is depicted in her home, sewing mysterious little garments, and, incidentally, racked with toothache, which is but temporarily alleviated by her husband's return from work. The old folks' parcel causes a welcome distraction, and the leaflet inspires a visit to the local clinic. Technical interest centres on the next scene and the kindly manner and individual attention given by the Welfare Visitor and lady doctor and dentist should have a reassuring effect. A homely touch is given in the subsequent picture when—the little stranger having arrived—the trio are shown *en famille*, and the young parents congratulate each other on the care taken to insure baby's health. The latter has well repaid the attention given to his mother's teeth, and the grandparents are delighted with the photograph which arrives in due course. The simple little story reaches its climax in a series of happy pictures in which the youngster wields a toothbrush in approved fashion, his smile emphasising his excellent set of teeth.

Special terms.

BLACK LAKE HOME (10-15 mins.)

A film depicting the Black Lake Convalescent Home for the wives and babies of professional and business men. Black Lake Home, Farnham, Surrey, was once the home of Sir James Barrie, and it was here that he wrote "Peter Pan." The film, which is very attractively produced, shows how the mothers convalescing at this home not only have an opportunity of regaining health and strength after confinement, but receive correct and valuable mothercraft teaching.

Terms: 10s. 6d. per showing, inclusive.

TERMS OF HIRE OF FILMS DEALING WITH CHILD WELFARE.

"WHO WAS TO BLAME?"

2 guineas first showing, 25/- second, 17/6 third, plus carriage. Takes 45 minutes.

"EMPIRE BUILDERS."

2 guineas first showing, 25/- second, 17/6 third, plus carriage. Takes 40 minutes.

"A PLACE IN THE SUN."

1 guinea for one day, 2 guineas for three days, 4 guineas for one week, plus carriage. Takes 15 minutes.

"THE WORK OF AN INFANT WELFARE CENTRE."

Same as "A Place in the Sun." Takes 10 minutes.

"MOTHERHOOD."

12/- for one day, £2 for one week, plus carriage. Takes 40 minutes.

"OUR CHILDREN."

2 guineas first showing, 25/- second, 17/6 third, plus carriage. Takes 40 minutes.

"THE LEAFLET."

Special terms on application to N.B.W.C. Takes 10 to 15 minutes.

"BLACK LAKE HOME."

10/6 per showing (inclusive). Takes 10 to 15 minutes.

A LANTERN LECTURE.

"Our Mothers and Babies," a lecture including 70 illustrated lantern slides can be hired at reasonable rates.

EMPIRE BUILDERS (3,000 feet. 45 mins.)



The Prize Winners.



Preparing for Baby's Arrival.



Baby's Bath.



Washing Day at Mrs. Vining's

The action of the story takes place at the homes of a middle-class family, Mr. and Mrs. Vining, and that of their domestic help, Mrs. Higgins.

Mr. and Mrs. Vining, a young married couple, anticipate the arrival of their first child.



The story opens with incidents at their home, "The Nest," and Mrs. Vining entertaining a lady friend.

On the advice of Mrs. Higgins, also an expectant mother, Mr. and Mrs. Vining decide to pay a visit to the Infant Welfare Centre. At the Infant Welfare Centre, Mrs. Vining is seen receiving good advice from the doctor and superintendent—following which she attends weekly lectures and is instructed in the best ways of rearing and managing her baby.

In the meantime, Mrs. Higgins of "Hope Cottage," enters the local Maternity Home for her third confinement. During her absence we see Mr. Higgins, who is the Fathercraft Champion of the district, busy making a cradle, also incidents at home with himself and two little children.



Mr. Higgins Prepares.



Doctor's Advice.

Following the happy announcement to the respective husbands, we obtain a glimpse of the two little strangers in their homes—Baby Vining at "The Nest" surrounded by all the necessities that money can buy, and Baby Higgins in "Hope Cottage," equally well provided for, but at considerably less cost, thanks to the assistance received at the Welfare Centre.

Then, nine months later, we see both these babies now grown to bonny state At a Baby Week Celebration the two babies are seen among a crowd of babies and mothers assembled—then Baby Vining and Baby Higgins before the doctor, and following the doctor's dilemma, through being unable to decide to which baby to give the prize, a dead-heat is declared—the result, First Prizes awarded to both—thanks to the Welfare work.

In addition to the story outlined above, the film contains much useful information for mothers and fathers. Titles of various films available and terms of hire are given on the back page.



At the Welfare Centre.



When Father was Mother for Ten Days.

"WHO WAS TO BLAME?" (3,500 feet. 45 mins.)

The main action of the story takes place at a manor house situated in ideal country surroundings.

The story opens with Elsie Farmer, an orphan girl, on her way to the manor to take up a situation. She meets the chauffeur—Harry Stone—who is delayed owing to a puncture. He takes her to the Manor and introduces her to the cook, butler, Mary another servant, and the lady of the Manor. Elsie and Mary quickly become friends and the following day Mary's young man—John Summers, the gardener—is introduced.



Elsie introduces Mary to the butler.



John the gardener coming home.

The friendship between Harry and Elsie grows rapidly and is enhanced by the opportunities afforded them at a household picnic. At this picnic Harry proposes to Elsie, who loving him readily accepts the proposal.

The two girls, both now engaged, naturally, as time goes on, exchange confidences. Mary, who has been well trained by her mother, is fully aware of the responsibility of marriage and motherhood, but Elsie, the orphan, is a victim of ignorance.

A double wedding in due time takes place at the village church and the clergyman gives his blessing.

Mary and John settle down in the gardener's cottage, their first baby is coming. Mary attends the ante-natal clinic and receives good advice in regard to her great adventure.



A double wedding.



Poverty comes in at the door

In the meantime, Harry and Elsie remove to London. Harry falls out of work. Their baby is coming and Elsie has no one to help or advise her.

She does not know that at an ante-natal clinic she would find guidance. Times become hard, both Harry and Elsie are depressed and finally Elsie, through ignorance and worry, nearly loses her life when the baby is born. The baby dies and the doctor recommends Harry and Elsie to go back to the country. This they do and for a time they stay with Mary and her husband at the gardener's cottage.

To Mary and John a baby has been born which is healthy and strong and the centre of much admiration.

Later Harry is re-engaged as chauffeur at the Manor, he furnishes a new home and he and Elsie are seen together looking forward happily and courageously to the future.

A short epilogue follows, showing a happy meeting one Sunday afternoon between Harry and Elsie with their baby—this time healthy and strong—and Mary and John with their two children.



"I have saved your wife, but could not save your child."



Now see my baby!

NATIONAL BRITISH WOMEN'S TOTAL ABSTINENCE UNION.

Tel. : Museum 7129.

104, GOWER STREET,
LONDON, W.C.1.

Secretary : MISS GERTRUDE HUNT.

THE non-flam. film "Safeguarding the Nation" (40 mins.) may be hired at the rate of 10s. 6d. a day, plus carriage, or three guineas a week, inclusive of carriage.

This film illustrates the effects of alcohol on the human body and brain and has been reduced to two reels under the supervision of Dr. Courtenay Weeks. It includes pictures and diagrams showing the processes of fermentation and distillation, the effects of alcohol on simple forms of life, on human brain cells by means of experiments in accurate handwork and quick response to signals, and on efficiency in sport—walking matches, etc. The teaching is in general accord with that given in the Government syllabus in "The Hygiene of Food and Drink," and can be understood by any normal school child of 11 or 12 years of age; there is no teaching on sex physiology, and no propagandist appeal.

NATIONAL COUNCIL FOR MENTAL HYGIENE.

78, CHANDOS STREET,
PALMER STREET,
LONDON, S.W.1

Tel. : Langham 1098.

Secretary : MISS EVELYN GRIFFITH.

THE following are willing to speak on behalf of the Council so far as their other engagements permit :—

Dr. Helen Boyle.	Dame Katharine Furse, G.B.E.
Sir Hubert Bond, C.B.E., D.Sc.,	Dr. R. D. Gillespie.
M.D., F.R.C.P.	Dr. H. Crichton Miller, M.A.
Dr. Cyril Burt, M.A., D.Sc.	Dr. Doris M. Odlum, M.A.
Sir Maurice Craig, C.B.E., M.D.,	Dr. Bedford Pierce.
F.R.C.P.	Dr. W. A. Potts, M.A.
Miss Evelyn Fox.	Prof. G. M. Robertson, M.D.,
Dr. J. A. Hadfield.	F.R.C.P., HON F.R.C.S.E.

The question of fees is usually met by the particular Association or person requiring a lecturer, making a donation to the funds of the Council.

NATIONAL MILK PUBLICITY COUNCIL.

33, GORDON SQUARE,
LONDON, W.C.1.

Tel. : Museum 7224.

Organiser : A. D. ALLEN, O.B.E.

LECTURES are given free of charge in the London area. Outside the London area a fee of one guinea is charged, plus travelling expenses. When lecturers are engaged on a tour, hospitality is usually offered. The following are available :—

A. D. Allen, Esq., O.B.E.
A. Buchanan, Esq., J.P., M.B.E.
T. J. S. Smellie, Esq., N.D.A., N.D.D. (BACT.), C.D.A.D.
Miss C. M. Gilder.
Miss B. James, 1st Class Housewives' Diploma.
Miss E. W. MacIlwaine.
Miss M. E. Theobald.
Miss M. L. Wellbeloved (Trained Nurse and Health Visitor).
Miss M. Stockman, B.O.E. (Dip. Domestic Subjects).
Miss I. Campbell, B.O.E. (Dip. Domestic Subjects).
Miss W. A. Todd (Trained Nurse).
Miss C. Lees, C.M.B.
Miss S. Lister, B.O.E. (Dip. Domestic Subjects).

The above lecturers are prepared to speak on "The Nation's Milk Supply," "Milk from Cow to Consumer," "The Food Value of Milk,"

"The Production and Distribution of Clean Milk," or to give talks to children and adults entitled "The Food Fairies," "David," "The Eight Health Rules," "Diet of Nations," etc.
Milk cooking demonstrations are given by qualified domestic science teachers.

HEALTH FILMS.

The following health films are available for distribution :—
A new film has been prepared by the National Milk Publicity Council, which will be placed in the hands of the Central Council for Health Education for distribution. The title of this film is "Bottled Health," and shows the production and distribution of clean milk and its value as a food.

FOUNDED ON FACT (500 feet, 10 mins.)

"Founded on Fact" is a cartoon film mainly for children. It tells of a little boy who met a giant whose size and strength so pleased him that he asked this new friend how he could grow so big. The giant told him that he had also been a little boy once, but one day he had kicked another boy whom he saw teasing a cow, which in return for this kindness said she would give him some milk. Thereupon the boy sat down and vigorously milked the cow, which in this film is a particularly comical one. As he drank the milk so he grew, till he was a giant, and therefore if little boys want to grow very big and strong they must "Drink More Milk."

THE PRODUCTION AND DISTRIBUTION OF CLEAN MILK (1,000 feet. 45 mins.).

Two films depicting the production of clean milk, and the handling of same in a city depot.

BUTTER-MAKING AND CHEESE-MAKING (30-45 mins. each).

These four films were taken at the Council's exhibit at the British Empire Exhibition in 1924, and show the actual working of the machinery, etc., installed there.

Films are hired out at the rate of 5/- per week or portion of a week, plus carriage. They must be returned in good condition.

LANTERN SLIDES.

Slides may be had on hire at the rate of 3s. per dozen per week or portion of a week, or may be purchased outright at the rate of 1s. 6d. each. The following slides are available :—

1. "Cow Jumped Over the Moon" Series (15).
2. "Jolly Signpost" Series (16).
3. American Dental Hygiene (9).
4. Health Diets (27).
5. Miscellaneous (15).
6. Production of Clean Milk (28).
7. Care of Milk (5).
8. Food Value of Milk (2).
9. City Treatment of Milk (7).

NATIONAL COUNCIL FOR THE UNMARRIED MOTHER AND HER CHILD.

Tel. : Grosvenor 1482.

117, PICCADILLY, W.1.

General Secretary : MISS SUSAN MUSSON.

THE Council has no special panel of lecturers but they are able to provide speakers on matters relating to the illegitimate child.

NATIONAL PLAYING FIELDS ASSOCIATION.

Tel. : Victoria 9274-5.

71, ECCLESTON SQUARE,
BELGRAVE ROAD, S.W.1.

General Secretary : L. W. CHUBB.

THE Association have a number of members who lecture on the subject of recreation generally and in regard to the aims and objects.

Chas. H. Garland, Esq., I.S.O., Organising Secretary, and Miss Ida M. Samuel, Assistant Secretary, are two of the official lecturers.



NATIONAL "SAFETY FIRST" ASSOCIATION

Tel. : Victoria 1371/2.

119, VICTORIA STREET,
S.W.1.

General Secretary : LT.-COL. J. A. A. PICKARD, D.S.O.

SPECIAL "Notes for Lecturers," posters and literature can be obtained by Medical Officers upon application (payment for certain items). The Association has no definite staff of lecturers, but would endeavour to arrange for a local representative to give a lecture on "Safety First" if required.

There is no rental for the film but hirers are required to pay the return carriage and to be responsible for any damage that may occur to the film whilst in their possession.

SPORTSMANSHIP ON WHEELS (1,200 feet. 15 mins.).

A study in road fellowship for motorists.

GENERAL CAUTION TAKES THE PLATFORM (A simple study in "Road-fellowship." (1,234 feet. 15 mins.).

Nearly 150,000 people were killed or injured in road accidents in Great Britain during the last twelve months. This means that "the toll of the road" has reached a point where the casualties are equal in number *every year* to the population of a fairly big town. It is quite clear that prompt and effective measures ought to be taken by the nation as a whole, and by every intelligent man in it, to put an end to this appalling state of affairs.



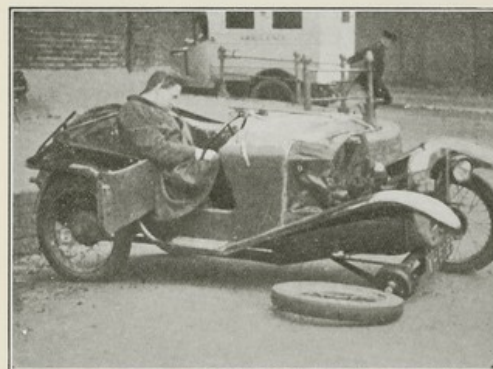
A very large proportion of our road accidents need not happen if those concerned in them exercised more care and more unselfishness. Everybody who uses the road to-day—be he pedestrian, cyclist or motorist; whether he is bent on pleasure or engaged in his daily work—has a duty not only to himself and his family, but to the entire community of which he forms a part.

This is a lesson that it is imperative to impress upon everyone, old or young. With the idea of teaching it in a clear, simple and convincing fashion, the National

"Safety First" Association is planning a series of special films under the title "Road-Fellowship." The first of these—"General Caution takes the Platform" is now ready and is offered to picture houses.

This film deals in a quite general way with "Road-Fellowship" as a whole. It is intended for all road-users and has sections concerning pedestrians, cyclists, children and motorists. In producing it, great care has been taken to utilise to the fullest possible advantage the best resources of film technique.

The various sections of the film are inset in a cartoon framework which links together the whole and offers mildly humorous relief to the principles which it is desired to drive home. The principles themselves are few in number and of primary importance. In each section the right and wrong ways of behaving as a road-user are clearly shown. The actions of Mr. Wiseman and Mr. Hasty, of Young Steddy and Young Riskit, of Careful Charlie and Reckless Rupert, and



"The end of it, of course, is bound to be something like this."

of Mr. Goodfellow and Mr. Rhode-Hogg all emphasise the contrast between sound conduct and conduct that is selfish or careless. From beginning to end of the film there is a logical and steady line of explanation and reasoning which makes it impossible to see the film without deriving profit as well as pleasure.

It is not proposed to ask a rental charge for the film, but because of the national importance of the subject and because also the National "Safety First" Association is dependent upon voluntary subscriptions for its work, the Managements of picture houses are invited to send a contribution to the Association's funds. Applications for the film will be dealt with in order of priority and should be made to the National "Safety First" Association, 110, Victoria Street, London, S.W.1, or to Community Service Limited, 1, Montague Street, London, W.C.1.



"Mr. Hasty did this once too often, and his widow is now drawing his insurance money."



H.R.H. The Duke of York hands a letter to Sir William Joynson-Hicks, calling for support of the aim of the National "Safety First" Association, of which the Duke is patron.

THE PEOPLE'S LEAGUE OF HEALTH.



Tel. : Mayfair 0386.

12, STRATFORD PLACE, W.1.
Founder and Hon. Organiser : MISS OLGA NETHERSOLE, R.R.C.

LECTURING STAFF.

Subject.	Lecturer.	Town.
Causes and Contributing Causes of Moral Disease	Rev. L. Mason.	
Digestive Organs	Prof. B. Collingwood, B.A. H. Chodak Gregory, M.D. D. H. Gardiner-Hill, M.D., F.R.C.P.	
	Prof. M. S. Pembrey, F.R.S., M.B.	
Excretory System of the Human Body	E. G. Slesinger, O.B.E., F.R.C.S. Prof. B. Collingwood, B.A. Sir William Arbuthnot Lane, C.B., M.S., F.R.C.S.	
Eyes	W. MacAdam, M.D., M.R.C.P. Prof. J. Mellanby, M.A., M.D. Col. R. H. Elliot, M.D., B.S., D.Sc., F.R.C.S., L.R.C.P.	Leeds. Leeds.
Food	N. Bishop Harman, M.A., F.R.C.S. Amy Sheppard, M.B., D.P.H. H. Campbell, M.D., F.R.C.P. F. R. Cripps, M.B., Ch.B. .. Prof. W. E. Dixon, F.R.S., M.D., B.Sc., D.P.H. Prof. J. C. Drummond, D.Sc., F.I.C.	Cambridge. Cambridge.
	Sir Daniel Hall, K C B, M.A., F.R.S.	
	Prof. Halliburton, M.D., LL.D., F.R.C.P.	
	Prof. Leonard Hill, F.R.S., M.B. Eric Holmes, M.B. A. F. Hurst, M.A., M.D., F.R.C.P. F. C. Jewesbury, M.A., M.D., F.R.C.P.	Cambridge.
	Lt.-Col. McCarrison, C.I.E., M.D., LL.D., F.R.C.P. ..	India.
	Prof. Hugh MacLean, M.D., M.Sc., D.Sc.	
	Prof. V. H. Mottram, M.A. ..	

Subject.	Lecturer.	Town.
	Prof. Noel Paton, F.R.S., M.D., B.Sc.	Glasgow.
	Prof. R. H. Aders Plimmer, D.Sc.	
	Mrs. Violet Plimmer	
	J. Lewis Rosedale, D.Sc.	
	M. J. Rowlands, M.D.	
	H. L. Tidy, M.A., M.D., F.R.C.P.	
	C. J. Bond, C.M.G., F.R.C.S.	
Growth and Development and Adult Life ..	Sir Maurice Craig, C.B.E., M.D., F.R.C.P.	
	Prof. Winifred Cullis, O.B.E., D.Sc.	
	Dr. Kate Platt.	
	W. S. Rowntree, B.Sc.	Brighton.
	Z. F. Willis, M.A.	
The Human Body and Its Functions.	Sir John Collie, C.M.G., J.P., M.D.	
	Dr. G. Orissa Taylor, M.B., M.R.C.S.	
	E. B. Turner, F.R.C.S.	
Hygiene and Respiration ..	Prof. B. Collingwood, B.A.	
	Prof. Leonard Hill, M.B., F.R.S.	
	E. H. Stancomb, M.B., C.M.	Southampton.
The Laws of Health ..	Sir Bruce Bruce-Porter, K.B.E., C.M.G., M.D.	
	A. Mearns Fraser, D.P.H.	Portsmouth.
	Prof. Leonard Hill, M.B., F.R.S.	
Maternity and Child Wel- fare.	Lady Barrett, C.B.E., J.P., M.D., M.S.	
	Mrs. Powell Bigland, M.D., D.P.H.	
	Stella Churchill, M.D.	
	Letitia Fairfield, C.B.E., M.D., Ch.B., D.P.H.	
	Prof. Louise McIlroy, M.D., D.Sc.	
	Eric Pritchard, M.D., M.R.C.P.	
	Dame Mary Scharlieb, D.B.E., O.B.E., J.P., M.D., M.S.	
Mental Hygiene ..	H. Scurfield, M.D., C.M., D.P.H.	Folkestone.
	Sir Robt. Armstrong-Jones, M.D., D.Sc., F.R.C.S., F.R.C.P.	
	Helen Boyle, M.D., L.R.C.P., L.R.C.S.E.	
	Sir Maurice Craig, C.B.E., M.D., F.R.C.P.	
	Nora Crow, M.D.	
	Col. P. S. Lelean, C.B., C.M.G., F.R.C.S., D.P.H.	Edinburgh.
	E. Mapother, F.R.C.P., F.R.C.S.	
	Louise Martindale, J.P., M.D., B.S.	
	Sir James Purves Stewart, K.C.M.G., C.B., M.D., F.R.C.P.	
Nature's Battle against Disease.	Prof. J. M. Beattie ..	Liverpool.
	C. C. Worster-Drought, M.A., M.D.	
Parentage ..	Mrs. C. Neville Rolfe, O.B.E.	

NOTE.—Fees vary from three guineas upwards, and where lecturers are required to travel outside their own town, first-class travelling expenses are chargeable in addition to the fee, and also hospitality or hotel accommodation for the night, if necessary.

Subject.	Lecturer.	Town.
Preventable Disease in the Home.	Sir Bruce Bruce-Porter, K.B.E., C.M.G., M.D.	
	Prof. B. Collingwood, B.A.	
	Prof. Winifred Cullis, O.B.E., D.Sc.	
	D. I. Dobbin, M.D., D.P.H.	
	Margaret Elmslie, M.D.	
	J. Lorimer Hawthorne, M.D.	
	William Hunter, C.B., M.D., F.R.C.P.	
	Octavia Lewin, M.B., B.S.	
	Christine Murrell, M.D.	
	Prof. M. S. Pembrey, F.R.S., M.D.	
	Maxwell Telling, M.D.	Leeds.
	Dr. Jane Walker, J.P.	
	Prof. F. E. Wynne, D.P.H.	Sheffield.
Recreation and Physical Exercise.	Col. Flack, C.B.E., M.B.	
	C. G. MacMahon, M.B., Ch.B.	
	Frank Romer, M.R.C.S.E., L.R.C.P.	
	Reginald E. Roper ..	Bedale.
	E. B. Turner, F.R.C.S.	
	Justina Wilson, M.D.	
Rest and Sleep ..	Sir Robt. Armstrong-Jones, M.D., D.Sc., F.R.C.S., F.R.C.P.	
	C. W. Kimmins, D.Sc., M.A.	
	H. Crichton Miller, M.D.	
	Prof. Sir Thomas Oliver, M.D., LL.D., F.R.C.P.	Newcastle.
Sunlight and Health ..	Sir Henry Gauvain, M.D., M.Ch.	
	G. Murray Leveick, M.D.	
	Prof. F. E. Wynne, D.P.H.	Sheffield.
	C. W. Saleeby, M.D., F.R.S.E., F.Z.S.	

NOTE.—It is understood that where no town is mentioned, the residence of the lecturer is London.

FILM.

WORKING FOR DEAR LIFE (20 mins.).

A series of pictures showing the overhauling and inspection taking place of engines, aeroplanes, etc., brings before the audience the care that is exercised in these days with regard to the testing of inanimate objects that are about to be 'put to man's use for the protection of man himself.' The film then goes on to depict the value of periodic medical examination and employs a simple story illustrating a man working on his motor-car and "going over" the engine, etc., to see that all is in order. Whilst he is working the postman delivers letters and one of the communications gives him food for thought, being obviously from some Health organisation pointing out the desirability of such a periodic medical overhaul or inspection. He dismisses the thought. A slight accident with the car whilst he is working causes the engine to catch fire, which is, however, dealt with successfully by his prompt action. This causes him to think again. Ultimately we see him being examined by a doctor who makes various tests and tells him there are certain danger signals apparent—gives him good advice, tells him exactly how to proceed and to return to him in a year's time. A year later we see the man again before the doctor who is able to pass him as fit, and pronounce the trouble averted.

SMOKE ABATEMENT LEAGUE OF GREAT BRITAIN.

Secretary : ARNOLD MARSH, M.Sc.

23, KING STREET,
MANCHESTER.

THE League will be pleased to arrange lectures illustrated by lantern views where possible, with any societies which may be interested in the subject.

No fee, beyond expenses, is charged by the League.

Sets of lantern slides can be loaned at a small charge to other lecturers dealing with the subject.

SYNOPSIS OF A TYPICAL LECTURE.

The causes of smoke ; the value of clean air and sunlight ; the cost of smoke ; its effect upon health—vegetation—buildings—fabrics ; industrial smoke ; domestic smoke ; the remedies—gas—electricity—smokeless fuels, coke, etc.

Special lectures dealing with a particular aspect of the subject, and suitable for scientific and technical bodies, may be arranged and are given by recognised experts

SUNLIGHT LEAGUE.

Tel. : Museum 0658.

29, GORDON SQUARE,
LONDON, W.C.1.

Secretary : MISS E. BANNISTER.

FEES are charged according to the size and nature of the meeting. In some cases the lecturers give their services and a donation is made to the funds of the League. The following speakers are available :—

Dr. Hector Munro	The Life-Giving Rays of the Sun.
Dr. Stella Churchill	Sunlight and Child Welfare.
Dr. C. W. Saleeby	History, Dr. Palm and Rickets Finsen and Queen Alexandra. Rollier and Leysin, The School in the Sun.
			The Sun Cure in England. Smoke Abatement.
Miss E. Bannister	Sunlight and Our General Health. Sunlight and the Home. Sunlight and Our Slum Areas.
Mr. Loftus Hare (Editor of "Garden Cities")	The Sunlight City.

The League has available a number of good lantern slides on the various aspects of sunlight, and are suitable for lectures.

WESLEYAN AND GENERAL ASSURANCE SOCIETY

(HEALTH SERVICE BUREAU).



STEELHOUSE LANE,
BIRMINGHAM.

General Manager : A. C. HUNT.

THE following leaflets are issued by the Bureau to local authorities and others for distribution, free of charge :—

"First Aid."	"Cancer."
"Influenza."	"Scarlet Fever."
"Measles."	"Diphtheria."
"Kill that Fly."	"Tonsils and Adenoids."
"Infantile Diarrhoea."	"Care of the Teeth."
"The Whys and Hows of Diet"—	"Rheumatism."
(1) First Thoughts.	"Whooping Cough."
(2) What Our Foodstuffs consist of.	"Exercise—Why and How We Should Take It."
(3) A Square Meal.	"Exercises for Health."
(4) Points on Buying.	
(5) Hints for the Cook.	

Lecturers desiring supplies for distribution to their audiences should apply to the General Manager as above.



MUTUAL PROPERTY INSURANCE CO. LTD.

ESTABLISHED 1899.

(WELFARE SERVICE).

Tel. : Regent 1876.

16-20, CHARING CROSS,
S.W.1.

Chairman : COL. H. DAY, M.P.

THE Mutual Property Insurance Co., Ltd., possesses the four following health films which are booked out to doctors, Medical Officers of Health and health authorities who desire to use them for health education purposes :—

H.M. THE BABY.

A particularly pleasing and instructive film on maternity and child welfare, produced with the approval and help of the Central Council for Health Education. Approximately 2,000 feet long, taking about 25 minutes to show.

The cost of hire is one guinea per day, two guineas up to three days or three guineas per week.

RISK OF DIPHTHERIA BANISHED.

A film concerning the prevention of diphtheria. 850 feet long, taking approximately 10 minutes to show.

NEW WAYS FOR OLD.

Another film on diphtheria prevention. 650 feet long, taking about eight minutes to show.

TOO MANY POUNDS.

A film on obesity and overweight. Approximately 650 feet long lasting for about eight minutes.

The last three films are at present loaned free of charge to those desiring to use them. A supply of leaflets on each film will be issued gratis and a quantity of posters in connection with the film "H.M. The Baby" may be obtained on request.

HEALTH EXHIBIT.

The company has a health exhibit which it will be pleased to arrange to include when possible in health exhibitions in London and suburban areas. It consists of a stand 5ft. 5ins. wide by 4ft. 5ins. deep. At the back of the stand is a model of the company's emblem, a crusader, over which is the company's slogan, "A Crusade for Better Health." On one side of the crusader is a model of a mother and two children and on the other a model of a district nurse. Down one wall of the stand, arranged by means of graduating steps, are mounted photographs of scenes from one of the company's health films; down the other side are pictures of a district nurse performing her work among the company's policy-holders to whom a free nursing service is given by over 200 nursing associations co-operating with the company. At the front of the stand are two pedestals on which is displayed health literature issued by the company. This includes :—

Influenza.

What to do after an operation for Tonsils and Adenoids.

What to do for a Bad Cold.

Vaccination versus Smallpox.

Measles.

Whooping Cough.

A nurse would be in attendance at the exhibit.

MINISTRY OF AGRICULTURE AND FISHERIES.

Tel. : Victoria 8700. 10, WHITEHALL PLACE,
S.W.1.

Secretary :

DESTRUCTION OF RATS AND MICE.

THE Ministry is prepared to loan to local authorities vested with powers under the Rats and Mice (Destruction) Act, 1919, and to other bodies or persons according to the Ministry's discretion :—

(a) A set of 64 lantern slides, together with a lecture or a synopsis thereof, which can be read in conjunction therewith.

(b) A cinematograph film entitled "The Rat Menace."

(c) A "Rat Exhibit."

The Ministry is also prepared to give permission to purchase from the manufacturers copies of the film (approximate cost £12 10s. od.), or the lantern slides (£9 10s. od.).

LANTERN SLIDES.

The slides deal with the magnitude of the rat menace, the damage caused by the pests and the need for continuous warfare. They show the various kinds of rats, together with instances of actual damage caused by them. Methods of combating the pests by (a) natural, and (b) artificial or mechanical aids are also illustrated.

CINEMATOGRAPH FILM.

The film is in one reel of 1,400 feet, and takes, approximately, 17 minutes to project. It contains scenes of rats entering badly constructed and dilapidated buildings and doing damage to produce and stores, and shows how such buildings and similar places can be made rat-proof and how stores, etc., should be properly packed and stacked. It shows how rats are encouraged by indiscriminate disposal of refuse and how they become established in the dead ends of sewers and in disused drains. A number of examples of damage done by the rodents is shown and the various methods of dealing with the rat menace by means of dogs and ferrets, traps, poisons and fumigation are also depicted. Interesting scenes of rats entering this country by means of ships are included in the film, together with the means adopted by port authorities to deal with the menace. Occupiers are advised as to the means they should adopt in order to combat an infestation and attention is drawn to the propaganda that is organised during National Rat Week, and to the assistance that may be obtained from the local authorities vested with powers under the Act.

RAT EXHIBIT.

The exhibit contains stuffed specimens of the various kinds of rats and their natural enemies, together with two set-out models of rats and mice on a rubbish tip and around a pool of water. The various types of rat traps, fumigating appliances and poisons that can be used in rat destruction are included together with specimens of actual damage done by rats and interesting photographs. The exhibit can be displayed in a space of about 8 feet by 4 feet.

Forms of application for the loan of any of the above can be obtained from the Ministry. Borrowers are called upon to defray all expenses incurred in transportation to and from the Ministry's office and to refund to the Ministry the cost of replacing the whole or any portion of the slides, film or exhibit which may be lost, destroyed, broken or damaged whilst in the borrower's possession or in transit.

LONDON SCHOOL OF HYGIENE AND TROPICAL MEDICINE

Tel.: Museum 3747, 7803, 3872.

KEPPEL STREET,
GOWER STREET, W.C.1.

Director: ANDREW BALFOUR, C.B., C.M.G., M.D., D.S.C., U.D., F.R.C.P., D.P.H.
Curator: H. B. NEWHAM, C.M.G., M.D., M.R.C.P., D.P.H., D.T.M. & H.
Director of Library Services: J. F. C. HASLAM, M.C., M.D., M.R.C.P., D.P.H.
Professor and Director of Public Health Division: W. W. JAMESON, M.A., M.D., M.R.C.P., D.P.H., Barrister-at-Law.
Professor and Director of Epidemiology and Vital Statistics Division: M. GREENWOOD, D.S.C., F.R.C.P., M.R.C.S., F.R.S., F.S.S.
Professor and Director of Bacteriology and Immunology: W. W. C. TOPLEY, M.A., M.D., F.R.C.P.
Professor and Director of Biochemistry Division: H. RAISTRICK, B.A., D.S.C., F.I.C.
Professor and Director of Department of Chemistry as applied to Hygiene: M. E. DELAFIELD, M.C., B.A., M.B., B.Ch., M.R.C.S., L.R.C.P., D.P.H.
Professor and Director of Division of Medical Zoology: R. T. LEIPER, M.D., D.S.C., F.R.S.

THE London School of Hygiene and Tropical Medicine, a School of the University of London, was formed by the union of the School of Hygiene, as originally planned by those responsible for

carrying out the recommendations of the Athlone Committee, and the old London School of Tropical Medicine founded in 1899. The Rockefeller Foundation made a most generous grant to cover the cost of the site, building and equipment and on April 1st, 1924, the school was incorporated by Royal Charter. It has been well described as an institute of preventive medicine capitalised by American benefaction, maintained by Parliamentary grant and student fees and open to all nations. It is devoted to the dual purpose of post-graduate teaching and research work. It will train medical men and women desirous of entering public health services in this country and abroad, it will undertake research work in all branches of preventive medicine and will seek to foster and encourage research in those sciences which must be studied and mastered if the progress of public health is to be assured.

The library of the school not only includes an invaluable collection of books, reports, journals and reprints but also provides a bureau of information. References will be furnished to members of the health services on application and the "Bulletin of Hygiene"—a monthly publication containing a synopsis of current public health literature—will continue to be issued by the Bureau of Hygiene and Tropical Diseases which has now its offices in the school building. The annual subscription to this periodical is one guinea.

The museum is likely to be one of the most attractive features of the school. It is housed on three floors—on the third floor is the tropical section, on the second floor is that section dealing with communicable diseases, maternity and child welfare, industrial hygiene, personal hygiene and the hygiene of food, while in the basement space is given to exhibits illustrating the problems of heating, lighting, ventilation, water purification, disposal of wastes, building construction, and housing and town planning. It is hoped that members of the health services will help in the building up of these exhibits by sending copies of plans or information regarding material likely to be useful for teaching purposes.

The main lecture theatre seats 250 persons and is provided with the most improved types of cinematograph projector and epidiascope. Displays of films will be given from time to time and a collection of educational films will be made.

It is earnestly desired that the school should become a centre to which all those interested in public health may look for assistance and advice. Members of the public health service will have a common-room placed at their disposal, and will be welcomed here at all times—not only at the lectures given by the staff of the school, but also at the series of special afternoon lectures to be delivered by recognised experts on special public health problems. (See also page 112).

CENTRAL COUNCIL HEALTH FILMS.

To be hired free, excepting cost of carriage.



"WELL BORN" (35 minutes). Two reels. Story of two expectant mothers, a town mother and a country mother, who are sisters. The town mother gets in touch with the Infant Welfare Centre and writes to her country sister telling her what to do. In each case the husband also becomes interested, and the final scene shows the two mothers and the two fathers with their healthy babies.

"PAPWORTH" (50 minutes). A four-reel film, showing in detail the work at the Papworth Tuberculosis Colony, near Cambridge.

"ALTON" (30 minutes). Scenes at the Alton Surgical Tuberculosis Sanatorium.

"DR. WISE ON INFLUENZA" (15 minutes). One reel. The doctor on the screen lectures to the audience in the cinema on the precautions to be adopted by a person suffering from influenza, in the patient's own interest as well as in the interest of those with whom he comes into contact. Prefaced by an appeal by Sir Auckland Geddes who was President of the L.G.B. at the time the film was produced.

BOTTLED HEALTH (15 mins.).

Shows the production of clean milk on the farm, the process of treatment of pooled milk in the city, the milk fairies, Peter Protein, Fanny Fat, Susie Sugar, and Violet Vitamin, issuing from the milk bottle in a woodland setting, and the operation of a milk service scheme in a London school, showing the children having milk from one-third-of-a-pint milk bottles with discs and straws, during the interval. (Hiring Fee 5/-.)

PHYSICAL EDUCATION (20 mins.).

Presented to the Central Council by the kindness of the Association of Infant Welfare and Maternity Centres, for the free use of local authorities and other responsible bodies, excepting cost of carriage both ways. The film is non-flam., 1,800 feet long, in two reels.

SENIOR WORK.

Boys.—Two different schools, one an old one and one quite new. The boys have *grit* and are not afraid of a little dirt. The team work of these classes is particularly good. The people of the neighbourhood are keenly interested.

Note the cart-wheel in class formation in both schools.

Note the games arrangement in the playground of the new school.

The girls are in attendance at a very overcrowded school, and army huts have been erected in the playgrounds, in order to relieve the pressure. The *tunics* were made by the girls during the needlework lessons. The teacher of this class was, during the war, a Sheffield policewoman. At the end of the war she became an uncertificated teacher, passed the assistants' exam. and is now undergoing a year's training in a normal college. She has attended several local courses of instruction under the organising staff and also two summer courses at the Scarborough Summer School.

The girls who play the games are at a West End school, and one may note the difference in dress. The school was chosen because of its proximity to a playing field. Four classes are shown and each class is playing different games. It is unfortunate that the sun rather spoilt the clearness of the film on this occasion.

SPORTS DAY AT BRAMALL LANE.

An annual event attended by thousands of spectators. All are interested in the country dancing by 1,000 girls drawn from about forty schools. The dances are practised after school hours. The teachers first attend two or three classes in order to standardise the dances. Sectional practices are held before the day, but the whole of the boys and girls meet for the first time on Sports Day. At these sports there are over 4,000 entries, and much previous practice is in evidence in the schools.

FINALS. ROUNDERS AND CRICKET LEAGUE COMPETITIONS.

The preliminary competitions are arranged in districts. The evening was wet and the pictures are therefore not very clear. The "rounders" games were very fast.

SWIMMING.

These pictures illustrate class instruction in both swimming and life-saving by boys and girls. Incidentally, the soundness of the instruction is apparent when at the Annual Gala of the Yorkshire Schools Amateur Swimming Association held in Leeds this year, of the 14 events, Sheffield children were placed first in 9 events, second in 3 events and third in 2 events.

THE REAL CAUSE OF SUCCESS.

1. Regularity in practice.
2. Integrity of the teachers.
3. Leadership of the organising staff.
4. Co-operation between organisers and teachers.

NOTES FOR THE LECTURER.

The whole of film, with the exception of the parts showing respectively

- (a) The Sports and Folk Dances at Bramall Lane.
- (b) The organised games in the playing field.
- (c) The swimming instruction

was taken in the playgrounds of schools in the neighbourhood of the scene depicted of Industrial Sheffield. In short, the schools and children are in the East End of the city. The film is meant to illustrate what is being done for the physical education of the children in a crowded area, which is controlled by an Education Authority desirous of improving the physique of the children under its charge.

INFANT WORK.

Shows five different classes at work. Note the joy and interest on the part of the children.

The school stands on a main noisy, dirty thoroughfare.

JUNIOR WORK. STANDARD I.

A poor church school with a tiny playground. The camera was actually at work on the school wall.

The teacher is a married woman, full of vigour and a love for boys.

"H.M. THE BABY" FILM (25 mins.).



"H.M. The Baby" is a film which has been specially designed to convey, by means of an appealing story, useful instruction and advice to wives and young mothers on maternity and child welfare matters. It has from the beginning to the end been made with the approval and help of the Central Council for Health Education, and, it bears a statement to the effect that it has been seen and approved by the Council, whose badge is shown in the opening titles.

The story, which forms the basis for the health education the film is intended to convey, is briefly, of a girl who marries a young working man against the wishes of her father, who does not consider the man's position will allow him to keep a wife and her to bring up fit and healthy children. When they marry, her father refuses to have anything more to do with them. Some time passes and the young wife is about to have her first child. She becomes very nervous, but, fortunately, she meets the Health Visitor, who helps her and takes her to a clinic. Here she is advised to enter a maternity home, which she does; and after the birth of the child, she continues to visit and to receive advice from the clinic. A year later her boy wins the first prize at a "baby show," and so delighted is the grandfather at finding his fears were entirely unfounded, and so proud is he of his fine, healthy grandson, that he is fully reconciled.

All the clinic and maternity scenes in the film were taken on the premises of the Queen Mary Maternity Home, Hampstead, the Ministry of Health's model

establishment; and the fullest possible assistance was given by the officials and staff.

The film explains clearly how readily and gladly help and advice is given to young mothers by the Health Visitors, and the staffs of clinics and houses, the bright and cheerful nature of which is depicted; how little there is of stiff officialdom and how much of friendly and sympathetic consideration in their work.



The length of the film is approximately 500 feet, and takes about 20 minutes to show. It will be booked out to doctors, Medical Officers of Health, and Health Authorities, who desire to use it for Health Education purposes at a fee arranged by the Central Council for Health Education. Application for bookings should be made to the Community Interest Films Ltd., of 160, Piccadilly, W.1, if possible, fourteen days before the proposed date of showing.



THE CAMPAIGN AGAINST VENEREAL DISEASES.

EARLY in 1928, the Central Council for Health Education accepted responsibility for supervising the commercial showings of the remarkable educational film, "The Dangers of Ignorance." The film has since been shown to crowded audiences in all parts of the United Kingdom. The conditions enforced by the Central Council include—

- (1) separate showings of the film for men and women ;
- (2) exclusion of children ;
- (3) attendance on every occasion of a medical lecturer nominated by the British Social Hygiene Council.

The lecturers report that their audiences are immensely impressed by the lessons conveyed by the film, which is recognised as a dignified and effective presentation of a difficult subject.

Medical Officers of Health who desire to secure showing of the film in their districts, should advise proprietors of cinemas to apply to

WARDOUR FILMS LTD.,
WARDOUR STREET,
LONDON, W.1.

PERMANENT EXHIBIT OF HEALTH EDUCATION.

BY invitation of the London School of Hygiene and Tropical Medicine the Central Council for Health Education will maintain a permanent exhibition of health posters, leaflets and other means of health education in a room especially reserved for this purpose in the fine new buildings of the school at Keppel Street (Gower Street), W.C.1, recently opened by H.R.H. the Prince of Wales.

It is confidently expected that the London School of Hygiene will quickly take its place as the great advisory and co-ordinating centre of health teaching for the whole British Empire. There will be found an important library and museum illustrating the whole survey of sanitation. As a complement of these, the Central Council have been asked to collect for reference purposes the health literature issued by Governments, Municipalities and voluntary Health Associations in all parts of the world and to display special examples for the information of medical officers, sanitary inspectors, public health visitors and nurses, social workers and others interested.

The exhibit will be on view daily from 10 a.m. to 5 p.m. (Saturdays to 12 noon). Intending visitors who wish for special assistance from the curator in reference to the exhibits are asked to make an appointment with the

ORGANISING SECRETARY,
CENTRAL COUNCIL FOR HEALTH EDUCATION,
1 UPPER MONTAGUE ST., RUSSELL SQ., LONDON, W.C.1.
(Tel. : Museum 1815.)

"BETTER HEALTH."

The official Monthly Journal of the Central Council for Health Education.

THE official journal of the Central Council, "Better Health," is now in its second year of publication with a circulation of nearly 250,000 copies per month (Sept., 1929). Assurances have been received from Health Departments that the journal is actually reaching the homes of the people, and that even at this early stage it is having a definite educational value.

No other health journal published in Europe or the United States has such a wide circulation, so that the usefulness of "Better Health" as a means of health education, will be an interesting matter for observation.

The Central Council fully appreciate the value of the wide publicity now being given to health subjects by the daily and weekly newspapers, but they believe that the monthly appearance of "Better Health," entirely devoted to health education, will serve as a specially convenient source of health information for thoughtful readers of all classes.

Popular features of "Better Health" have been a series of articles on "The Work of the Public Health Department," another on "Tracking the Causes of Disease," which describe in simple language modern advances in physiological and biological knowledge, "The Teachers' Page," based on Sir George Newman's "Handbook of Suggestions on Health Education," and some instructive notes on "Quacks and their Methods." Over eighty local authorities and insurance committees are now distributing the journal through clinics, infant welfare centres, schools, public libraries, and even newsagents and bookstalls. A good many Health Departments buy the journal folded and unstitched, and add local pages and cover. In this way many areas, by gaining the support of local advertisers, have made their editions self-supporting. The idea of "Better Health" has been well described as the "parish" magazine of the Public Health Departments.

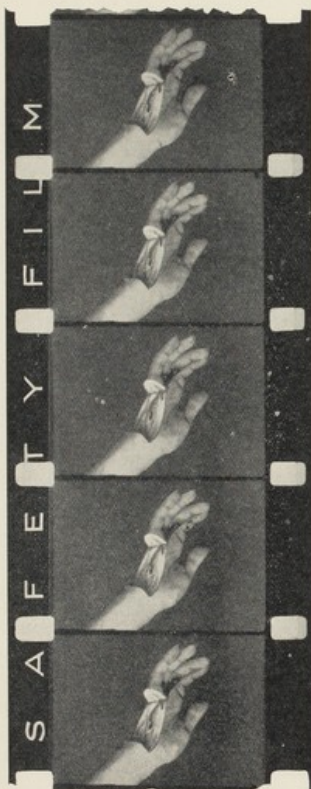
Although still supplied in bulk to local authorities at less than 1d. per copy, "Better Health" is now on sale on the bookstalls at 2d., and it is hoped that an additional circulation amongst a rather different class of reader will be established.

Prices for quantities are as follow :—

For 1,000 copies	£4 0s. od. per 1,000
" 2,000 "	£3 10s. od. " "
" 3,000 "	£3 5s. od. " "
" 4,000 "	£3 0s. od. " "
" 5,000 to 9,000 copies	£2 15s. od. " "
" 10,000 and upwards	£2 10s. od. " "

* Supplied in loose sheets for binding with local cover.

All enquiries in regard to "Better Health" should be addressed the Publishers, Messrs. Hodgetts Ltd., 36/38, Whitefriars Street, Fleet Street, London, E.C.4.



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SPECIAL EXHIBIT OF MEDICAL PHOTOGRAPHY.

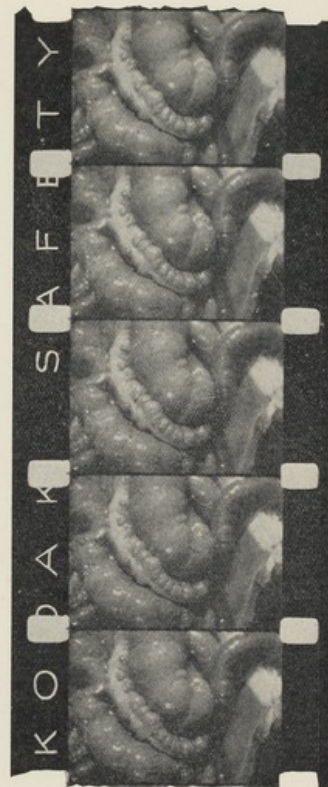
Through the kindness of the Medical Dept. of Messrs. Kodak Ltd., Kingsway, W.C.2, a special exhibit of medical photography has been prepared for the use of Medical Officers of Health and others at their Health Week Exhibitions, etc., free of cost, excepting cost of carriage both ways.

The exhibit will be packed in a special case and occupy a space of about 6 feet by 5 feet, for display on a table or other convenience. Application for the loan of the exhibit should be made direct to the firm.

The Medical Department, in a description of the exhibit, state:—"A folding oak

screen, containing a collection of prints demonstrating the value of photography in medical records and public health subjects, the importance of radiographs in determining the character of abnormality in parts of the human body which are invisible to the human eye without X-rays. The utility of moving pictures in public health propaganda and in recording action and movement in medical cases in order to provide more effective teaching material. Examples of cuts from various cinematographic films dealing with public health subjects and medical and surgical treatment.

Photographic illustration has a far-reaching influence in directing the minds of the public to a correct appreciation of matters of the utmost importance to health.



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EXERCISE— 28

Health Blocks

(Continued from C.C.H.E. Health Exhibits Book).

Suitable for insertion in Health Week Handbooks, Local Editions of "Better Health," and in local Health Leaflets.



WORRY KILLS

—29

Blocks may be had at rate of 6d. per Block, or Three Blocks for 1/-, and cost of carriage.



WORRY TROUBLES—30

116

Health Blocks—Continued



31



32



117

33

Health Blocks—Continued

SLAY THE "DRAGON"
CANCER



34



KILL THAT FLY 35



36

The Housewife's Motto for Milk should be
CLEAN — COOL — COVERED



118

Health Blocks—Continued



TO live in HEALTH CASTLE IS ALWAYS A JOY
WE ALL SHOULD BEGIN WHEN A SMALL GIRL OR BOY

EAT LOTS OF FRESH FRUIT EVERY DAY THAT YOU CAN.
IT WILL HELP MAKE YOU GROW A FINE WOMAN OR MAN.

"Red Cross Junior" Toronto.

37

(Suitable as a Health Week Card.)

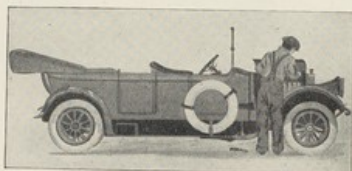
119

Health Blocks—Continued

CARE of the MACHINE

The human mechanism gets harder and more continuous wear than any other machine

The high-priced machine gets regular and thorough overhauling



The human machine gets neglect

Health examination and advice at least once a year for children and adults—

Detect flaws Prevent disease
Lengthen life Improve power
Save doctors' bills Increase happiness

Prepared by Dr. Thomas D. Wood, 515 West 116th Street
New York City, 1918

Committee on Health Problems of National Council of Education
and American Medical Association

38

(Suitable as a Health Week Card).

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LIST OF HEALTH FILMS

Organisation.	Title of Film.	Length.		Hiring Terms.	Notes.
		Feet.	Mins.		
British Red Cross Society, 19, Berkeley Street, W.1.	<i>Hygiene Anti-Tuberculosis</i> — (1) Ne crachez pas par terre (a) Lavez-vous les mains (Wash your hands)	750	15	Free	Cost of carriage both ways.
	Links	750	15	"	
	Price of Human Lives	1,000	20	"	
	Priceless Gift of Health	1,000	20	"	
	Through Life's Windows	1,000	20	"	
	Bringing it Home	1,000	20	"	
	La Tuberculose	1,000	20	"	
	Visit to the Biological Laboratory	1,000	20	"	
	Visit to the Biological Laboratory	1,500	25	"	
	A Day at the Red Cross	1,000	20	"	
	Colony in Slovakia	1,500	25	"	
	A Modern Fairy Tale	500	10	"	
	Thomas Splint	4 reels	55	1,000 ft. per sh'g	
	Gift of Life	8	120	"	
British Social Hygiene Council, Carteret Street, S.W.1.	Youth and Life	6	90	"	Special rates quoted to organisations represented on the Council. See pages 35-43.
	Damaged Goods	1	20	"	
	Public Health Twins	2	30	"	
	Whatsoever a Man Soweth	2	30	"	
	Waste and Economy	2	30	"	
	Tragedy of Ignorance	2,600	42	"	
	The Third Party Risks	1,700	27	"	

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Organisation.	Title of Film.	Length.		Hiring Terms.	Notes.
		Feet.	Time.		
Central Council for Health Education, 1, Upper Montague Street, W.C.1.	Deferred Payment Instructional Film for Adolescents	—	Mins. 45	"	Cost of carriage both ways. " Apply for rates to Wardour Film Co., Ltd. For three days £2 1/2/-, and for week £3 3/4/-.
	Diagnosis and Treatment of Gonorrhoea in the Male	3 reels	—	"	
	Manifestations, Diagnosis and Treatment of Syphilis	4 "	90	"	
	Social Hygiene for Women	11 "	180	"	
	Veneral Diseases (A lecture for Men)	2 "	30	"	
	Popular Medical Lecture for Women	1 "	25	"	
	A Medical Lecture for Men	—	—	"	
	A Student's Lesson	1,400	22	"	
		1,300	21	"	
	Physical Education	1,800	20	Free	
Community Interest Films Ltd., 160, Piccadilly, W.1.	Bottled Health	1,000	14	"	
	Dr. Wise on Influenza	—	15	"	
	Alton (Tuberculosis)	—	30	"	
	Well Born	—	35	"	
	Dangers of Ignorance	—	120	"	
Central Council for the Care of Gripples, 117, Piccadilly, W.1	H.M. The Baby	500	25	£1 1/-	
	Arise and Walk	3 reels	40	£1 1/-	

Organisation.	Title of Film.	Length.		Hiring Terms.	Notes.
		Feet.	Time.		
College of Pestology, 52, Bedford Square, W.C.1.	The Rat	1,700	Mins. 30	£1 1/-	Cost of carriage to be paid both ways.
	Training of Mental Defectives	—	23	£1 1/-	
Dental Board of U.K., 44, Hallam St., W.1.	Care of the Teeth	1,000	15	Free	Cost of carriage to be paid both ways. " £1 1/- per week and cost of carriage.
	Your Mouth	900	14	"	
	Tommy Tucker's Tooth	900	14	"	
	Clara Cleans Her Teeth	—	12	"	
	The Leaflet	1,000	15	"	
	Don't Wait Until It Hurts	850	12	"	
	Brush with the Enemy	2,400	30	"	
	Demons of Decay	1,440	15	"	
	Prevention of Human Waste Heredity—Master of Servant	1,000	15	10/6	
		1,500	22	"	
Eugenics Society, 20, Grosvenor Gardens, S.W.1.	Food, Digestion and Air	—	14	10/-	
Food Education Society, 29, Gordon Square, W.C.1.	Letchworth	780	10	£1 1/-	Any two of these films at £1 1/- per showing, plus cost of carriage both ways.
	Hampstead	680	10	"	
	Thameside	300	7	"	

Organisation.	Title of Film.	Length.		Hiring Terms.	Notes.
		Length.	Time.		
Health & Cleanliness Council, 5, Tavistock Square, W.C.1.	Hearts and Hands	900	15	10/6	Special rates upon application
	A Dangerous Handicap	700	10	"	
	Giro, the Germ (1)	700	10	"	
	Giro, the Germ (2)	700	10	"	
	Almost a Tragedy	765	12	"	
	While There's Life, There's Hope	1,080	17	"	
	The Climber	700	10	"	
	Peter the Moon Man	2,000	30	"	
	Ten Little Dirty Boys	—	20	"	
	Danger Ahead	—	20	"	
See list of Films on page 73					
League of Red Cross Societies, 2, Avenue Velasquez, Paris, France.		—		—	
Ministry of Agriculture & Fisheries, 10, Whitehall Place, S.W.1.	The Rat Menace	1,400	17	Free	Cost of carriage only. £8 per week
	The Invisible Enemy	2,200	—	£1/11/6	
National Association for the Prevention of Tuberculosis, 1, Gordon Square, W.C.1.	A Day in a Sanatorium	1,450	—	£1/11/-	£5 per week. " " £2 per week. £1 per week. 5/- £3 " " £5 " " £1/11/-
	Story of John McNeil	1,400	—	£1/11/-	
	Production of Certified Milk	800	—	10/6	
	Burrow Hill Colony	300	—	5/-	
	Air and Sun	300	—	12/6	
	Delay is Dangerous	300	—	£1/11/-	
	A Stitch in Time	1,500	—	£1/11/-	

Organisation.	Title of Film.	Length.		Hiring Terms.	Notes.
		Feet.	Time.		
National Baby Week Council, 117, Piccadilly, W.1.	A Place in the Sun	—	15	£1/11/-	Cost of carriage. " " " " " " Special terms. Cost of carriage. " " " " Non-flam. film, £13/3/- per week inclusive of cost of carriage.
	Work of an Infant Welfare Centre	—	10	"	
	Motherhood	—	40	12/-	
	Our Children	—	40	42/-	
	The Leaflet	—	15	—	
	Black Lake Home	—	15	10/6	
	Empire Builders	3,000	45	42/-	
	Who Was to Blame?	3,500	45	42/-	
	Safeguarding the Nation	2,453	40	10/6	
	Child Adoption	—	15	£1/11/-	
National British Women's Total Abstinence Union, 104, Gower Street, W.C.1.	Production and Distribution of Clean Milk.	1,000	45	5/-	Cost of carriage both ways. " " " " " "
	Butter-making and Cheese-making	1,000	45	"	
	Founded on Fact	500	10	"	
	Bottled Health	1,000	14	"	
National Children Adoption Association, 19, Sloane Street, S.W.	General Caution takes the Plac-	1,234	15	£1/11/-	Cost of carriage both ways. " " " "
	form	1,200	15	"	
	Sportsmanship on Wheels	—	20	£1/11/-	
National Milk Publicity Council 33, Gordon Square, W.C.1.	Working in Dear Life (Periodical Medical Examination).	—	—	—	Cost of carriage both ways. " " " "
	People's League of Health, 12, Stratford Place, W.1.	—	—	—	

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MINISTRY OF HEALTH

Memorandum
on the English Scheme of
National Health Insurance,
with Special Reference to
its Medical Aspects

By

G. F. McCLEARY, M.D.

*A Deputy Senior Medical Officer of the Ministry of
Health.*

LONDON:

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INTRODUCTION.

The object of this Memorandum, which was originally prepared at the request of the League of Nations, is to describe broadly the medical aspects of the Scheme of National Health Insurance in operation in England and Wales. For this purpose it has been necessary to give a brief preliminary account of the framework of the Scheme as a whole, and to deal with such matters as the conditions which require or entitle persons to become insured, the arrangements for the payment of contributions, and the interrelation of the various bodies taking part in the administration of the Scheme. For further information reference may be made to the following official documents:—

The Statutes, Regulations and Orders relating to National Health Insurance; especially the Medical Benefit Consolidated Regulations, 1928.

The Annual Reports of the Chief Medical Officer of the Ministry of Health.

The Annual Reports of the Ministry of Health.

The Report of the Royal Commission on National Health Insurance.

The Approved Societies Handbook.

These documents are published by His Majesty's Stationery Office, and may be purchased directly from the Office at Adastral House, Kingsway, London, W.C.2.

It may be said that the operation of the Scheme of National Health Insurance in Scotland differs in points of detail only from that in England and Wales. In Northern Ireland and in the Irish Free State the schemes do not provide medical benefit.

SECTION I.—THE GENERAL FRAMEWORK OF THE INSURANCE SCHEME.

The English system of National Health Insurance was established by the National Insurance Act of 1911, which was described in the Preamble of the Act as "an Act to provide for insurance against loss of health and the prevention and cure of sickness and for purposes incidental thereto." The system has been modified by several subsequent Acts, the most important of which was the consolidating Act of 1924, but the modifications have for the most part dealt with matters of detail, the chief object being to simplify administration and adapt the scheme to the changed conditions due to the war. The main framework of the Scheme still stands.

An exception to this statement should, perhaps, be made in regard to the Widows', Orphans' and Old Age Contributory Pensions Act, 1925, which increased the contributions paid by

insured persons, and in return entitled them to old age pensions, and provided pensions for the widows and orphans of deceased insured persons. But this Act, though adding substantially to the advantages accruing to the insured population, did not modify, except in points of detail, the general scheme of administration.

The insured population.—National Health Insurance is compulsory upon all persons, male or female, of the ages of 16 and upwards, who are employed under a contract of service in manual labour. The insured population, therefore, includes practically all those who are spoken of as "wage-earners." Moreover, all persons employed under a contract of service in non-manual employment are required to be insured if their rate of remuneration does not exceed £250 a year. Persons to whom compulsory insurance applies are known as *employed contributors*.

The Insurance Scheme provides also for voluntary insurance. Any person, except a married woman, who has been employed and insured for not less than 104 weeks may, after ceasing to be an employed contributor, continue in insurance as a voluntary contributor. Such persons pay the whole weekly contribution themselves. Until recently few persons took advantage of this provision. The total number of insured persons in England and Wales in 1929 was about 15,000,000, forming 37·8 per cent. of the total population, and until the introduction of the Contributory Pensions scheme there were only about 30,000 voluntary contributors. The number has, however, increased materially in the past four years doubtless in consequence of the advantages offered by the Pensions Act of 1925, which apply to voluntary as well as to employed contributors, and in 1929 was about 276,000. A voluntary contributor whose total income exceeds £250 a year is not entitled to medical benefit.

Cost of Scheme.—The cost is borne partly by the insured persons, partly by their employers, and partly by the State. The insured persons and their employers pay their share in the form of weekly contributions, as shewn in the following table :—

Ordinary Rates.	Men.			Women.		
	For Health insurance.	For pensions.	Total.	For Health insurance.	For pensions.	Total.
	d.	d.	d.	d.	d.	d.
Amount payable by the employer ..	4½	4½	9	4½	2½	7
Amount recoverable from wages of the employed person	4½	4½	9	4	2	6
Value of Weekly Stamp to be affixed by employer	—	—	1s. 6d.	—	—	1s. 1d.

Contributions are not required to be paid in respect of weeks during which an employed person is incapable of work by reason of sickness or disablement, but they may be paid for such weeks in so far as is necessary to make up the 104 contributions required to qualify for certain benefits or for pensions.

The share of the cost borne by the State takes the form of the payment of one-seventh in the case of men and one-fifth in the case of women of the total cost of the benefits and of their administration by Approved Societies and Insurance Committees. The State also bears the cost incurred by the Government Departments concerned in the central administration of the scheme.

The contributions of insured persons and employers in the year 1929 amounted in the aggregate to £23,304,900, and a sum of £5,041,300 was derived from interest on accumulated funds. The benefits and the administration of the benefits by Approved Societies and Insurance Committees cost £31,135,000 and £3,879,500 respectively, and the total expenditure, including the cost of central administration, was £35,966,500.

Method of payment of Contributions.—The employer is responsible for the payment of his own and his employee's contributions. The money payment is made by the purchase by the employer at a post office of special stamps, known as Health Insurance and Pensions Stamps, of the values required. A stamp of the appropriate value for each week of employment must be fixed on a card, the Contribution Card, which the insured person must submit to the employer, on request, for that purpose. The employer is entitled to recover the insured person's share of the cost of the stamp by making a deduction from his wages.

Benefits.—The benefits provided for insured persons are as follows :—

- (1) *Medical Benefit*, i.e., medical treatment, including the supply of medicine, and of such medical and surgical appliances as may be included in a list prescribed by the Minister of Health.
- (2) *Sickness Benefit*, i.e., weekly cash payments during incapacity for work by reason of illness. The ordinary payments are 15s. a week for men and 12s. a week for women, beginning on the fourth day of incapacity and continuing during a maximum period, for the same illness, of 26 weeks. An illness beginning within twelve months from recovery from any illness is for this purpose regarded as the same illness.
- (3) *Disablement Benefit*, i.e., a continuance of weekly payments (of 7s. 6d. a week for both men and women) after the right to sickness benefit has lapsed.

Disablement benefit is practically an extension of sickness benefit at a lower rate. It is uniform for sex

and age, and does not vary with earnings. Unlike sickness benefit, it is not limited to 26 weeks, or other period, but continues to be paid until the insured person becomes capable of work, or reaches the age of 65, at which an old age pension ordinarily becomes payable. Disablement benefit, being paid as long as the insured person is incapable of work, is practically the same thing as an invalidity pension; but it is paid only in respect of total incapacity, not partial incapacity.

- (4) *Maternity Benefit*, i.e., payment of £2 on the confinement of an insured woman or the wife of an insured man. If the insured woman is married, and is an employed contributor, she receives an additional £2.
- (5) *Additional Benefits*.—These may be provided by those Approved Societies that are found on valuation to have sufficient funds at their disposal for the purpose. The benefits may take the form either of an increase in sickness, disablement or maternity benefit, or contributions towards the cost of certain forms of special treatment, e.g., dental, ophthalmic, hospital or convalescent treatment.

Administration.

The administration of the Scheme may be considered under two heads, local and central. What may be conveniently termed the "local" administration is undertaken by Approved Societies and Insurance Committees under the central supervision of the Minister of Health.

Local Administration.

Approved Societies.—These are self-governing associations of insured persons who unite voluntarily to form a Society for the purposes of national health insurance. When such an organisation has been approved by the Minister it becomes an Approved Society. There are over 900 Approved Societies operating in England and Wales, and 28 of these have branches, which are independent financial units, and have considerable administrative independence. There are about 6,000 branches. The Approved Societies administer sickness, disablement, and maternity benefits, and such additional benefits as they may be in a position to provide. They are not organised on a territorial basis, although the membership of some of the smaller societies consists chiefly of persons who live in certain local areas. The number of members varies from less than 50 to more than 2,000,000. Some of the large societies have members in every part of the country, and their membership includes workers in an enormous number of occupations.

Insurance Committees.—There is an Insurance Committee for every county and county borough, the total for England and Wales being 146. Three-fifths of the members represent insured persons, and are elected by Approved Societies having members resident in the county or county borough; one-fifth are appointed by the Council of the county or county borough. Of the other members, two are medical practitioners appointed by the Local Medical Committee, one is a medical practitioner appointed by the county or county borough council, and the remaining members are appointed by the Minister of Health. Of the members appointed by the county or county borough council and the Minister respectively, two at least must be women in the case of larger Committees, and the Minister's appointments must also include at least one medical practitioner.* The number of members varies, but cannot be less than 20 or more than 40, and as will be seen above, the number of doctors on the Committee cannot be less than three and may be more.

Insurance Committees administer medical benefit, and for this purpose they enter into agreements with local doctors for the medical treatment of the insured persons of their areas, and with chemists for the supply of medicine and medical and surgical appliances. They are under obligation to confer in certain circumstances with three other local committees, namely, the Local Medical Committee, the Panel Committee and the Pharmaceutical Committee.

Local Medical Committees.—In every county and county borough there is a committee of doctors, constituted by the doctors of the area themselves and recognised by the Minister as representative, not merely of the insurance practitioners, but of all the members of the medical profession in the area. This Committee must be consulted by the Insurance Committee on all general questions affecting the administration of medical benefit.

Panel Committees.—In the early days of the scheme it became evident that it was necessary to provide a convenient method to enable Insurance Committees to obtain the views of the insurance practitioners of their area in regard to certain matters affecting the administration of medical benefit, and by the Insurance Act of 1913 it was provided that in every area a committee should be appointed by the insurance practitioners of the area for the purpose. This Committee is termed the "Panel Committee." All the members must be doctors and not less than three-fourths must be insurance practitioners. In many areas the Panel Committee has been recognised as the Local Medical Committee, and is then termed the Local Medical and Panel Committee. In other areas the Local Medical Committee and the Panel Committee are separate bodies.

* This provision does not apply to Committees having fewer than 25 members.

Pharmaceutical Committees.—In every county and county borough there is a committee elected by the insurance pharmacists of the area, which must be consulted by the Insurance Committee on all general questions affecting the supply of medicine and appliances to insured persons. This is termed the Pharmaceutical Committee.

Central Administration.

The National Health Insurance Scheme in England and Wales is under the general supervision of the Minister of Health, whose powers as regards Wales are exercised through the Welsh Board of Health. The Insurance Acts confer wide powers upon the Minister. He makes Regulations, which have the force of law, on a great variety of insurance matters, e.g., the collection of contributions, the administration of benefits, the constitution of Insurance Committees, the conditions of service of insurance doctors and chemists, etc. The Minister is also the appeal authority in disputes between insured persons, doctors, chemists, Approved Societies and Insurance Committees, although his functions in this respect are largely delegated to independent tribunals appointed by him.

The officers of the Ministry include an Out-door Staff organised on a territorial basis, who secure the payment of contributions, and advise Approved Societies, Insurance Committees and insured persons on matters arising out of the administration of the Scheme. There is also a local staff of medical officers, the Regional Medical Staff, to which reference is made later.

SECTION II.—MEDICAL BENEFIT.

After the foregoing brief sketch of the general framework of the National Health Insurance Scheme, more detailed consideration may be given to the administration of medical benefit, the subject with which this Memorandum is chiefly concerned.

The original Insurance Bill as laid before Parliament in 1911 provided that medical benefit should be administered by the Approved Societies; but the medical profession strongly opposed this provision, and contended for the establishment of local bodies, on which doctors should be represented, specially constituted to administer medical benefit. This was conceded by the Government, and the Bill was altered to provide for the constitution of Insurance Committees, which are charged with the duty of making the arrangements for bringing the doctor into relation with the scheme and for distributing the insured persons in each area among the doctors of the area. Insurance Committees also make the necessary arrangements with the chemists. Neither the insurance doctors nor insurance chemists have any direct administrative relation with the Approved Societies.

Participation in the Insurance Medical Service.—Insurance Committees have no power to select the doctors who participate in the Insurance Medical Service. Any registered medical practitioner (other than a practitioner whose name has been removed from a medical list by the Minister) has a right to require an Insurance Committee to place his name on their list of doctors who undertake to give medical attendance and treatment to insured persons on the terms of service for insurance practitioners offered by the Committee and approved by the Minister. The statutory right of any qualified doctor to participate in the Insurance Medical Service was one of the principles for which the medical profession strenuously contended during the passage of the Insurance Bill through Parliament in 1911.*

The profession also pressed for the right of the insured persons to choose their doctor, and this was conceded. An insured person is entitled to select any doctor from among those included in the Medical List of the area in which he resides, subject to the doctor's consent, and he can at any time change his doctor, if the doctor consents, or without such consent if he gives a fortnight's notice to the Insurance Committee. A doctor may also obtain the removal from his list of an insured person for whose treatment he no longer wishes to be responsible, but this is subject to certain restrictions. The procedure by which an insurance practitioner becomes responsible for the treatment of an insured person is as follows:—

Method of obtaining medical attendance.—Approved Societies supply particulars of all their members to the Minister, who transmits the information to the respective Insurance Committees in whose areas the members reside. The Committee then give each insured person a Medical Card, which tells him how to obtain the services of an insurance practitioner. In all the Post Offices there is a list of practitioners, to which insured persons can refer. Having selected a practitioner, after reference to this list or otherwise, the insured person presents his medical card to the practitioner of his choice, who if he accepts him, signs the card and sends it to the Insurance Committee. The Committee then add the insured person's name to the practitioner's list, return the Medical Card to the insured person, and send the practitioner another card—the Record Card—which serves the double purpose of forming part of the practitioner's card index of the insured persons for whose treatment he is responsible, and a record on which he enters particulars of his attendances on his patients and of the illnesses for which he has treated them.

A practitioner is not obliged to accept a person who applies for inclusion in his list, but if he refuses he must give the applicant

* The list of insurance practitioners in any area is termed the Medical List or the "Panel", a term which is also used colloquially to denote the list of insured persons for whom an insurance practitioner is responsible.

the name and address of another practitioner to whom application might be made, and he must give the applicant such treatment as he may require until a practitioner has accepted him. He must also notify the Insurance Committee that he has refused to accept the applicant. If a person fails to secure voluntary acceptance by a practitioner he may apply to the Insurance Committee, who refer his case to a Sub-Committee (the "Allocation Sub-Committee"), consisting of three members appointed by the Insurance Committee, and three appointed by the Panel Committee, which is empowered to assign him to a practitioner selected by them.*

An insured person temporarily absent from home may obtain medical attendance by presenting his medical card to an insurance practitioner in his area of temporary residence. Provision is made for the discharge of the duties of practitioners by deputies when they are unable to attend their patients themselves, and if neither the practitioner responsible for an insured person's treatment, nor his deputy, is able to attend the person and give him any treatment immediately required owing to an accident or other sudden emergency, it is the duty of any insurance practitioner who may be summoned and can attend to give such treatment as may be necessary. The insurance practitioners of an area accept a collective responsibility for the treatment of all the insured persons in the area.

A practitioner working alone may not accept more than 2,500 insured persons, but if he employs a permanent assistant he may accept such an additional number, not exceeding 1,500, as the Insurance Committee may approve. A permanent assistant cannot, however, be employed for the treatment of insured persons without the sanction of the Committee, and for the employment of two permanent assistants the sanction of the Minister as well as the Committee is necessary.

The number of insurance practitioners in England and Wales in 1929 was about 15,570, and the average number of insured persons on a practitioner's list was about 930.†

* The procedure described in the two preceding paragraphs is that of the system in which the doctors are remunerated on a capitation basis, i.e., in proportion to the number of insured persons on their lists, the system that is now in operation all over the country. Before 1927, however, there were two areas, Manchester and Salford, in which the doctors were paid by the distribution among them of a fixed sum in proportion to the number of attendances made by each. But the Salford doctors changed to the capitation system at the beginning of 1927, and the Manchester doctors from the beginning of 1928.

† An insured person, with the consent of the Insurance Committee, may make his own arrangements for obtaining medical treatment, receiving from the Committee a contribution towards the cost of the treatment. Such persons in 1929 numbered about 25,000.

The Range of the Insurance Practitioner's Medical Obligations.

The Insurance Medical Service is a service of general practitioners; it does not include specialists.* Many practitioners possess special skill, e.g., in operative surgery, or as ophthalmologists, and in fact perform specialist services as part of their insurance work. But they are under no obligation to do so.

A practitioner's contract with the Insurance Committee is to give "all proper and necessary medical services other than those involving the application of special skill and experience of a degree or kind which general practitioners as a class cannot reasonably be expected to possess."

It will be seen that the definition of the range of services an insurance practitioner is under obligation to perform is expressed in general terms, and cases occasionally arise in which the definition is not easy to apply. The question is important as affecting the rights of insured persons, for if a particular service is outside the practitioner's contract, he is entitled to charge a fee for it. The procedure for settling such questions is as follows:—A practitioner who wishes to raise the question is required to supply the Insurance Committee with particulars of the service he has performed, or is about to perform. The particulars are then sent to the Local Medical Committee, who are asked to state their opinion whether the service so described is one that requires "the application of special skill and experience of a degree or kind which general practitioners as a class cannot reasonably be expected to possess." The opinion of the Local Medical Committee is considered by the Insurance Committee, and if the Committees disagree, the Minister must refer the question to a tribunal of three Referees appointed by him, two of whom must be medical practitioners and one a barrister or solicitor, and the decision of the Referees is final. If the two Committees agree their decision is generally accepted; but the Minister has power to refer such a case to Referees, and he has referred several cases in which the Committees agreed that a certain service was outside the practitioner's obligations, and the Referees have decided to the contrary effect.

The following lists of actual cases indicate the nature of the particular services in regard to which the question of the range of the Insurance Medical Service has arisen, and the decision reached in each case.

Some cases not referred to Referees.—In the following cases the Local Medical and Insurance Committees held that the services were within the practitioner's insurance obligation:—

- (i) Treatment of fracture of both bones of leg and dislocation of ankle.
- (ii) Treatment of gonorrhoea by irrigation and medicine.

* A comprehensive scheme of specialist, nursing and laboratory services was formulated in 1914, and the necessary money was voted by Parliament, but the scheme, on account of the war, was never put into operation.

- (iii) Opening and scraping abscess of thigh.
- (iv) Curetting of uterus.
- (v) Suppurative mastitis; opening and breaking down all pockets and inserting rubber drainage tubes.
- (vi) Opening and draining an ischio-rectal abscess.
- (vii) Advanced cirrhosis of liver with very severe ascites and general dropsy: local anæsthetic injected. Incision made; cannula and trocar inserted; drainage tube fitted to cannula.
- (viii) Operation for fissure in ano.
- (ix) Removal of facial sebaceous cyst.
- (x) Deep abscess of neck due to liquefaction of glands; incision made, sinus forceps inserted and creamy material evacuated. Syringed out with iodine.
- (xi) Dislocation of left elbow; reduction under chloroform.
- (xii) Ophthalmoscopic examination for occipital headache.
- (xiii) Removal of epithelioma of lower lip.

In the following cases the two Committees agreed that the services were outside the practitioner's insurance obligation:—

- (i) Removal by dissection of Bartholin's gland.
- (ii) Passage of Eustachian catheter.
- (iii) Operation for hæmorrhoids.
- (iv) Examination of eyes by retinoscopy.
- (v) Colpo-perineorrhaphy and stitching the cervix.
- (vi) Gastro-jejunostomy.
- (vii) Removal of varicose veins.
- (viii) Intravenous administration of novarsenobillon.
- (ix) Enucleation of eyeball.
- (x) Radical cure of left inguinal hernia.
- (xi) Operation for suppurating fibroid with local pelvic peritonitis.
- (xii) Removal of tuberculous glands in neck.
- (xiii) Extreme genu valgum in both legs—osteotomy of femora.
- (xiv) Excision of multiple fistulæ in ano (horseshoe variety).
- (xv) Removal of internal semi-lunar cartilage of left knee.
- (xvi) X-ray treatment for recurrent carcinoma of axillary glands.
- (xvii) Application of radiant heat and ionization.
- (xviii) Complete tonsillectomy—curetting nasopharynx.
- (xix) Removal of large sebaceous cyst from right side of neck.
- (xx) Dissecting out cyst over mastoid.
- (xxi) Removal of epithelioma of axilla.
- (xxii) Cauterisation of nose and tonsillectomy.
- (xxiii) Excision of hypertrophied turbinate bones in nose and excision of tonsils and adenoids.
- (xxiv) Excising and suturing bladder sinus.
- (xxv) Peritomy.
- (xxvi) Resection of intestine. (Paul's operation.)

- (xxvii) Amputation of toes.
- (xxviii) Removal of appendix.
- (xxix) Removal of nasal polypi.
- (xxx) Operation for chronic gastric ulcer—carcinomatous.
- (xxxi) General anæsthetic for tonsillectomy and gastric enterostomy.

Some cases referred to Referees.—The following cases were referred to Referees, and the decision was that those in Group I were within, and those in Group II were outside, the practitioners' insurance obligations:—

Group I.

- (i) Removal of fibroma-adenoma of breast.
- (ii) Removal of needle from foot.
- (iii) Operation for cellulitis.
- (iv) Removal of papillomatous tumour from back.
- (v) Removal of cyst from neighbourhood of knee joint.
- (vi) Taking blood (venous) as a preliminary to the Wassermann test for syphilis.

Group II.

- (i) Removal of thrombosed and varicose veins in leg.
- (ii) Operation for atresia oris uteri interni with retroflexion.
- (iii) Amputation of arm below elbow.
- (iv) Removal of epulis from between teeth.
- (v) Removal of polypus from rectum.
- (vi) Operation for hæmorrhoids.

When, as usually happens in these cases, the practitioner has actually performed the operation, or other service which he contends involved the application of special skill and experience of a degree or kind which general practitioners as a class cannot reasonably be expected to possess, he has to establish that he himself does possess such skill and experience, and he must show

- (a) that he has held hospital or other appointments affording special opportunities for acquiring special skill and experience of the kind required for the performance of the service rendered, and has had actual recent practice in performing the service rendered or services of a similar character, or
- (b) that he has had special academic or post-graduate study of a subject which comprises the service rendered, and has had actual recent practice as aforesaid, or
- (c) that he is generally recognised by other practitioners in the area as having special proficiency and experience in a subject which comprises the service rendered.

The Duties of an Insurance Practitioner.

The duties of an insurance practitioner, within the range of services defined in the foregoing paragraphs, are set out in detail in the Terms of Service which are prescribed by the Minister, and form part of every practitioner's contract with the Insurance Committee. There are some special duties on which a short explanation may be useful.

Medical Records.—From the beginning of the Insurance Medical Service the practitioners have had the duty of keeping records of the illnesses of their patients. The present form of record, which was introduced in 1921, is that recommended by a Departmental Committee under the chairmanship of Sir Humphry Rolleston, which included representatives of insurance practitioners. As already stated, a practitioner's set of record cards in their present form serves a double purpose; it constitutes a list of the patients for whose treatment he is responsible, and it contains, if the records are properly kept, a concise account (i) of the illnesses for which each patient has required treatment either from the practitioner himself or from previous insurance practitioners, and (ii) of the attendances made and the treatment given. When a patient changes his doctor the record relating to him is obtained from the practitioner who was responsible for the patient and sent to the new doctor, and care is taken that during transfer the confidential character of the entries on the record is strictly observed. The records, though of statistical value, are not required to be kept mainly for statistical purposes. They are essentially clinical documents. Their most important object is to provide the practitioner for the time being responsible for the treatment of an insured patient with particulars of the patient's previous medical history, not only while under treatment by the practitioner himself, but also while under the care of previous practitioners. In this way, as Sir George Newman has pointed out, the insurance practitioner "has an advantage in the case of an insured patient which is lacking in that of a private patient; for in order to obtain a trustworthy medical history of a private patient while under the care of other practitioners it would be necessary to make a special communication to each of those practitioners, and this takes time and in many cases would be impracticable. But with a properly kept insurance record the information is to hand."*

Reports on Patients suffering from Tuberculosis.—An insurance practitioner is under obligation to furnish to the Tuberculosis Officer of the local health authority periodical clinical reports on insured patients under treatment by the practitioner for tuberculosis, and the practitioner receives similar reports from the

* Annual Report of the Chief Medical Officer of the Ministry of Health for the year 1924.

Tuberculosis Officer when a tuberculous patient is receiving treatment in a sanatorium, or other institution of the local authority. In this way the practitioners are brought into close relation to the national organisation for the control of tuberculosis.

Certificates of incapacity for work.—One of the duties of an insurance practitioner is to give to those of his insured patients whom he deems to be incapable of work, a certificate to that effect, in order that the patient may claim the cash benefit to which in those circumstances he is ordinarily entitled. In the first two years of the operation of medical benefit there were wide variations in the form of certificates used and in the circumstances in which they were issued, but in 1915 special forms were prescribed for use and the certificates were required to be given in accordance with a definite system laid down in the Certification Rules.

Provision of Medicines and Appliances.—Insurance practitioners do not ordinarily dispense medicines. The normal procedure is for the practitioner to write a prescription, and give it to the patient, who is free to take it to be dispensed by any insurance pharmacist in the area—the insured persons having free choice of pharmacist as well as free choice of doctor. In country places where patients would have difficulty in obtaining their medicines from pharmacists, the dispensing is undertaken by the doctors.

Insured persons are entitled to be supplied with such "proper and sufficient" medicine and such prescribed appliances as may be ordered for them by their insurance doctors. The list of appliances at present prescribed by the Minister is as follows:—

Adhesive plaster.	Gauze and cotton wool tissue.
Bandages, Rolled :	Ice bags :
Calico.	Check sheeting.
Crepe.	India-rubber.
Domette.	Lints :
Elastic-web.	Boric.
Flannel.	Sal-Alembroth.
India-rubber.	Unmedicated.
Muslin.	
Open-wove.	
Plaster of Paris.	Protectives :
Triangular Bandages.	Gutta percha tissue.
	Jaconet.
Catheters :	Oiled cambric.
Gum-elastic.	Oiled paper.
Soft rubber.	Oiled silk.
Cotton Wools, Absorbent :	Splints.
Boric.	
Sal-Alembroth.	Suspensory bandages :
Unmedicated.	Cotton.

Gauzes :	Tows :
Boric.	Carbolised.
Carbolic.	Unmedicated.
Double cyanide.	
Iodoform.	Wood wool.
Picric.	
Sal-Alembroth.	Ring Pessaries.
Sublimate.	
Unmedicated.	Eye Baths.

Eye droppers.

Hypodermic Syringes }
 „ Needles } for self administration of Insulin.

Arrangements for securing efficiency of Medical Service.

The insurance practitioner is not a public official, although he discharges duties of great public importance, and is remunerated from public funds. He is a private medical practitioner who has exercised his statutory right to place his name on the medical list of his area and has thereby entered into a contract with the Insurance Committee to give, in accordance with the Terms of Service, medical attendance and treatment to those insured persons who have chosen him as their medical attendant. He is not, as in a military medical service, subordinate to a superior medical officer responsible for distinguishing good work from bad. To secure efficient service some reliance is placed on the power of the patients to change their doctors at any time, but it has also been necessary to devise a special disciplinary procedure for dealing with complaints made against practitioners either by insured persons in respect of alleged neglect, or by Approved Societies in respect of alleged defective certification, or otherwise.

Medical Service Sub-Committees.

Each Insurance Committee must appoint a Medical Service Sub-Committee consisting of an equal number, usually three, of (i) medical practitioners appointed by the Local Medical Committee, and (ii) members appointed by and from the members of the Insurance Committee who represent insured persons. The members of the Sub-Committee select a Chairman from among the members of the Insurance Committee appointed by the County or County Borough Council, or by the Minister, who are not insured persons, officers of societies, doctors or pharmacists. Complaints against practitioners are referred to the Medical Service Sub-Committee, whose duty is to investigate the complaint and report to the Insurance Committee. Their report must include a statement of the facts found by them, and the facts so found are, if no appeal is made, regarded as established.

The Committee, on receiving such a report, may, if satisfied that the practitioner is unable to give adequate treatment to all

the persons on his list, impose (after consultation with the Panel Committee) a special limit on the number of persons for whom he may assume responsibility. They also have power to recover from the practitioner expenses reasonably and necessarily incurred by the Committee, or by or on behalf of any insured person on account of the practitioner's default. Further, it is open to the Committee, if they think fit, to bring the case specially to the notice of the Minister, in order that he may consider whether remuneration should be withheld from the practitioner. Lastly, the Committee may be of opinion that the case before them, alone or when considered in conjunction with other cases affecting the same practitioner, shows that his continuance on the medical list would be prejudicial to the efficiency of the service, and in that event it is open to them to make a representation to the Minister to that effect.

If the Committee decide to take either the first or the second of these two courses any party to the case who disagrees with the decision can appeal to the Minister, whose decision is final.

Deductions from Remuneration.—Insurance Committees must send to the Minister copies of all the reports of their Medical Service Sub-Committees, and if in any case the Minister thinks that the conduct of the practitioner calls for the imposition of a monetary penalty (whether the Committee have so recommended or not) he may deduct a certain sum from the amount paid to the Committee for the remuneration of the practitioners of the area, and in that event the Committee will deduct the same sum from the practitioner. But before any deduction is made the practitioner is afforded the opportunity of making representations in writing or orally, oral representations being heard by officers of the Ministry, who attend for the purpose at a place reasonably convenient to the practitioner, and have sitting with them in each case in which negligence is alleged a practitioner selected by the Minister from the panel of practitioners to which reference is made on page 18. The Insurance Committee and the Panel Committee are given due notice of such hearings, and are entitled to send representatives to be present. Such a representation is, however, in no sense an appeal or a re-trial of the case.

The Minister may withhold remuneration in cases coming to his notice otherwise than on a report from a Medical Service Sub-Committee, though this power is not often exercised.

Removal from the Medical List.—As already stated, an Insurance Committee must include in their medical list the name of any practitioner who applies for inclusion (unless he has been removed from a list by the Minister). But they may take steps to secure the removal from the list of any practitioner whose continuance on the list they deem to be prejudicial to the efficiency of the medical service. The procedure is for the Committee to make a

representation to the Minister to that effect, and a similar representation may be made by the Local Medical Committee, or by any other body or person.

On receiving such a representation the Minister constitutes an Inquiry Committee, consisting of a barrister or solicitor in actual practice and two practising doctors, and refers the case to them for investigation. The Inquiry Committee, after hearing the relevant evidence, report to the Minister their findings of fact and their inferences from the facts, and on the report the Minister decides the question whether the continuance of the practitioner would be prejudicial to the medical service. If the practitioner's name is removed from the list he cannot enter the insurance medical service in any area without the sanction of the Minister.

The following particulars of the disciplinary cases decided in 1928 are extracted from the Annual Report of the Chief Medical Officer of the Ministry of Health for that year.

Statistics of Disciplinary Cases.

The number of complaints against insurance practitioners received by Insurance Committees, and investigated by their Medical Services Sub-Committees, was 299. On the facts found by the Sub-Committee the Minister decided in 42 cases to withhold varying amounts of the monies credited to Insurance Committees on condition that a satisfactory standard of medical service is maintained, and the amounts so withheld were consequently deducted from the remuneration of the practitioners concerned. Money was similarly withheld in 8 cases in which practitioners had failed to keep their medical records, and in 5 cases in which there had been failure to furnish necessary information required by the Regional Medical Officer.

In 6 cases in which the Insurance Committee had decided against the practitioner an appeal was made by him to the Minister. In 1 case the appeal was allowed, in 3 cases it was dismissed and 2 appeals were withdrawn. In addition there were 3 cases in which an appeal was made by an insured person or an Approved Society against a decision of an Insurance Committee that exonerated an insurance practitioner against whom a complaint had been made, and in each case the appeal was withdrawn.

No formal representations were made to the effect that the continuance of a practitioner on the medical list would be prejudicial to the medical service of the insured.

In dealing with cases in which it is alleged that a practitioner has been negligent in his treatment of a patient, the Minister has the assistance of a Medical Advisory Committee constituted by him and consisting of the Chief Medical Officer and two Medical Officers of the Ministry, and of three practitioners selected by the Minister from a panel of insurance practitioners nominated by a central Committee of doctors which is regarded by the Minister as representative of the general body of insurance practitioners, namely, the Insurance Acts Committee of the British Medical Association.

Remuneration of Insurance Practitioners.

The total sum payable as remuneration is calculated primarily on the number of persons entitled to medical benefit. This number

cannot be ascertained by any direct method, since it is impossible to obtain from insured persons prompt and trustworthy information as to their movements. By agreement with the medical profession the following method of estimation has been devised, which has been in operation for about ten years and has given satisfactory results.

The number of insured persons entitled to medical benefit in any year is estimated in the last quarter of the previous year by the Government Actuary on calculations based on the number of health insurance stamps sold and other relevant data. The number so calculated is multiplied by nine shillings—the capitation fee fixed by an independent Court of Arbitration in 1924—and the resulting sum forms the "Central Practitioners Fund," which is devoted to the remuneration of the insurance practitioners. In addition, there is a fund, the "Central Mileage Fund," which is devoted to defraying the cost of travelling incurred by country practitioners in visiting patients living at a considerable distance. In 1929 this Fund amounted approximately to £240,000.

The two Central Funds are distributed among the various Insurance Committees by the Minister on the advice of a Distribution Committee, appointed by him, on which insurance practitioners are represented; and the sum allocated to each Insurance Committee is distributed among the individual practitioners of the area in accordance with a Scheme prepared jointly by the Insurance Committee and the Panel Committee and approved by the Minister, the distribution being based on the numbers of insured persons on the lists of the respective practitioners.

In addition to these sums, a special fund is made available for the assistance of doctors practising in sparsely populated rural areas in circumstances of special difficulty. The assistance is given for certain objects, for example, to enable the practitioner to maintain a motor car, to open a branch surgery, to provide a telephone or attend a post-graduate course. Special attention has been given during recent years to the provision of facilities for post-graduate study. In 1929, schemes were prepared in 34 county areas by the Insurance Committee in co-operation with the Panel Committees, and 113 insurance practitioners were enabled to attend approved courses of study at a total cost of £3,233, this sum including fees, the cost of subsistence while attending the course, and the cost of providing a *locum tenens*.

Practitioners in rural areas who supply medicines and appliances to their insured patients receive in respect of this service an annual and inclusive sum of 2s. 3d. per person on their lists, and other practitioners receive a sum of 1s. 3d. per 100 persons on their lists to defray the cost of those medicines and appliances, e.g., hypodermic injections, which ordinarily are administered

personally by doctors, or which are needed for immediate administration.

If, however, a practitioner supplies any of the articles included in the following list the cost of the article is repaid to him by the Insurance Committee :—

Coley's Fluid.
Colloidal preparations when used for hypodermic, intra-muscular or intravenous injection.
Emetine or salts of Emetine when used for hypodermic or intravenous injection.
Ethyl Chloride.
Glandular preparations when used for hypodermic or intra-muscular injection.
Grey Oil, Mercurial Cream, and other preparations of Mercury, prepared suitable for intra-muscular injection.
Bismuth compounds for intra-muscular injection.
Insulin.
Oxygen.
Paraffin No. 7.
Peptone preparations when used for hypodermic or intravenous injection.
Salvarsan, and any substitute approved by the Minister (when supplied to patients for whom a supply is not made gratuitously available by any public authority).
Serums and Vaccines (when supplied to patients for whom a supply is not made gratuitously available by any public authority).
Sodium Cacodylate.
Sodium Morrhuate.
Thiosinamin and Thiosinamin Sodium Salicylate.
Urethral Bougies, medicated.
Ice Bags.
Catheters.
Elastic web bandages.
Ring pessaries.
Eye Baths.
Eye Droppers.
Special splints required in exceptional cases (e.g., Thomas's Splint).
Hypodermic syringes and needles required for the self-administration of Insulin.

Arrangements with Pharmacists.

Any registered pharmacist* may require an Insurance Committee to place his name on the list of persons entitled to dispense medicines for insured persons. The Committee, however, may represent to the Minister that the inclusion of a particular applicant would be prejudicial to the efficiency of the service, and the Minister is empowered, if he is satisfied after due investigation by a specially appointed Inquiry Committee that the representation is established, to exclude the applicant from the list.

The number of pharmacies from which medicines were supplied to insured persons in 1929 was in England and Wales 9,639, and the number of doctors' prescriptions dispensed was 58,732,033. The prescriptions must be written on an official form, which, after dispensing, constitutes the voucher entitling the pharmacist to payment, and is sent to the Insurance Committee for pricing. The process of pricing consists in entering against each ingredient of the prescription the current wholesale cost price of the ingredient, in accordance with a Drug Tariff prepared and issued monthly by the Minister, and adding a dispensing fee for each prescription according to the scale laid down in the Tariff, these fees being calculated to provide reimbursement of establishment costs and also professional remuneration for the pharmacist's services.

Samples of the medicines and appliances supplied are taken from time to time for analysis, and in cases of default disciplinary action may be taken. The disciplinary procedure applicable to pharmacists is similar to that described in connection with the medical service, the place of the Medical Service Sub-Committee being taken by the similarly constituted Pharmaceutical Service Sub-Committee, on which pharmacists and representatives of insured persons sit in equal numbers.

There is also a special Sub-Committee, the "Joint Services Sub-Committee," which investigates disputes between practitioners and pharmacists, and complaints in which it is not clear whether the person who might be in default is a practitioner or a pharmacist. This Sub-Committee is composed of two medical members of the Medical Service Sub-Committee, two pharmaceutical members of the Pharmaceutical Sub-Committee, two members of the Insurance Committee who represent insured persons, and a "neutral" Chairman, i.e., a person who does not belong to any of these three groups.

The Control of Unnecessarily Expensive Prescribing.

An insured person is entitled to receive such medicines and prescribed appliances ordered by his insurance practitioner as are reasonably necessary for adequate treatment. No limit is

* Other than persons removed by the Minister from a list of insurance pharmacists.

placed on the nature or cost of the articles so ordered, but practitioners are expected to exercise care and judgment in their prescribing and not to cause an unnecessary expenditure of public funds. In order to secure reasonable economy a special procedure has been formulated, which is set out briefly below.

- (a) The Insurance Committees have established Bureaux for the pricing of prescriptions—the "Pricing Bureaux"—of which there are 15, each Bureau serving several Committees, except in the case of London, Lancashire, Manchester and Salford, where the Insurance Committees carry out their own pricing.

The chief object of the Bureaux is to ascertain the sums payable to the insurance pharmacists for the supply of medicine and appliances, but they also keep a record of the cost entailed by the prescribing of each insurance practitioner.

- (b) Particulars of the cost of each practitioner's prescribing are furnished by the Bureaux to the Minister of Health, and if it appears that any practitioner may have been extravagant in his prescribing he is interviewed by a Regional Medical Officer, who obtains the practitioner's explanation of the apparently high cost, and discusses with him the various means by which economy can be secured without loss of efficiency in treatment.
- (c) If the practitioner's explanation is unsatisfactory he is warned, and if he is gravely or repeatedly at fault the Minister may refer the matter to the Panel Committee for their consideration.
- (d) If, after considering the case, the Panel Committee decide that the practitioner's prescribing has imposed a cost on the funds in excess of what was reasonably necessary for adequate treatment, they must assess the amount of the excess cost and inform the practitioner, the Insurance Committee, and the Minister accordingly.
- (e) The practitioner or the Minister is entitled to appeal against the decision of the Panel Committee and, if an appeal is made, the Minister must appoint one or more persons (other than officers of the Ministry) to hear the appeal. One at least of the persons so appointed must be a medical practitioner.
- (f) The Insurance Committee, after considering the decision of the Panel Committee, or, if an appeal has been made, of the person determining the appeal, must make a recommendation to the Minister in regard to withholding remuneration from the doctor, and the Minister may withhold such sum, if any, as he thinks fit.

Cost of Medical Benefit.

The total cost of medical benefit in England and Wales in 1929 was £9,221,941, of which, approximately, £6,898,140 was expended in the remuneration of medical practitioners, and £2,324,801 in the provision of medicines and appliances.

SECTION III.—THE REGIONAL MEDICAL STAFF.

The Minister of Health has a staff of 59 Medical Officers, the Regional Medical Staff, appointed to discharge certain important duties in connection with the Insurance Medical Service. The staff, which was established in 1920, consists of 33 Regional Medical Officers, 21 Deputy Regional Medical Officers and 5 Divisional Medical Officers. It is organised on a territorial basis, the Regions being grouped into five Divisions, each in charge of a Divisional Medical Officer. The officers do not engage in private practice, but devote their whole time to their official duties.

The chief duty of the Medical Officers is to examine insured persons referred by Approved Societies or by insurance practitioners, and to advise Societies and practitioners of the result of the examination. The cases referred are of two kinds, (1) "incapacity," and (2) "consultation" references. An incapacity reference is one in which the Society or practitioner referring the case doubts whether the patient is incapable of work and desires a second medical opinion on the question. In a "consultation" reference the patient's incapacity is acknowledged, and the object of the reference is to give the practitioner responsible for the medical care of the patient a second medical opinion on points of diagnosis or treatment for the purpose of expediting the recovery of the patient's capacity to work.

When a reference is received it is an invariable rule to inform the practitioner in attendance on the patient of the time and place of examination, and to invite him to be present if he so desires. The practitioner is asked to send the Regional Medical Officer, on a form specially devised for the purpose, a short statement of the history and condition of the patient and the treatment given. Practitioners are under obligation to send the statement within a reasonable time specified by the Regional Medical Officer, and disciplinary action may be taken against practitioners who fail to do so. In the year 1929 remuneration was withheld from eight practitioners for failure to furnish this information.

The information furnished by the Regional Medical Officer, after examination of the patient, to the Society and the practitioner naturally varies, although to both parties a definite opinion is always expressed on the question of the patient's capacity for work.

in cases in which doubt has been felt on that question. To the Society the Regional Medical Officer gives such information as is likely to assist them in the administration of sickness or disablement benefit, while in the communication to the practitioner such suggestions are offered as may help him in his further conduct of the case. There is thus in all cases in which an examination is made by an officer of the Regional Medical Staff an interchange of clinical information, which, it is thought, constitutes an influence of considerable value in maintaining the efficiency of the Insurance Medical Service.

In 1929 the Staff dealt with 445,651 cases of insured persons who had been certified as incapable of work, but whose incapacity was doubted. Of these 230,833 attended for examination, and 155,899 were found to be incapable of work, and 74,934 not incapable. In addition there were 214,818 insured persons referred who failed to attend for examination, chiefly because they had ceased to claim sickness or disablement benefit. The number of "consultation" cases dealt with was 1,326. The number of cases referred was too great to be dealt with by the whole-time officers of the Staff only, and it was necessary to engage a number of practitioners to examine, in the capacity of part-time medical referees, a considerable proportion of the persons referred.

The officers of the Regional Medical Staff inspect the medical records that insurance practitioners are under obligation to keep—10,988 visits of inspection were made in 1929—and also by arrangement with the Home Office, the registers of the purchases and supplies of the narcotic drugs coming within the Opium Convention which must be kept by practitioners and hospitals. As stated in a previous paragraph, they visit practitioners whose prescribing appears to be unnecessarily costly, and they make various other inquiries into matters arising in connection with the administration of medical benefit. They also, from time to time, carry out investigations into the prevalence of certain diseases, e.g., influenza, their data being obtained chiefly through personal inquiries among practitioners. Except in regard to the insurance medical records and narcotic drugs registers they in no way inspect or supervise the work of the practitioners. But the duties of the Medical Officers necessarily bring them into close touch with the practitioners of the respective areas; and the presence of a body of senior medical men, specially selected for their clinical and administrative ability, in daily contact with the local practitioners, constitutes, as already stated, a potent influence on the efficiency of the Insurance Medical Service.

The cost of the Regional Medical Staff is defrayed partly by contributions from the funds of Approved Societies and partly by the Government. The Societies' payments are made partly by a fee of 1s. 8d. on each case referred by them and partly by a capitation charge on their membership.

SECTION IV.—THE ADDITIONAL BENEFITS.

The National Health Insurance Acts provide that those Approved Societies which at the periodical valuation are found to have a disposable surplus may submit to the Minister a scheme for distributing among their members out of the surplus one or more of the additional benefits specified in the Third Schedule of the principal Act. All the additional benefits at present provided are administered by the Approved Societies and not, as in the case of medical benefit, by the Insurance Committees. The additional benefits named in the Act are as follows:—

- (1) An increase of sickness benefit and disablement benefit.
- (2) The payment of sickness benefit from the first day of incapacity.
- (3) An increase of maternity benefit.
- (4) Allowances to a member during convalescence from some disease or disablement.
- (5) Payments to or on behalf of members who are in want or distress.
- (6) Payments to members not allowed to attend work on account of infection.
- (7) Repayment of the whole or any part of contributions payable under this Act by members of the society or any class thereof.
- (8) The payment of the whole or any part of the cost of medical or surgical advice or treatment by any registered medical practitioner, not being advice or treatment within the scope of any other additional benefit or of medical benefit, under a special scheme approved by the Minister for the purpose.
- (9) The payment of the whole or any part of the cost of the provision of dental treatment.
- (10) Payments to hospitals in respect of the maintenance and treatment therein of members, and the payment of the whole or any part of the travelling expenses incurred by or in respect of members in travelling to and from hospitals.
- (11) The payment of the whole or any part of the cost of maintenance and treatment of members in convalescent homes, and the payment of the whole or any part of the travelling expenses incurred by or in respect of members in travelling to and from convalescent homes.

- (12) The provision of premises suitable for convalescent homes and the maintenance of such homes.
- (13) The payment of the whole or any part of the cost of medical and surgical appliances, other than dental and optical appliances and those provided as part of medical benefit.
- (14) The payment of the whole or any part of the cost of the provision of ophthalmic treatment (other than as provided as part of medical benefit) and the whole or any part of the cost of optical appliances.
- (15) The payment of the whole or any part of the cost of the provision of nurses for members.
- (16) Payments to approved charitable institutions in respect of any treatment of members required for the prevention or cure of disease, not being treatment within the scope of any other additional benefit or of medical benefit.
- (17) Such other additional benefits, being of a character similar to that of any of those hereinbefore mentioned, as may be prescribed.

Dental benefit is the most popular of the additional benefits that take the form of treatment. The Approved Societies do not, however, make arrangements directly for the treatment of their members: they contribute the whole or a part of the cost of such treatment as a member, with the approval of the Society, may incur. A member of an Approved Society who wishes to claim dental benefit must first apply to his Society, who send him a form, termed a "Dental Letter," which the member takes to the dentist of his choice. The dentist gives on the dental letter a description of the work he thinks necessary for the proper treatment of the member, and the letter is returned to the Society. If the Society, for any reason, hesitate to accept the dentist's estimate of the work he thinks necessary, they may refer the question to a Regional Dental Officer of the Ministry. Subject to sufficient funds being available the Society must defray the whole or not less than three-quarters of the cost of necessary dental treatment, except the provision of artificial teeth, and the repairs and remodelling of dentures, for which the Society may decide to pay only a proportion of the cost, which, however, must not be less than one-half.

Regional Dental Staff.—Early in 1927 the Minister of Health appointed a staff of six whole-time Regional Dental Officers to assist, as indicated in the preceding paragraph, in the administration of dental benefit. In consequence of the increase in the number of cases referred to the staff it has since been necessary to appoint two additional whole-time officers, and to engage a number of part-time dental referees.

SECTION V.—THE PREVENTIVE ASPECTS OF THE SCHEME.

When the Insurance Scheme came into operation in 1912 there was already on the ground in full working order a highly developed system of preventive medicine which during many years had been built up step by step. The system was administered by the local public health authorities under the central supervision and direction of the Local Government Board. Under this system provision was made for pure water supplies, for sewerage and drainage schemes, and for the prompt removal and destruction of refuse. Atmospheric pollution and the food supply were brought under control, great advances had been made in sanitary construction of dwellings, and an elaborate system had been evolved for dealing with epidemic disease by notification, disinfection and hospital isolation of the patients. The campaign against tuberculosis was already well developed, and a number of Local Authorities had made extensive provision for sanatorium and dispensary treatment. The health conditions in factories and workshops were controlled by the Home Office; and the Local Education Authorities under the central direction of the Board of Education, had undertaken the periodical medical inspection of school children.

The preventive work which at the inception of the Insurance Scheme was being carried out on an extensive scale by the public health Authorities has since greatly developed, especially in regard to tuberculosis, venereal disease, and maternity and child welfare. This development has proceeded side by side with the development of the insurance system, but, apart from tuberculosis, there has been but little correlation between the two systems.

The Insurance Act led to a great increase in the volume of anti-tuberculosis work in Great Britain. It empowered the Local Government Board to authorise County Councils to provide institutional treatment for tuberculosis, and it made large sums of money available for the provision of sanatoria and other institutions, and for the annual cost of anti-tuberculosis work.

In the early years of the Insurance Scheme, viz., from 1912 to 1921, there was a special benefit—sanatorium benefit—which took the form of "treatment in sanatoria or other institutions, or otherwise when suffering from tuberculosis." This benefit was administered by the Insurance Committees, who, under the Insurance Act, had considerable sums of money at their disposal for providing treatment for the insured persons in their areas who were suffering from tuberculosis. Sanatorium benefit was, however, abolished in 1921, and the responsibility for the institutional treatment of the tuberculous insured person then devolved upon the Councils of the Counties and County Boroughs, who were already responsible for providing such treatment for the non-insured population. Since 1921 every County and County Borough Council has been under obligation to arrange for the institutional treatment of persons

suffering from tuberculosis, and insured and non-insured alike participate equally in these arrangements.

The insured person has, however, the additional advantage that he has provided for him the free services of a general practitioner. He can at any time consult his insurance doctor. This is a two-fold advantage: in the first place, access to a doctor without the need for payment of a fee leads insured persons to consult their insurance practitioners frequently and for what are, apparently, slight ailments. The practitioner having his patients under relatively frequent observation is in an exceptionally favourable position for making an early diagnosis of tuberculosis. Secondly, the insured person who suffers from tuberculosis has continuous medical care from his insurance practitioner in the intervals between the periods of institutional treatment.

The work of the insurance practitioners is co-ordinated with that of the local health Authorities providing the institutional treatment of tuberculosis. Each insurance practitioner under his terms of service with the Insurance Committee is under obligation to send to the Tuberculosis Officer of the County or County Borough Council a report on every insured patient whom he discovers to be suffering from tuberculosis, and to furnish the Tuberculosis Officer with periodical reports, made not less often than once every three months, on each of his insured patients who is recommended by the Tuberculosis Officer to receive treatment from him. Similar reports are sent to the practitioner by the officers of the Local Authority in respect of his insured patients who are receiving treatment in the institutions of the Authority, and this reciprocal interchange of information greatly facilitates continuity of treatment. In regard to tuberculosis the insurance scheme has thus an important preventive aspect.

Moreover, the ordinary work of the insurance practitioners is regarded as a contribution of great importance to the national system of preventive medicine. The insured persons, who form one-third of the total population of the country, are provided with free medical attendance from their insurance practitioners, and for the most part take full advantage of this provision. The practitioners, from their frequent opportunities of observation of their insured patients, are well placed to detect the early evidence of disease, and therefore to take the necessary steps to prevent its advance, and, in the case of infectious disease, its spread to other persons. The preventive aspect of the insurance practitioner's work is pointed out in the following extract from Sir George Newman's Annual Report* for the year 1923:—

"The general practitioner forms our first line of attack in the fight against disease and premature death. It is he

who is first consulted by those in sickness. To him come the great host of patients with what are called "trivial ailments." Many of these are undoubtedly nothing more than unimportant deviations from normal health, but some are the first signs of grave disorders of body or mind. His skill must be the sieve that distinguishes the important from the unimportant. He must appreciate what is of moment in the beginnings of disease. Ranging as he does over a wide field of medicine it is impossible that he should reach the highest standard of efficiency in all branches of practice. Such high efficiency is only to be attained by devoting long and unremitting special study to particular organs or systems of the body. But if the general practitioner is worthily to play his part it is essential that he should be familiar with the beginnings of disease, for it is in its beginnings that disease can be most successfully controlled.

"The modern study of infectious disease has taught us the importance of "missed" cases, i.e., cases which are either not recognised at all, or not until infection has had time to spread. A single "missed" case of smallpox may give rise to a serious epidemic. Early recognition is equally important from the point of view of the patient. It may mean the difference between life and death. Diphtheria recognised in time for antitoxin to be successfully administered is a very different matter from diphtheria unrecognised until it has reached a stage when the best therapeutic agents are of no avail. In the treatment of tuberculosis, cancer, kidney disease, to name only three examples, the recognition of the first signs of the disease is of vital importance."

The cash benefits of the insurance scheme have also their preventive aspects. Maternity benefit provides assistance at a time when it is much wanted, both for the immediate needs and for the future welfare of mother and child, and though the preventive side of this benefit might with great advantage be further developed, the existing provision is of value. Sickness benefit, which brings money into the workman's house at a time when it is most urgently wanted, tends to relieve the anxiety of the patient and his family and to make for an early recovery of health.

The health propaganda work of the Insurance Committees constitutes another preventive feature of the Scheme. The Committees are empowered by the Insurance Act to make provision for the giving of lectures and the publication of information on questions relating to health, and some Committees have exercised their power. Usually the propaganda takes the form of the publication of posters, and the distribution of leaflets, pamphlets, etc., containing advice on such subjects as ventilation, food, the proper care of the body, etc., and

* Annual Report of the Chief Medical Officer of the Ministry of Health for the year 1923.

some Committees have arranged for public lectures, with cinematograph or lantern illustrations, to be given. In about a dozen areas the Insurance Committee, with the co-operation of the Panel Committee, has arranged for the giving of health lectures by insurance practitioners to insured persons on their respective lists. The funds at the disposal of Insurance Committees for health propaganda work are, however, small, and in this respect they are less favourably situated than the local health Authorities, who also undertake such work. The Royal Commission on National Health Insurance expressed the opinion that health propaganda work "would more appropriately fall within the province of the local health Authority."

SECTION VI.—SOME SPECIAL CHARACTERISTICS OF THE SCHEME.

It may now be useful to recapitulate those broad features of the English Scheme of National Health Insurance which may be regarded as specially characteristic for purposes of comparison with the systems in operation in other countries.

1. Insurance is on a compulsory basis, and covers practically the whole of the wage-earning population.
2. The contributions differ according to sex, but do not vary with age or with the earnings of the insured person.
3. Sickness and disablement benefits are uniform for all ages and do not vary with earnings. Sickness benefit, but not disablement benefit, differs according to sex.
4. Disablement benefit, which is the English form of an invalidity pension in respect of total incapacity for work, is a continuation of sickness benefit and forms part of the Health Insurance Scheme.
5. Unlike most English public health organisations the insurance system is not a product of gradual growth, such as, e.g., the organisation for dealing with infectious disease by notification, disinfection, isolation and supervision of contacts, which began in certain local areas and gradually spread all over the country. It did not begin by the inclusion of the workers in certain industries and gradually extend to other industries. The scheme came into operation in the whole country on a certain date, and the definition of the persons insurable under the scheme has substantially remained unchanged from that date to the present time.
6. The bodies established for the administration of the cash benefits, i.e., the Approved Societies, are not organised on a local basis, and have no direct administrative relation to the insurance

practitioners. Many of the largest Societies have their central offices in London, but their membership extends all over the country, and an official in the London office may on the same day have to consider and decide on claims for benefit received from areas as widely removed as Northumberland and Cornwall and from claimants of whom he has no personal knowledge. Further, the claims are supported by medical certificates given by doctors who may be unknown to the Society's officer dealing with the claim, and in no direct relation to him, since the certificate is issued by the doctor not to the Society but to the patient. The non-localised character of the Approved Societies, the large scale on which some of them work, and the indirect relation of Societies and practitioners combine to make it necessary that the circumstances attending the issue of medical certificates of incapacity should be clearly defined. It has accordingly been laid down that the certificates must be given on the forms prescribed by the Minister (the forms are supplied by the Insurance Committees to the practitioners) and in accordance with Rules similarly prescribed.*

7. Every qualified doctor has a right to become an insurance practitioner (unless he has been removed from a Medical List by the Minister), and an Insurance Committee cannot terminate the contract of an insurance practitioner with them, except by proving to the satisfaction of the Minister that his continuance as an insurance practitioner would be prejudicial to the insurance medical service.

8. The insured person has free choice of doctor, and the insurance practitioner has the right to accept any insured person up to the limit of 2,500, or such lower limit as may be fixed by local agreement.

9. Medicines and appliances are supplied by pharmacists on the doctor's prescriptions, and not by doctors, except in rural areas where pharmacists are not readily available, and in emergencies; and the insured person may take his doctor's prescriptions to any insurance pharmacist he chooses.

10. The medical profession take an important part in the administration of the scheme. Every Insurance Committee must have medical members; in no case can the number be less than three, and in the Committee's Medical Service Sub-Committee, the body that investigates complaints against practitioners, one-

* Each Society keeps a Register of its members and any changes in the membership are notified to the Ministry, and corresponding changes are made in the Central Register of insured persons. The Ministry transmit the information to the Insurance Committees. Each Insurance Committee keeps two Registers of the insured persons in the Committee's area. In one the insured persons are arranged in order of their Societies, and in the other in the order of the doctors chosen by them. There are thus four Registers of the insured population.

half of the membership (exclusive of the Chairman) must be doctors. In every insurance area (County and County Borough) there is a Local Medical Committee, recognised by the Minister as representative of the local medical profession, and also a Panel Committee representing the insurance practitioners of the area,* both of which have important duties to discharge in the administration of medical benefit. In addition, a Central Committee of doctors, the Insurance Acts Committee, represents the collective views of insurance practitioners to the Minister on all matters relating to National Health Insurance. Although the Insurance Acts Committee is not a statutory committee, and is constituted on a purely voluntary basis, it is regarded by the Minister as representative of insurance practitioners generally, and it is consulted by him whenever he contemplates making any changes in the terms of service of insurance practitioners.

11. The medical services made available under medical benefit are limited to those that can be given by ordinary general practitioners as a class. Consultant and specialist services are not included.

12. But by the constitution of the Regional Medical Staff provision has been made for second medical opinions to be obtained in certain circumstances. The staff form a body of whole-time medical officers to whom Approved Societies and insurance practitioners can refer patients who have been certified as incapable of work but in regard to whose incapacity some doubt is felt, or, in cases of admitted incapacity, when it is thought that a second medical opinion might conduce to the restoration of capacity to work. The Regional Medical Staff is an element of great importance in the English Insurance Scheme.

13. The Insurance Scheme does not include the dependants of insured persons, but under the Widows', Orphans' and Old Age Contributory Pensions Scheme, which applies to all insured persons, the widows and orphans of insured persons become eligible, under the conditions of the Pensions Scheme, for pensions.

* In many areas the functions of these two Committees are discharged by the same body.

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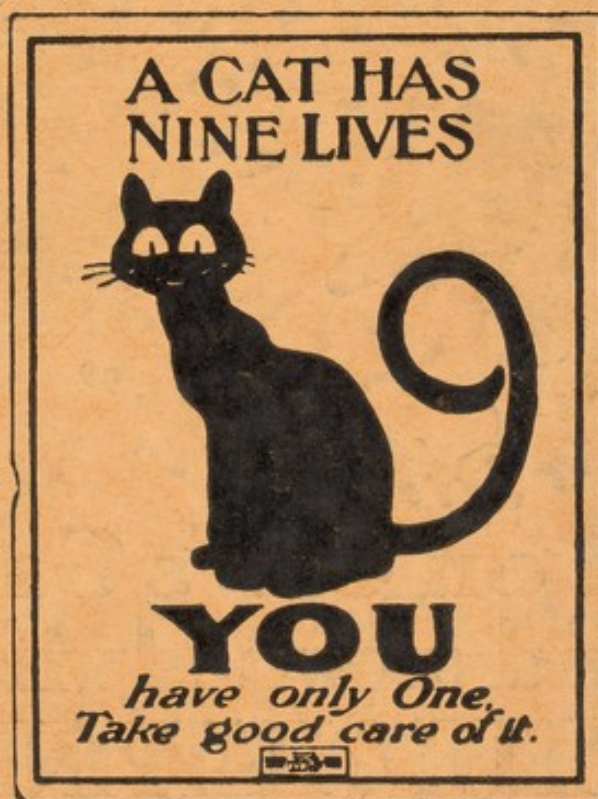


IN VERSE, PROSE & EPIGRAM

(ILLUSTRATED)

By T. CREW, F.I.H., F.F.I.
(LEICESTER)

Foreword by Prof. A. BOSTOCK HILL, M.Sc., M.D., D.P.H.





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In Verse, Prose and Epigram
(with illustrations)

By

T. CREW, F.I.H., F.F.I.

*(Clerk to Leicestershire Insurance Committee
 and Organiser to Central Council for Health Education,
 London)*

with

Foreword by

Prof. A. BOSTOCK HILL, M.Sc., M.D., D.P.H.

*(Chairman of the Empire Health Week Committee
 of the Royal Sanitary Institute,
 and Chairman of the
 Central Council for Health Education)*



Passed and Approved
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144 London Road, Leicester

1931

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INTRODUCTORY

THE success of public health propaganda over recent years may be attributed in great measure to the application of modern conceptions of publicity. Removed from the realm of academic speculation, health has been taken to the Public, who are in the process of becoming enlightened on the once great mysteries. The development of the Health Week movement, the organisation of public lectures, the publication and distribution of vast supplies of popular literature, these and many other features are recognitions of the very simple law, that a message, to hope for widespread acceptance, must be presented in the terms and language which will prove most attractive to the public.

In compiling this little book, consideration has been given to the forms which most tend to attract the "man in the street." He is susceptible to a simple thought simply expressed: whilst an arrant doggerel will, too, claim his attention, he is not averse to poetic expression: the opinion of an important personage, alive or dead, is not without its attractions, and wit and humour are always irresistible.

This problem, of how to claim the attention of the passer-by exercises the minds of all public health propagandists. It is anticipated that, with this book at hand for reference, the problem may prove capable of solution. In avoiding the academic, it is hoped to have rendered the book acceptable and of value to the layman also, indicating to him, by its message of "Self Help in Health," that the individual has an important part to play in the crusade for the public health.

T. CREW.

144 LONDON ROAD,
LEICESTER.

*NOTE.—Block illustrations in this Book can be hired at moderate rates
from The Central Council for Health Education, 1 Upper Montague Street,
London, W.C. 1*

ORIGIN OF "HYGIENE"

ACCORDING to Greek mythology, Apollo was the god of healing. Now Apollo had a son by a mortal woman, Coronis, whose name was Æsculapius, the father of medicines. Æsculapius lived with the other gods, until his great human heart, derived from his mother, induced him to give up the delights of Olympus, and go down and live among men so that he could practice the medical skill which his father had taught him. Æsculapius went about doing good and healing the sick and in time had two daughters, Panacea and Hygeia. Panacea helped her father in many ways, gathering his herbs and preparing his medicine for him. Hygeia, realizing keenly that most of the sickness and suffering was a result of ignorance, set about to teach the people not how to get well but how to stay well. Her teachings are called Hygiene, after herself.



HYGEIA AND ÆSCULAPIUS

Indeed, so successful were all of the trio that Pluto became worried for fear Hades would be depopulated and complained bitterly to Zeus about it. Zeus reasoned that there was no sense in having a Hades unless it were filled up, so he hurled a thunder bolt at Æsculapius, crippling the old man so that he had to walk thereafter with a staff. Nothing daunted, Æsculapius, the true physician, went ahead with his work and his learning, and indeed became so successful that he was able to raise the dead. This was, of course, entirely too much and Zeus hurled another bolt and this time killed the poor old fellow outright. But the spirit of the grand old god, who gave up his immortality to become a man and a servant of man, still lives.

And his daughter Hygeia still goes about teaching men and women how they may keep well, be happy, strong and efficient.

(DR. T. B. RICE,
Hygeia)



FOREWORD

By Prof. A. BOSTOCK HILL, M.Sc., M.D., D.P.H.

SO great has been the success of Mr. Crew's former work, "Health Compendium and Health Publicity," that he has thought it well to write another, devoted to Health Propaganda, to which he has asked me to write a foreword. Mr. Crew is firmly of the belief that the one great difficulty in Health Propaganda is to get to the heads and the hearts of the people. He holds the view and I share it with him, that if the Public only had the knowledge, they could, without much additional effort, be healthier than they are, and his idea in issuing the present volume is to present in verse and epigram something which may catch the eye and stimulate the imagination of the man in the street and make him take a deeper interest in the problems of his well-being.

I have personally come to the conclusion, as a result of long experience, that the great improvement in health noted during the present century has been largely due to propaganda. In other words, slowly but surely, the people are learning and taking to heart the elementary principles of healthy living. In this respect Empire Health Week has done much in the last twenty years. It has brought home to the people publicly and privately that each must do something to protect his own health. We cannot lean entirely on public service. The individual must bear his part and grasp the meaning of "Self Help in Health." This the average person is now doing. The world, in a Sanitary sense, is a very different place from what it was when the Public Health Act was passed in 1875, but very much more is waiting to be done. Anything which interests anyone in Health matters, whether verse or prose, is possibly a seed capable of developing into a healthy plant and yielding fruit of great value, and it is for this and other reasons that I commend to the Public this unique collection of Mr. Crew's.

STOP! LOOK! THINK!



HABITS

"Sow an act and you reap a habit; a habit, you reap a character; a character and you reap a destiny."

"Therefore, all habits gather by unseen degrees, as brooks make rivers, and rivers run to seas."—(Dryden).

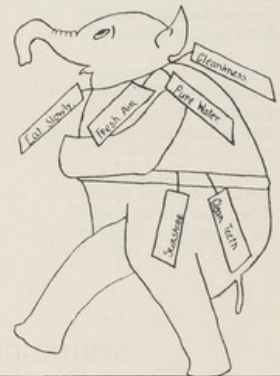
* * *

"O blessed Health! Thou art above all gold and treasure. It is thou who enlargest the soul and openest all its powers to receive instruction and to relish virtue. He that hath thee hath little more to wish for; and he that is so wretched as to want thee, wants everything with thee."—(Sterne).

ALPHABET OF EXERCISE

Appetite will keener grow
 Deep Breathing you will know
 Circulation and Digestion
 Will improve without a question.
 Work will pulse with Energy
 And Fatigue will straight-way flee
 Gloom will vanish in its train
 Glowing Health will surely reign
 Industry brings greater pleasure
 Of Joy you'll have the fullest measure.
 Keen becomes the mental "Hunch"
 Life will have a stronger "punch"
 Muscles round with beauty's curves
 Nerve will take the place of "nerves"
 You will be an Optimist
 Good Posture, too, is on the list

THE HEALTH MASCOT.



Exercise and Health go together.

A Quitter you will never be
 Remember, too, that allies three
 Rest, Recreation, Relaxation
 Must often find their application
 Sound Sleep, refreshing, now will bless
 That "Tired" feeling won't oppress
 Utopian becomes your view
 Vigour thrills you thro' and thro'
 Now if you be very Wise
 Exercise and Exercise
 Youth will sparkle in your eyes
 Zest for life will be the prize. (Hygeia).

MYSELF

I have to live with myself and so
 I want to be fit for myself to know;
 I want to be able, as days go by,
 Always to look myself straight in the eye.
 I don't want to stand with the setting sun,
 And hate myself for the things I've done.

FOR YOUR HEALTH'S SAKE

Take the open air,
The more you take the better ;
Follow Nature's laws
To the very letter.

Freely exercise,
Keep your spirits cheerful ;
Let no dread of sickness
Ever make you fearful.

Take an ocean voyage
To the Bay of Biscay ;
Let alone the gin,
The brandy and the whiskey.

Eat the simplest food,
Drink the purest water,
Then you will be well,
Or at least you ought'er.



SPRING-CLEANING



There's something else we must
for sure
Remember if we can,
That if we would the knowledge
win

Of all Spring has to tell,
We must, though clean without,
within,
Spring-clean our hearts as well.

Oh, Spring is in the air to-day,
And cleaning's in full swing !
Come clear the webs and dust
away

And freshness let us bring !
But while the world without is
pure,

The house is spick and span.

(GLADYS M. BARDEN).

SUNLIGHT OF THE HEART

It's the sunlight of the heart
That makes sweet the chosen
way ;

It's the sunlight of the heart,
Not the sunlight of the day.

It's the sunlight of the heart
Keeps us toiling, cold or heat,
With the blossoms in their
dreams,
And the robins singing sweet.

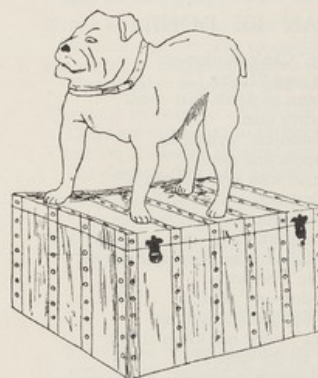
It's the sunlight of the heart
That keeps the world from
turning grey ;

It's the sunlight of the heart
That keeps the spirits fresh
with play.

It's the sunlight of the heart
Stored with beauty of the years,
Keeps the shadows from the soul,
Heals the heartaches and the
tears.

It's the sunlight of the heart
Makes us young along the line,
With the touch of morning song
In a world love makes divine.
It's the sunlight of the heart
Makes us laugh when troubles
loom,
And lead us with its laughter
On the way life walks to bloom

It's the sunshine of the heart
Makes the sunshine of the day,
Just to help us chase the care
And the dark and doubt away.
It's the sunlight of the heart
That shall lead us, worn and
pale,
To the beauty of the lilies
In that last eternal vale



BAD HABITS

Bad Habits are like
feather beds
(Just write this on a
card),
To get into—mighty
easy ;
To get out of—mighty
hard !

HEALTH IS A TREASURE
THAT NEEDS WELL
GUARDING.

HUMAN POTTER

A careful man I want to be,
A little fellow follows me.
I do not dare to go astray,
For fear he'll go the self-same way.

I cannot once escape his eyes,
Whate'er he sees me do, he tries.
Like me, he says he's going to be,
The little chap who follows me.

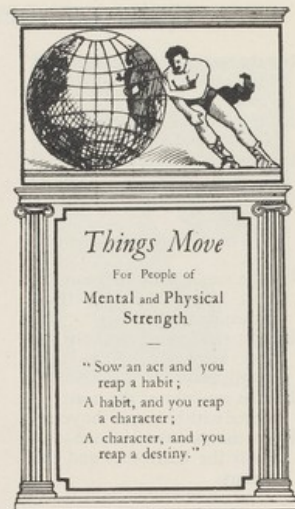
He thinks that I am good and fine,
Believes in every word of mine.
The base in me he must not see,
That little chap who follows me.

I must remember as I go,
Through summer's suns and winter's snows,
I am building for the years to be,
The little chap who follows me.

(Hygeia.)

IT CAN BE DONE !

There's a thousand "Can't-be-don-ers"
For the one who says "It can !"
But the whole amount of deeds that count
Is done by the latter clan.
For the "Can't-be-don-ers" grumble,
And hamper, oppose and doubt,
While the daring man who says "It can !"
Proceeds to work it out.
There isn't a new invention
Beneath the shining sun,
That was ever wrought by the deed or thought
Of a tribe of "Can't-be-done."
For the "Can't-be-don-ers" mutter
While the "Can-bes," cool, sublime,
Make their "notions" work till others smirk,
"Oh, he knew it all the time !"
Oh, the "Can-bes" clan is meagre,
Its membership is small,
And its mighty few see their dream come true,
Or hear fame's trumpet call ;
But it's better to be a "Can-be,"
And labour and dream and die,
Than one who runs with the "Can't-be-dones,"
Who haven't the pluck to try !—(The Patriot).



DON'T GIVE UP

There should be no one weak enough to say,
"I am a failure—and I'll try no more."
For he who takes a blow with grit to-day,
To-morrow will push wide success's door.
We learn, and learn by trials, troubles, falls ;
We get more wisdom often by hard knocks ;
And though dark night may come, the dawn bird calls,
And all the beauty of new hope unlocks.

IT COULDN'T BE DONE

Somebody said that it couldn't be done,
But he, with a chuckle, replied
That "Maybe it couldn't ; but he would be one
Who wouldn't say so until he tried."
So he buckled right in, with a trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it.
Somebody scoffed, "Oh, you'll never do that ;
At least, no one ever has done it."
But he took off his coat, and he took off his hat,
And the first thing he knew he'd begun it.
With a lift of his chin, and a bit of a grin,
Without any doubting or quiddit,
He started to sing as he tackled the thing
That couldn't be done—and he did it.
There are thousands to tell you it cannot be done ;
There are thousands to prophesy failure,
There are thousands to point out to you, one by one,
The dangers that wait to assail you.
But just buckle in with a bit of a grin,
Then take off your coat and go to it ;
Just start in to sing as you tackle the thing
That "cannot be done"—and you'll do it.

JUST YOU

There is no beauty in the silver dusk,
No joy in sunlight breaking through the grey,
And in the sea-song of the trampling waves
No melody—because you are away.
There is a magic in the dullest dawn,
New courage born of every moment's pain,
The night of weeping flees before the morn
Of laughter—now that you are back again.
(A.E.).

MY RECIPE

Take a few good resolutions
That will last the whole year through ;
Take a little bit more trouble
Over everything you do :
Take a part in someone's sadness
And you'll share their gladness, too.

Take a shining silver lining
To the blackest thunder cloud ;
Take a lot of happy laughter
When life's sorrows on you crowd,
Take a quantity of patience
(Snaps and snarls are not allowed).

Take each duty as you find it,
With a heart that knows no fear ;
Take a step each day straight forward
On the day you travel here ;
Take this recipe and use it
For a joyous, glad New Year.

MIGHT HAVE BEEN !

Sometimes we think
Of what might have
been,
And forget that we
live to-day,
And that someone is
needing
A helping hand,
Because somebody's
life is grey.
Sometimes we sigh
for the days long
past,
We think those were
happier years ;
But we only re-
member
The hopes and joys,
For time has veiled
the tears.

Then let us forget about might have been,
For brooding is only a curse.
True happiness springs
From the best in what is ;
And might have been, could have been worse.

(MARGARET S. MUSK).



MOVE ON

If your road is wrong,
Ask the way ;
If the night is long,
Wait for day !

If the spring is far,
Start to walk ;
Move from where you are,
Do not talk.

If you lose your song,
Tune your ear
To vibrating gong
Of a tear !

If the ground is wet,
Where you stand,
Look about to get
Higher land !

Stay not where you are,
Wake and move ;
All is pitch and tar
In the groove.

Pass your love along
To the next ;
"Render good for wrong,"
Be your text.

THOROUGHNESS

Never be satisfied, boys. When you
Have finished your task, don't leave it there,
And say, "I have done the best I could do,"
But go back to your work, revise, compare,
Look for the little flaws, and seek
Not the parts that are strong, but those that are weak ;
And when you have finished at last, then say :
"I have done my best ; but another day
I will do still better." For only so
Your work will improve, and your skill will grow.

THE PURPOSE OF LIFE

What are we here for, you and I,
As the long and wonderful days go by ?
Born of a meaning our lives must be,
God has His purpose in you and me.

We are here to sing of hope and cheer
When the skies are dark and the way seems drear ;
We are here to be faithful and strong and true
To the work that lies in our hands to do.

We are here, you and I, to pass along
Blossoms of gladness and kindness and song ;
And to hold to the struggling where'er we stand
The comfort and strength of a helping hand.

LITTLE THINGS COUNT

It's little bits of kindness
And little bits of fun,
And little bits of comradeship
That fill our life with sun.

And all of us can do a bit
Of kindness every day,
To ease the ruts and kill the weeds
Along the common way.

(LILIAN GARD).

IF

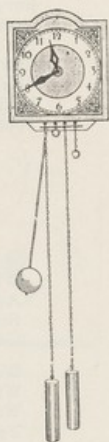
"If it is cold
We want it hot ;
If it is warm
We want it not ;
If it should rain
We want it dry ;
And if it don't
We wonder why.

We simply hate it
When it blows ;
But when it's calm
One stifled grows.
If I could choose
What people got,
I'd let it rain
And drown the lot."

RELAX

If you have to wait awhile—
Just relax.
Change your frown into a smile,
And relax.
Do not fidget, fuss, nor fret,
Waste no time in vain regret,
Be content with what you get,
And relax.
When you feel a sense of strain,
Then relax.
Turn your mind from grief or pain,
And relax.
Think of something fine to say,
Be an optimist to-day,
Laugh your foolish fears away,
And relax.
If things seem to go all wrong,
Why—relax.
Drown depression in a song,
And relax.
Live your life with wholesome zest,
Ever aiming at the best,
Do your duty—leave the rest—
And relax.

(H. & E.).



ARE YOU
RUN DOWN ?

HANDS

Clean Hands said to Dirty Hands
"Aren't you ashamed ?"
Dirty Hands began to cry :
"My owner to be blamed.
He bites my nails and makes them hurt,
Instead of soap, he puts on dirt,
A little cold cream day by day,
Would keep my cracks and chaps away
Oh dear," and here he wept the faster,
"To be the servants of such a master."

Clean



Please !

CLEANLINESS

If Mother is wise,
Dirt in any disguise,
Will never surprise
Her baby's bright eyes.
Clean food she supplies,
Clean talk and no lies,
Clean air and no flies.
From a clean bed he'll rise,
Clean clothes she'll devise.
She will win if she tries
Clean Health as a prize,
If Mother is wise.

(INA K. CLARK).

FRESH AIR

If it's health you'd have me rich in,
Please don't keep me in the kitchen,
There the air is hot and stale,
And my lungs get weak and fail,
While my face is wan and pale.

Where the cold fresh air is blowing,
I can breathe and do my growing,
And my cheeks are hard and glowing.
Please don't keep me in the kitchen,
If it's health you'd have me rich in.

(INA K. CLARK).



RULES.

Sit, stand and walk erect
with grace
And keep a smile upon your
face.
Thus gain the best of educa-
tion
By work, play, sleep in
moderation.

CAREFUL MARY

Mary had a little cold which started in her head ;
But she was very careful and did not let it spread.
She sneezed into her handkerchief, she coughed into it, too,
She breathed fresh air into her lungs, she knew just what to do
So Mary stopped the little cold, which started in her head,
And no one caught it from her, or had to go to bed.

GOD AND THE DOCTOR

God and the doctor we all adore,
When danger is present, but not before.
With danger past, both alike are requited,
For God is forgotten, and the doctor slighted.

A NECESSITY

"Now, although you're convalescent,"
Said the doctor with a smile,
"You must still be very careful ;
Lead the simple life awhile."

Said the patient : "While the prospect
Makes my heart with sadness fill,
I know I'll have to do it,
For I've just perused your bill."

A PRESCRIPTION



My pallid friend, is your pulse beating low ?
Does the red wine of life too sluggishly flow ?
Set it spinning through every tingling vein,
By outdoor work, till you feel once again
Like giving a cheery school-boy shout ;
Get out.

Are you morbid, and, like the owl in the tree,
Do you gloomily hoot at what you can't see ?
Perhaps now, instead of being wise,
You are only looking through jaundiced eyes ;
Perhaps you are bilious, or getting too stout ;
Get out.

Out in the air where fresh breezes blow
Away all the cobwebs that sometimes grow,
In the brains of those who turn from the light,
To all gloomy thoughts instead of the bright ;
Contend with such foes, and put them to rout ;
Get out.

(PHIL. M. & S.)

"IF?"

The American Public Health Association, with apologies to Rudyard Kipling, recently published the following health parody of his much-quoted poem, "If" :—

If you can keep your health when
all about you
Are losing theirs and blaming it on
age ;
If you do all the things you know
you ought to,
Then you don't need to wander
down the page.

If you can hike and swim and fish
and paddle,
And conquer some big job from
day to day ;
If you can pitch a tent and pack a
saddle,
You know it's health makes life
and work all play.



If you can have a plain and balanced diet ;
Know sun and water can't be had too much ;
It's free ; don't fool yourself and try to buy it.
Good health puts on "the skin you love to touch."

If you can sleep all night with windows open,
And walk ten miles without an ache or pain ;
You'll find you need no pills or other dope'n ;
You'll live long years to do it oft again.

If you can curb the vain desire to hurry
And calmly walk while others madly run ;
Go slow, keep cool, relax, let others worry,
Then you'll be going strong when they are done.

If you can make health rules a daily habit
And yet don't let them be your only aim ;
To live life to the full those years you have it
Is better far than honour, wealth or fame.

JUST WHAT WE ARE

Not what we have,
Not what we've been,
Not what we had,
Not what we seem ;

But what we are,
And what we do,
Will prove the best
Real worth in you !

(G.K.)

VISIT DOCTOR EARLY

Keep your body well and stout
To keep health in and sickness out,
See your doctor once a year
And have him overhaul your gear
If you have cancer or nephritis,
Diabetes or bronchitis,
Heart disease, tuberculosis,
Or liver hardening with cirrhosis,
The doctor will, for sure, detect them,
And early treatment may correct them.

THE BEST DOCTORS

The best six doctors anywhere
And no one can deny it,
Are sunshine, water, rest and air,
And exercise and diet.
These six will gladly attend
If only you are willing;
Your ills they'll mend,
Our cares they'll tend,
And charge you not a shilling.



Keep it Running Daily

EXERCISE

1.
If everyone wishes to gain
a good lift,
Take exercise—just
nature's gift.

2.
If you want to grow
and be tall,
Drink some pure fresh
milk first of all.
If you want to grow
and be strong,
Exercise the whole day
long.



SAFETY FIRST

The boy stood on the burning
deck,
But ere the vessel burst,
He slid discreetly from the wreck
Exclaiming, "Safety First!"

Little Jack Horner
Stood at the corner,
Watching the traffic go by,
But when it had passed
He crossed over at last,
And said, "What a good boy
am I!"

ALL THAT I ASK

Some people long for power and fame,
For wealth and all it brings;
Many would like a titled name,
And intercourse with kings.

Others desire a vast estate,
Which they may still extend;
And some for gleaming jewels wait
But give me one true friend.

A friend who always stands by me
Through Fortune's smile or frown;
Who though our tastes may not agree,
Will never let me down.

A friend who seems to understand
My deepest grief and pain,
Says nothing, but just grips my hand,
Nor asks me to explain.

If I have this, why beg for more?
It's treasure without end.
No man upon this earth is poor
If he possess a friend.

(L.M.O.)

THE MICROBE

1.
You cannot see the Microbe,
He is so very small,
But he is bold and active,
And a danger to us all.

3.
You cannot catch and kill him:
He catches you instead;
You cannot shoot him with a
gun,
Or hit him on the head.

5.
He fades away in sunshine,
He can't endure fresh air,
And soap and nice hot water
They fill him with despair.

2.
He gives us colds and measles,
And whooping-cough and 'flu,
Tubercular diseases
And impetigo, too.

4.
But he has certain enemies
Who are your stout allies,
And you can beat the Microbe
If only you'll be wise.

6.
So please remember, Juniors,
If Microbes you'd destroy,
Fresh air and light and clean-
liness
Are the weapons to employ.

HOW TO GROW

If a boy would like to be
Upright like a poplar tree,
He must always stand and sit
Straight and never stoop a bit.

And if all you Junior folk
Would be sturdy as the oak,
Growing in our English shaws,
You must keep the seven health laws. (M. B. CROSS)

THINK BIG

If you think you are beaten, you are ;
If you think you dare not, you don't ;
If you'd like to win, but you think you can't,
It's almost a cinch you won't ;
If you think you'll lose, you've lost ;
For out in the world you'll find
Success begins with a fellow's will :
It's all in the state of the mind.

HABITS

I.
Little drops of Water,
Little grains of Sand,
Make the mighty Ocean,
And the Pleasant Land.

II.
Little bricks of Habit,
Laid up Day by Day,
Make a Healthy Body,
That's the only Way.



A HEALTH PRAYER

Give me a good digestion, Lord,
And also something to digest ;
Give me a healthy body, Lord,
And sense to keep it at its best.

Give me a healthy mind, good
Lord,
To keep the pure and good in
sight,
Which, seeing sin, is not appalled
To find the way to set it right.

Give me a mind that is not bored,
That does not whimper, whine,
or sigh ;
Don't let me worry overmuch
About the fussy thing called
"I."

Give me a sense of humour,
Lord ;
Give me the grace to see a joke,
To get some happiness in life
And pass it on to other folk.

THE FOLK WHO NEED YOU

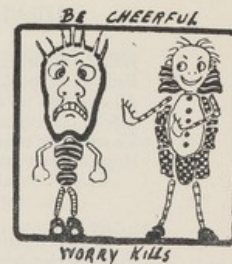
Oh, if you see somebody weary,
A someone who's dismal and
dreary—
Just teach him a song,
Till his drab heart is strong ;
You'll help him a lot if you're
cheery !

And if you see somebody slipping,
A someone who's needing your gripping—
Just clutch at him quick,
Lend him half of your stick ;
We know not when we may go tripping !

TO YOU

Do not worry—eat three square
meals a day—say your prayers—be
courteous to your creditors—keep your
digestion good—exercise—go slow and
go easy. May be there are some other
things that your special case requires
to make you happy, but say, friend,
these I reckon will give you a good lift.

(ABRAHAM LINCOLN).



THE BRIGHT SIDE

Try to see the bright side
Of all your work to-day.
That will be the right side
And help you on your way.
What's the use of fretting
(That's the coward's part)
Grousing and regretting ?
Make another start.

Don't consider money,
It is not that you see.
For a face that's sunny
Counts more than £.S.D.
Cheerfulness will sample
The joys we all can share,
Set a good example,
By smiling everywhere.

"PLEASE COPY"

I've decided not to
worry any more ;
An' I'm livin' jest as
easy as before ;
What's the use to fume
and flurry ?
What's the use to allers
worry ?
I've decided not to
worry any more.
When you come across
a hill that's hard to
climb,
Take it easy, rock along
and take your time ;
Try to keep the welkin
ringin'.

With your shoutin' an' your singin',
An' you'll clean forget to worry any more.



HEALTH WEEK

HEALTH WEEK comes not once a year,
Each week should bring us health and cheer,
All our days we must endeavour,
Life to cherish in full measure,
To each day bring purpose strong :
Hope on, and may your life be long.

* * *

Wash each morn—not fear to scrub ;
Every week a wholesome tub.
Each night the teeth make clean and shiny ;
Keep your clothes all neat and tidy.

WHO IS TO BLAME?

Folks say, "Tis just this rainy weather
That's making us so drab and grey."
But when folks' hearts are light as feathers
They seldom praise the sunny day.
If folks must growl when storms are swaying,
If folks won't smile till skies are clear,
It seems to me we'd best be praying
For summer weather all the year,
(And after all, it is a shame
Temper—not Weather—is to blame.)

IT'S YOUR FUNNY LITTLE WAY

It isn't just the words you say,
But it's the funny little way
You've got of sayin' 'em ;
An accent that is all your own,
A note of music in your tone,
Your skill at weighin' 'em.

It isn't just the things you do
That keep me cottonin' to you,
It's how you're doin' 'em.
So many kindnesses to me
Are shinin' in my memory !
I keep reviewin' 'em.

It isn't just your word, your deed,
But it's your healin' balm I need
To keep a-startin' me
Upon a path that's none too gay.
It takes your funny little way
To cheer and hearten me.

(A. CAMPBELL.)

SOAP BUBBLES

I'll sing you a song of two commonplace things,
Pure water and yellow soap.
A great deal of comfort depends upon them
As you will agree, I hope.

When the floors, the paint and the windows, look grim,
When the sky outside looks grey,
When nothing is pleasant, or cheerful within,
And "It's very depressing," you say.

Then fetch out your bucket, warm water, and soap,
And a different aspect you'll view,
When you've scrubbed, and polished, till everything round
Looks bright, and cleanly, and new.

Just see what miracles you can work,
With simple water and soap,
And some elbow grease, laid on with right good will,
You'll have no time to grumble and mope.

Perhaps, while you're busy, comes in at the door,
A little son or daughter,
All muddy and dirty, from top to toe,
A clear case for soap and water.

For there's nothing like water and soap for the skin,
Nature's cheapest, and best beautifiers,
They beat all the powders and paints, and creams,
Which no sensible person admires.

So now, I think you'll agree with me
That for clothes, or windows, or floors,
For complexions, or anything else that is dirty,
Soap and water's the best of all cures.

(S.J.H.)

RHYME AND REASON

To animals of leopard race
Spottiness is quite in place,
But spots beneath the human
face
The collar's wearer do disgrace.

The starched band that humans
wear
In washing needs the greatest
care,
A surface smooth and whitely fair
Ensures appearance debonair.

The leopard cannot change his
spots,
To lose them is impossible
When you on collars spot some
dots,
Remember they are washable.

If you would keep your collars
clean
And give them longer wear,
Then send them to the laundry
(steam),
They'll treat them there with
care.



TAKE EXERCISE

In this the doctors all agree
That Exercise is health.
It is within the reach of all,
Either the poor, or wealthy;
For the best kind is free as air
And one which all the world
may share.

Folks talk of cricket, tennis, golf
(All good things in their way),
But a brisk walk's the best, for it
Gives all the muscles play;
Both young and old may join in
it,
And so keep mind and body fit.

So take a good walk every day,
No matter what the weather,
And do not grudge the money spent
On honest, stout, shoe-leather.
The "capital" you thus invest,
Will bring you in "good interest."



BE OPEN

Open windows night and day,
Let the sun come in alway;
Drink milk and cocoa day and
night,
Let in the sunshine and the light,
Eat fresh fruit and eat brown
bread,
Stay for ten hours in your bed;
Wash your hands before a meal,
And you'll clean and healthy feel;

Kill the germs as best you can,
Destroy flies, the foes of man,
Keep your soul and body pure,
Do not heed to drink's allure,
Away with coffee, away with tea,
Milk and cocoa thy drink shall be,
Obey all that's in this rhyme,
And you'll be healthy for all time.

IN THE LAND OF PYRAMIDS

They call him Johnny—Johnny
Smith.

He does not like to clean his teeth.
He hates the tooth-brush—tooth
paste too.

Hear, Johnny, what I have for
you.

In Egypt, where there flows the
Nile,

There lives a sacred crocodile,
Old hundred years. His dreadful
jaws

Are full of teeth as sharp as saws,
And what he catches on the shore
Is lost. You see it nevermore.

But after meals he likes to rest,
And in the sun to bask his crest;
And as he sleeps with open
mouth,

There comes the birds from East
and South,

And in his jaws they lick and bite
Until his teeth are clean and
white.

Dear Johnny, see, that even there
The crocodiles know dental care.
They do not make so much ado
About the tooth-brush. *Why
should you?*

(DR. KAREL DRIML, N. Carolina.)

DENTAL HYGIENE



Courtesy to Teeth Saves a Cutting Remark



Printed by Permission of J. E. Long

"I MUST NEVER TAKE MY SHOES OFF UNTIL I HAVE CLEANED MY TEETH"

SIX YEAR MOLARS



Printed by Permission of J. E. Long
 PATIENT. Doctor, how often should I clean my teeth?
 DENTIST. How often do you clean your dishes, knives, forks and spoons?
 PATIENT. After every time I use them.

When Sister or Brother is six years old,
 Four strong molars, big and bold,
 Pushing in at the end of each row,
 Where ten little teeth so safely grow,
 Will find a place, and rooted deep,
 Those permanent teeth you must always keep.

So mothers beware and watch with care,
 As soon as you find these molars there,
 While the other teeth they will lose some day,
 The six-year molars have come to stay.

BEST THING OUT!

What is the best thing out?
 This riddle speaks the truth.
 It is without a doubt,
 Best out—an aching tooth!

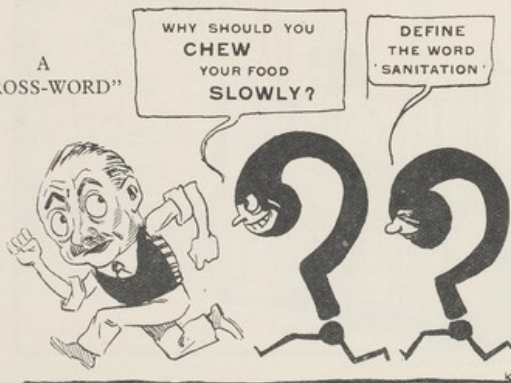
AFTER MEALS

Clean your teeth after every meal,
 Then toothache you will never feel.

BRUSH - BRUSH

Brush your teeth, brush them hard,
 Till they shine like gems unmarred,
 Then you'll always be so proud
 When you're speaking in a crowd.

A
 "CROSS-WORD"



FROM THE NURSERY WINDOW

When I go to bed at night
 They draw the curtains oh, so tight,
 And when the morning comes again
 I can't tell if there's sun or rain.
 And so I think my window seems
 Just like a box of chocolate creams.
 I run and pull the curtains till
 I see what's on the window-sill.



It's always such a great surprise
 To find what's waiting in the skies.
 And I wake early just to see
 The things the day has brought for me.

WHEN MOTHER'S POORLY

What a hustle, what a bustle,
 What a world of working.
 All the little people busy,
 Never one a-shirking.
 Each has a share of work to bear,
 And each must hasten, surely,
 For the housework must be done,
 And mother's feeling poorly.

All day long, with hearts full strong,
 The little ones have waited,
 And now that dad has come they feel
 Quite happy and elated.
 Then dad has bound an apron round
 His waist, and they have started,
 To do the work that should be done,
 All bright and merry-hearted.

What a hustle, what a bustle,
 Mother's feeling better,
 And she'd like to lend a hand,
 But father will not let her.
 There's indeed, no earthly need,
 With little folks so clever.
 And mother must not stir until
 She's strong and well as ever.

TO MOTHERS

Let your clothes be few and light,
 Both hands and feet keep warm,
 Woven undies not too tight
 Are quite the latest form.
 One word more and then I'm through,
 Never wear a high heeled shoe.

BABY'S FOOD

Baby thrives at mother's breast,
 That's the food he likes the best.
 Give it when his meal-hour strikes,
 Not at any time he likes.
 And at night no meals are due,
 Sleep is best for him and you.

(National Council for Maternity and Child Welfare).

ANY BABY WITH A DUMMY

(To any Mother who provides the Abomination.)

I know you love me, mother dear,
With love that shines so bright and clear,
And I love you, but can't you see
How bad a "soother" is for me.
For all the time I suck the "dummy,"
I'm drawing wind into my "tummy."
And all the nasty squirmy germs
(For horror of which I have no terms),
Into my system I'm sure to suck,
When sometimes it happens to fall in the "muck."
My stomach is constantly crying for rest,
It's always at work, and it's no "merry jest,"
To be always expecting some food coming in,
Instead of wind, and it does seem a sin,
To cheat it with "dummy teat," "comforter," "soother,"
You're not making my future life any smoother
From troublesome chest colds, bronchitis, and croup,
And giving my wee mouth a most ugly droop.
My pearly teeth will come all awry
(Enough even to make the best baby cry),
Of Tonsils and Adenoids, foundations are laid,
For removal of which, later, the bill must be paid.
And worse than any bodily ill,
It's destroying my mental power of will,
And sowing the seeds of bad habits, a score,
And bad habits are things that increase more and more.
I know you love me, Mother dear,
With a love that's shining bright and clear,
And I love you, but can't you see
How bad a "dummy" is for me?

(NURSE C. P. PHILLIPS, Durham.)

REST AND SLEEP

When boys and girls are dull in school, And yawn, with faces white, You may be sure that they are late In going to bed at night.	The pretty flowers close their eyes As soon as fades the light; The little birds, too, do the same, And rest through the night.
But when they're brisk, and wide-awake, Cheeks rosy, and eyes bright, Their teachers know that in good time, They go to bed at night.	Why should not children be as wise As birds, and flowers, quite; Be wide-awake throughout the day, But go to rest at night. (S.J.H.)

HOW TO BRING UP HEALTHY CHILDREN

If healthy children you would raise
Open the windows, nights and days,
Boil the milk, and cover it, too,
This wise mothers will surely do.

Clothes should be loose and warm, they
say,
And all the Dummies be thrown away.

Mix the above with common sense,
Discipline kind, and save the pence,
This should make the children all thrive,
Bright and gay, like bees in a hive.



MOTHER

God gives us friends—and that means much,
But far above all others,
The greatest of His gifts to man,
Is the priceless gift of Mothers.

EVER ACTED "MOTHER"?

Have you ever acted "Mother"
Just by way of pleasant change,
Scoured the pans and washed
the dishes,
Polished up the kitchen range;

Tried your hand at bathing baby,
(Never mind her lusty
"squawk"),
Bought the joint and cooked the
dinner,
Taken Willie for a walk?

Never? Well, it's time you tried it,
Though the thought may make you sad,
He who's never acted "mother"
Is, at most, but half a dad.

(ALBERT E. BULL).

PATIENTS AND PATIENCE!

Sun and air and water pure,
We can't keep well without,
So fling your windows open wide,
And drive the microbes out.

A doctor must have patients,
But when their bills fall due,
And they are slow in paying,
He must have patience, too.

THE TRUTH

We have a new wee baby sister,
We've just been introduced and
kissed her;
She came when early dawn did
peep
At me and Johnnie fast asleep.
Some children think, to my
surprise,
That babies drop from out the
skies,
Or lie about in cabbage-patches
Where doctors gather them in
batches;
Or that a stupid, lanky stork,
With beak just like a toasting
fork,
Drops them beneath a gooseberry
bush
It's all the greatest nonsense.
Tush.
For mother has explained to me
A lovely secret, truthfully,

How I was once a tiny seed
That she with warmth and love
did feed.
Which, planted deep beneath her
breast,
Just like an egg within a nest,
Did grow until her heart could
tell
'Twas time for her to break the
shell.
And then within her arms she
found
A little bundle warm and round,
To her more precious than a
pearl,
'Twas I, a little baby girl.
And that is why we children love
Our mothers so, all else above;
For we have grown from them,
you see,
As seedlings grow from every
tree.

(Hygiene Jingles.—DR. E. ATKINSON.)



NO CHILDREN

No children in the house to play,
It must be hard to live that way.
I wonder what the people do
When night comes on and the
work is through,
With no glad little folks to shout,
No eager feet to race about,
No youthful tongues to chatter on
About the joy that's been and
gone?

The house might be a castle fine,
But what a lonely place to dine.

No children in the house, at all,
No finger marks upon the wall,
No corner where the toys are
piled,
Sure indication of a child.

No little lips to breathe the
prayer
That God shall keep you in His
care,

No glad caress and welcome
sweet
When night returns you to your
street;

No little lips a kiss to give,
Oh, what a lonely way to live.

No children in the house. I fear
We could not stand it half a year.
What would we talk about at
night,

Plan for and work with all our
might,
Hold common dreams about and
find

True union of heart and mind,
If we two had no greater care
Than what we both should eat
and wear?

We never knew love's brightest
flame

Until the day the baby came.
And now we could not get along
Without their laughter and their
song.

Joy is not bottled on a shelf,
It cannot feed upon itself,
And even love, if it must wear,
Must find its happiness in care;
Dull we'd become of mind and
speech

Had we no little ones to teach.
No children in the house to play
Oh, we could never live that way.
(EDGAR A. GUEST).

DOCTOR MOTHER

A little wound, a little ache,
A little blistered thumb to take
With touch of love and make it
well,

These things require a mother's
spell.

Ah, sweet the progress of a skill
That science brings unto the ill,
Vast range of methods new and
fine;

But when our little ones repine,
The mother is the very best
Of doctors into service prest.
Sunshine and air and mother's
spell

Of helping little lads get well,
And helping little lasses, too.
Here are three remedies that do
So much more often than the
grave,
Skilled hands that try so hard to
save.

For Dr. Mother, don't you know,
Gives something more than skill
—gives so

Much of herself; gives, oh, so
much

Of love's sweet alchemy of touch,
In little child-heart's hour of woe,
Pain, ache, or life-wound's throb
and throe,

The Dr. Mother knows so well
The weaving of love's wonder-
spell.

Just what the little heart requires,
Just how to cool the fever fires,
Just how much tenderness and
cheer

Will calm the little doubt and
fear,

How much of tenderness will
ease,

Alone she knows such arts as
these.

WHEN BABY CRIES



When a little baby cries,
Mothers who are really wise
Never give him extra feeds,
They find out just what he needs.
P'raps he's feeling cold and damp,
P'raps he's even got the cramp!
Change his nappy—turn him over—
Baby then will be in clover!
P'raps it's hot—his throat feels dry;
Thirst makes little babies cry,
Give him sips of water, boiled—
His digestion won't be spoiled.

Look at every safety pin,
P'raps a point is sticking in!
P'raps a tape is tied too tight;
Mother soon can put that right.
P'raps he has a tummy-ache—
Feed him now! *What* a mistake!
When baby has the indigestion
Of feeding there can be no question.

Lay him down across your knees,
Rub his back to give him ease;
Soon away will go the pain,
He'll go off to sleep again.

When a little baby cries,
Mothers who are really wise
Find out just what Baby needs,
NEVER give him extra feeds!

(R. CRITCHLEY).



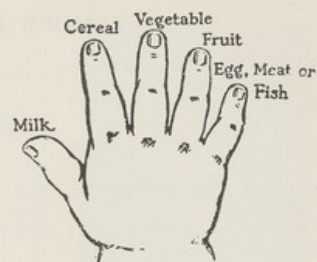
BE HAPPY!
Dont Bark or Growl
Keep your tail ever
wagging

WHAT

OUR

FINGERS

SAY



RIGHT HAND.

Finger one says, "Give me milk
At least a pint a day."

Finger two says, "Porridge, too,
And cook it well, I pray."

Finger three says, "Vegetable;
Potato, if you please.
And one like spinach, onions,
sprouts,
Or carrots, beans or peas."

Finger four says, "Apples,
prunes,
Or other fruit, I wish."

Finger five says, "Soft cooked
egg,
Or a piece of meat or fish."

This child's hand says, "Don't
forget
To give me these each day
To help me grow up well and
strong
To run, and work, and play."

LEFT HAND.

Finger six says, "Go to bed
At seven every night."

Finger seven, "Windows up
In dark as well as light."

Finger eight says, "Take a bath
At least two times a week,
And every day do not forget
A restful nap to seek."

Finger nine says, "Do be sure
To brush the teeth each day."

Finger ten says, "Eat three
meals—
Drink water through the day."

My left hand says, "Outdoor
play
And living by this rule
Is giving me the start I need
To make me fit for school."

(—Infant Welfare Society of
Chicago.)



DEPENDING



EAT MORE FRUIT

If you would enjoy good living,
Eat the "kindly fruits" of earth.
Wholesome food of Nature's
giving,
Cheap, and yet of priceless
worth.

Pear, and plum, and crimson
cherry,

Ripened by the rain and sun;
Hedge-row nut, and bramble
berry,

All are useful, every one.

Apricots, and rosy apples,
Shining mid the greenery,
Of the orchard, or the gardens,
Good to eat, and fair to see.



BE FRUITFUL

It is no use to put bad teeth into
good food.

1. Fruit is the "tonic-sol-fa" in
the scale of health.



Golden orange, and banana,
Brought to us from lands afar,
Grape-fruit, and refreshing
lemons,
Why not prove how good they
are.

You will gain in health and
pocket,
If you eat fruit every day;
And will find while thus you
profit,
Nature's is the wisest way.
(S.J.H.)



CRY OF THE ONION

There! There! Cry Baby Onion!
You need not cry that way,
You will spoil your pretty ruffles,
Wipe your tears and come and play.

The children all will like you,
When they learn you bring them lime,
To make them strong and sturdy,
Then they'll choose you every time.

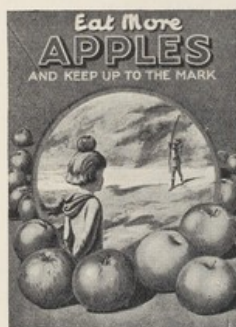


Everybody must eat more fruit,
Father and mother and baby cute;
For daily fruit all children pine,
Because it makes them well and fine.



To live in a Health Castle is always a joy,
We all should begin when a small girl or boy.
Eat lots of fresh fruit every day that you can,
It will help you grow up a fine woman or man.

(JUNIOR RED CROSS).





THE SPIDER AND THE FLY

(New Version)

Will you walk into my parlour, said the Spider to the Fly,
It's the prettiest little parlour that ever you did spy.
'Twas not because the Spider was desirous of a meal;
He spoke like this because he had at heart the commonweal.
For being in a corner in a hall in Baby Week,
He came out to hear the speeches, and information seek,
And hearing how the naughty fly was apt disease to spread,
He vowed a vow that he would suck the blood so brightly red.
So when you hear this story now, don't start to hate the Spider—
It's the fly you must obsequatulate—be sure you don't abide her.

(PROF. A. BOSTOCK HILL).

CONSIDER NOW THE LITTLE FLY

Come listen—and I'll tell you why

He has his birth in the manure,
Crawls forth and loiters in the
sewer,
And, smeared with deadly
typhoid germs,
He leaves his brother maggot-
worms,
Unfurls his dainty wings of silk
And dumps his microbes in the
milk—
Where their huge numbers
mount and mount,
Increasing the bacterial count,
Until they reach the food supply
Some mother gives her "baby-
bye."
The fly comes gaily unto us,
His feet all gummed with poison
pus,
And, singing clear his song so
sweet,
Alights and cleans them on the
meat.
He is not proud and oft will stoop
To wash his tootsies in our soup.
Oh! do not call him indolent!
He calls that summer-day mis-
spent
In which he's failed to load the
breeze
With the live germs of some
disease;
And if he finds them not, though
hurt,
He'll be content with just plain
dirt.



The early fly's the one to swat,
It comes before the weather's hot,
And sits around and files its legs
And lays at least ten million eggs,
And every egg will bring a fly
To drive us crazy by and by.
Oh, every fly that skips our
swatters
Will have five million sons and
daughters,
And countless first and second
cousins,
Nephews and nieces, scores of
dozens;
And thus it goes, an endless
chain,
And all our swatting is in vain
Unless we do that swatting soon,
In Maytime and in early June.
So, men and women, let us rise,
Roll up our sleeves, and swat the
flies!

(Adapted from Walt Mason and
others.)

ENEMY OF MAN

There was a man in our town
And he was wondrous wise;
He covered up his garbage pail,
To keep away the flies.

SONG OF THE FLY

The fly takes a season ticket from the rubbish heap to the milk jug and other things, and this is his song:—

"Straight from the rubbish heap I come
I never wash my feet.
And every single chance I get
I walk on what you eat."



Typhoid Fly
(The Common Fly)

DISOBEDIENT FLY

- I. "Take care," said the mother fly,
"Keep off that sticky paper,
Do as mother tells you now,
Don't cut any caper."
- II. "Bother," said the naughty son,
"Don't you talk such folly,
I know what is good for me,
And—I say, it's jolly."
- III. "Get my shoes all muddy?
Pooh!
See me fly above it;
Touch and go—go and touch,
Why, it's sweet—I love it."
- IV. "See me wade in it—oh dear!
Down I sink to smother,
Wish I'd taken her advice,
Wish I'd heeded mother."

THE HEEDLESS FLY

In summer when the days are long
And flowers are sweet and birds in song,
Beware the heedless fly!
He hums and skims, the picture he
Of innocence and simple glee
As he goes dancing by.
But tho' he has no ill intent,
And is on pleasure only bent,
I pray you recollect
That he has come from dirty things
And on his feet and on his wings
The harmful germs collect.
And if he settles on your meat
Or stands on what you drink or eat
To nip and sip his fill,
The germs that do no harm to him
May be to you a peril grim
And make you very ill.

(M. B. CROSS).
(Junior Red Cross).

HEALTH & CLEANLINESS COUNCIL

DIRT IS THE
FAVOURITE HAUNT OF FLIES
AND WHERE THERE'S DIRT
THERE DANGER LIES

FOR FLIES WILL WANDER
WHERE THEY PLEASE
ON ALL YOUR FOOD
AND SPREAD DISEASE

BUT SOAP AND WATER
WILL DISPEL
BOTH DIRT AND FLIES
AND KEEP YOU WELL



HEALTH & CLEANLINESS COUNCIL, 5 THISTLE SQUARE, LONDON W.C.1.

FLIES & MOSQUITOES

Are your dangerous enemies
They breed in filth
They carry disease and death
Remember their names and
what they stand for!



Typhoid Fly
(The Common Fly)



Malarial Mosquito
(The ordinary mosquito)

FROM

Manure piles
Cesspools
Filthy stables
Offal
Dead carcasses



Stagnant water
Slops
Dirty troughs
Privies
Spittoons



TO
Your food
Your drink
Your lips
Your stomach
YOU MUST



Kill flies and mosquitoes
Destroy
their breeding places
Cover up your food
Starve the fly!

Prepared by Dr. Thomas D. Wood, 115 West 22nd Street
New York City 1918



Clean stables
Clean privies
Every home and school
should be screened
Shut out the fly!

Committee on Health Problems, National Council of Education
and American Medical Association
Cartoons by courtesy of Ernest Winkler Baker 1918

FLY AWAY!

Kill a fly in spring,
You've done a splendid thing.
Kill a fly in May,
You've kept thousands away.
Kill a fly in June,
They'll be scarce soon.
Kill a fly in July,
You've killed just one fly.
Swat the fly now!
You may kill one that would be
the grandmother of a million
this summer.

IN A NUTSHELL

FLIES
ILTH
OOD
EVER
INISH

BE HAPPY



I.
You can't be always sunny
If there isn't any sun.
You can't be always funny,
If there isn't any fun.

II.
But you can be always happy
If you let the clouds go by,
In the faith there's always some-
where
Little patches of blue sky.

CREATION OF OPTIMISM

They found a lot of courage that simmered in the sun,
They blended it with Patience and just a touch of fun,
They poured in Hope and Laughter; and then with a sudden twist
They stirred them all together, and made an Optimist.

LAUGH

Laugh and be merry, remember, better the world with a song,
Better the world with a blow in the teeth of a wrong.
Laugh, for the time is brief, a thread the length of a span.
Laugh and be proud to belong to the old proud pageant of man.

OPTIMISM

Build for yourself a strong box,
Fashion each part with care.
Fit it with chain and padlock,
Pack all your worries there.

Hide therein all your troubles,
As each little cup you quaff,
Pack all your failures within it,
And sit on the lid and laugh.



SMILE AWHILE

Smile awhile, and while you smile
Another smiles, and soon there's miles
And miles of smiles and life's
Worth while because you smile.

LAUGH

Each time you laugh you add a day
On to your life, so people say.
If that be true, just read this page
And add a hundred years of age.



TRY SMILING

When the weather suits you not,
Try smiling.
When your coffee isn't hot,
Try smiling.
When your neighbours don't do
right,
Or your Relations all fight,
Sure it's hard, but then you
might—Try smiling.

Doesn't change the things, of
course,
Just smiling,
But it cannot make them worse,
Just smiling.
And it seems to keep your case,
Brightens up a gloomy place,
Then it sort o' rests your face,
Just smiling.

Do not look for wrong or evil,
You will find them if you do;
As you measure to your neighbour,
He will measure back to you.
Look for goodness,
Look for gladness,
You will meet them all the while,
If you bring a smiling visage
To the glass, you meet a smile.

UPS AND DOWNS

I.
We have cheery smiles for the
stranger,
And thought for the casual guest,
But oft for "our own,"
The unkind home,
Though we love "our own" the
best.

2.
LIFE is a game of ups and downs,
He gets the best who never
frowns.
Who takes the see-saw with a
smile,
Will find the passing days awhile.

LARF!

If you have a laugh to spare, always let it go.
In this world of wear and tear laughter's wanted so.
Troubles coming on your way all divide in half,
If you'll lift your chin and say,
"It do make I larf."

READ THIS !

Each time you laugh you add
a day
On to your life, so people
say ;
If that be true, just read this
page,
And add a hundred years of
age.

Don't trouble Trouble,
Till Trouble troubles you.
It only doubles Troubles,
And troubles others too !



ONE TOUCH

One touch of nature makes the whole world kin ;
One touch of humour makes the whole world grin ;
One touch of pathos makes the whole world one ;
One "touch" for money makes the whole world run !

THE SMILE

It's never worth while to forget how to smile,
However we're longing to frown !
For hearts that are plucky are usually lucky,
And find the gold edge to the crown.

* * *

Life can't be all fun—and we know every one,
We're subject to troubles and trials :
But courage and grit keep the journey sun-lit,
So always remember your smiles.

(H.B.)

JOKE A BIT

The wisest men
That e'er you ken
Have never dreamed it treason
To rest a bit,
And jest a bit,
And balance up their reason ;
And chaff a bit,
And joke a bit in season.

(M.G.K.)

KEEP FIT

Nations have passed away and
left no traces,
And History gives the naked
cause of it,
One single, simple reason in
all cases,
They fell because their peoples
were not fit.

(RUDYARD KIPLING).

THE BROWNIES' BREATHING ALPHABET

Always when you rise from bed,
Blow your nose and clear your head,
Calmly hold between the eyes,
Downwards looking from the skies,
Eyes, and ears, teeth, tonsils, brains,
Fail if you keep clogged their drains.
Germs and dust must be blown out,
Handy hanky—not a doubt.
Into pockets hankies go,
Just to keep them clean—you know.
Keep neck free. Avoid such things
Like collars, bands, elastic, strings.
Moments come when you must sneeze,
Not without a hanky, please.
Only wear your clothing light,
Please don't wear a thing that's tight.
Quickly act, or germs may spread,
Roving round inside the head.
Sniffing's bad for brains and head,
Troubles follow, blow instead.
Upright back and roomy chest,
Voice rings true—a useful test.
Windows open everywhere,
eXhaustion comes with stagnant air.
You breathe always through the nose,
Z's for Zoo where each one blows.

(DR. OCTAVIA LEWIN.)

LIFE

Life is a game of ups and downs,
He gets the best who never frowns,
Who takes the see-saw with a smile,
Will find the passing days worth while.

SUNSHINE AND RAIN

If all days were sunny days,
How soon we should com-
plain
And long for just one stormy day
To bring the cooling rain !

But rain after sunshine,
And sunshine after rain,
Remind us that our troubles
Will pass away again.

If all days were rainy days
And the weather never fine,
We'd soon grow tired of the rain
And want the sun to shine.

The rainy days and sunny days,
By turns they come and go ;
But all days are happy days,
To those who make them so.

BETTER HEALTH !

Better Health has come to stay
To sweep the "ills" and germs away,
To put "Bad Health" in lasting fear,
And give us joy of life this year.

The Finest Chemist's Service

Boots The Chemists guarantee the purity, potency and freshness of every drug and chemical issued from their branches. A fully qualified staff supervises every prescription. There is no finer chemist's service.



BRANCHES EVERYWHERE

CONTINUOUS SERVICE DAY AND NIGHT AT

LONDON - PICCADILLY CIRCUS, W.1
BIRMINGHAM - 52 NEW STREET
EDINBURGH - 48, SHANDWICK PLACE
GLASGOW - UNION ST. & ARGYLE ST.
LIVERPOOL - 9 RANELAGH PLACE
MANCHESTER - 1 OXFORD STREET
NOTTINGHAM - 12 WHEELER GATE
PLYMOUTH - 100, OLD TOWN STREET

BRING ALL YOUR PRESCRIPTIONS TO BOOTS

BOOTS PURE DRUG CO., LTD.



SAVE YOUR HEALTH

Drink Juice from fresh Oranges and keep the blood pure, the system clean and the palate refreshed. Eat Apples to keep the teeth in condition and to safeguard yourself from little ills that mar sparkling health. Take Grapes to benefit health generally.

Eat More Fruit AND KEEP FIT

Issued by the Fruit Trades' Federations
Advertising Department, New Bridge St.,
London, E.C.4.



HEALTH ACROSTIC

Health! That's the slogan for to-day.
 Eat slowly, nature's laws obey,
 Air breathe freely; through the nose,
 Light from sun destroys germ foes.
 Temperance, with cleanliness implies,
 Health and joyous, happy lives.

THE GARDEN BEAUTIFUL

Kind *hearts* are the garden,
 Kind *thoughts* are the roots,
 Kind *words* are the blossoms,
 Kind *deeds* are the fruits.

NEVER

Have a *heart* that never hardens,
 And a *temper* that never tires,
 And a *touch* that never hurts.

(DICKENS).

GIFTS

Give me a sun that tints the cheeks brown,
 Give me a breeze that ruffles the hair,
 Give me a white road that winds up and down,
 Give me the open air.

Give me a body pure and strong,
 Give me a prize that is worthy to win,
 Give me a happy life, useful and long—
 Give me rest at an Inn.

(J.A.)

YOUR BEST

Though you can't write a book
 Though you can't paint or sing,
 You're just as good as the rest,
 So long as you put in the everything
 The whole of yourself at your best.

OUR JUNIOR ALPHABET

A that Apples are wholesome A always has said.
 B recommends Butter and Baths and Brown Bread.
 C stands for Cabbage—all greens are good.
 D is the Danger dirt mixes with food.
 E is for Exercise, take your full share :
 F take it, if possible, in the Fresh Air.
 G stands for Germs that attack us by stealth.
 H The greatest of blessings is certainly Health.
 I for Infection by Ignorance spread.
 J the Juniors will learn to prevent it instead.
 K is for Kindness, we'll leave none undone.
 L is the health-bringing Light of the Sun.
 M is for Milk that makes muscle and bone.
 N is for Nature whose laws should be known.
 O Open windows by day and by night.
 P In sitting and standing let Posture be right.
 Q Quick, come to the rescue, when troubles befall.
 R Red Cross lifts the banner; we'll answer the call.
 S "Serve one Another," our motto and guide.
 T be True to its Teaching whatever betide.
 U In Use of your toothbrush pray regular be.
 V For Vitamins add eggs to B., M. and C.
 W Drink plenty of Water each day as it passes.
 X 'Xperience teaches we should not share glasses.
 Y stands for Youth and its promise; and you
 Z who Zealously strive to its tasks to be true.

(MARGARET B. CROSS, Junior Red Cross.)

PASS IT ON!

When a bit of sunshine hits ye
 After a passing cloud,
 When a fit of laughter gits ye
 And ye're spine is feeling proud,
 Don't forget to up and fling it
 At a soul that's feeling blue,
 For the minute that ye sling it
 It's a boomerang to you.

FOUR MERRY FRIENDS

Four merry bringers of health are we.
We're Vitamins A, B, C and D.
We can make you happy and keep you well,
If you pay good heed to the tale we tell.
I'm *Vitamin A*, a cheery elf.
Now let me tell you about myself.
I live in butter, milk, eggs and cheese,
And I help you to grow and to fight disease.
Now I am the goblin *Vitamin B*,
And if you are nervous you've need of me,
For I live in cereals, pulse and yeast,
Which will soothe those racketty nerves to rest.
Now *Vitamin C* is my curious name,
And for curing scurvy I've come into fame.
I am found in an orange, in lettuce and greens,
Such as cabbage, so eat of these three by all means.
I'm *Vitamin D*, and I build up the bone,
And the teeth of you children for that alone
I hope that your cod liver oil you will drink,
For I'm there in full strength—you'll like it I think.
So now you know us, we hope you'll heed
The tale we've told of the things you need.
If in rosy and robust health you'd be,
Eat *Vitamins A, B, C and D*.

(J. R. CROSLAND, Batley).

CHILDREN'S HEALTH RHYME

Now for dinner what shall we eat ?
Plenty of vegetables, but little meat ;
Potatoes, carrots and spinach are fine,
These give us strength if on them we dine.

Another good dinner, I think, don't you,
Is when we have a vegetable stew ?
Vegetables, we always have heard tell,
Are good things to eat to keep us well.

Some children for dinner drink coffee or tea,
Neither are good for you or for me ;
A glass of fresh milk is better, we know,
To make us fat as we want to grow !

For our dessert something nice we will try ;
Custard, pudding or jelly—let's not eat pie.
Pie is too rich for our stomach to take—
Much better for us is fruit or sponge cake.

(AMERICAN CHILD HEALTH ASSOCIATION).

CHARACTER IS THE BRIDGE OF SAFETY



NATIONAL BABY WEEK

What does the baby give to you,
Man, whose vision is dim ?
He gives you sun to lighten your way,
He gives you hope for each dark day.
Have you paid your debt to him ?
Have you smoothed his path and guided his way,
Guarded and shielded him ?

SCHOOL DAYS

School days, School days,
They're our good health rule days,
Every child so alert and quick,
Healthy and happy and rarely sick,
And our proud parents can have no kick
When we follow the rules
Of our School days.
School days, School days,
Commonsense health rule days,
Every child with a well-marked arm,
Should there be smallpox, will fear no harm,
And with T.A. no diphtheria alarm,
If all follow these rules,
In our School days.
School days, School days,
Nevermore are fool days,
For Doctor examines our throats and teeth,
Eyes and tonsils, and lungs beneath,
While treated sight will good health bequeath
For the years that follow
Our School days.

(H. HALBISCH, *Chicago Health*).

POSTURE

P stands for Posture,
As you well see,
To make tall and straight
Both you and me.
To breathe each day
Deep breaths and long,
For that will make
Our bodies strong.

Our pleasure to gain
Is exercise sane,
On tip-toes we go,
Both to and fro,
For ugly round shoulders
Each day we do this—
An exercise simple,
But we must not miss.

(AMERICAN CHILD HEALTH ASSOCIATION).

THE BUILDER

I.
We are all blind until we see :
That, is the human plan.
Nothing is worth the making if
It does not make the man.

II.
Why build these cities glorious
If man unbuilt goes ?
In vain we build the world
unless
The builder also grows.

(E. MARKHAM).

HEALTH UNBOUGHT

Better to hunt in fields
For health unbought
Than fee the doctor for a
Nauseous draught.

The wise for cure on
Exercise depend :
God never made His work
For man to mend.

DOCTOR WISE

There was a man in our town,
He was a Doctor wise—
Who wanted folks to keep quite
well,
And so he did advise,—

Fresh air, good food, and lots of
sleep,
With merry times each day,
And all the folks who followed
him,
Were happy, well and gay.

(METRO. LIFE I. Co.)

KEEP A-GOIN' !

If you strike a thorn or rose,
Keep a-goin' !
If it hails or if it snows,
Keep a-goin' !

'Tain't no use to sit and whine
'Cause the fish ain't on your line,
Bait your hook an' keep on tryin',
Keep a-goin' !

HEALTH FIRST

You must stop and look to live ;
You have but one life to give.
Watch your step,
Keep your pep ;
That's the best preventive.

(H.N.B.)

HEALTH PLEDGE

I pledge attention to my *Health*,
To keep my body sound is *Wealth*.
I promise cleanliness *To-day*,
Shall start me smiling on my *Way*.

A PRAYER FOR DOCTOR

Dear Lord, please make the doctor firm and kind,
Give him a keen and penetrating mind,
Broad sympathies, a hand with healing touch
For sick folk in life's crowded rabbit hutch ;
Let him love people—tolerant of their ways,
And give him understanding all his days.

Endow him with reserves of strength to bear
The suffering that confronts him everywhere ;
Don't let him be a callous, outward shell
Who acts perfunctorily, to make folk well ;
Let him inspire a faith to calm the soul,
Gift him with inward grace to make them whole.

(H. MCINTYRE WALLACE.—*Hygeia*).

WHAT'S WRONG ?

I.
Handkerchiefs were made to use
To catch our coughs and
sneezes,
And every child should carry one
To help suppress diseases.

II.
Don't borrow them nor lend
them ;
It is dreadful to suppose
That a child would use his hand-
kerchief
Upon another's nose.

(P. NICHOLS.—*Hygeia*).

HEALTH CRUSADE

Come with song and laughter gay,
And join the health crusade to-day ;
No aches, no pains, no grumbles here,
We've pledged ourselves to health and cheer.

A GOOD TIME TABLE

TIME	for trouble and worry	THE PAST
	for happiness ..	NOW
	for effort ..	TO-DAY
	for which to plan	THE FUTURE
	to quarrel ..	NEVER
	to rest ..	WHEN YOUR WORK IS DONE
	to do a kindness	AT ONCE

WHAT COUNTS

It isn't the money you're making, it isn't the clothes you wear,
And it isn't the skill of your good right hand which makes folks really
care.
It's the smile on your face and the light of your eye and the burdens
that you bear.

Most any old man can tell you, most any old man at all,
Who has lived through all sorts of weather, winter and summer and fall,
That riches and fame are the shadows that dance on the garden wall.

It's how do you live and neighbour, how do you work and play,
It's how do you say "Good-morning!" to the people along the way,
And it's how do you face your troubles whenever the skies are grey.

It's you, from the dawn to night-time; you when the day is fair,
You when the storm is raging—how do you face despair?
It is you that the world discovers, whatever the clothes you wear.

You to the end of the journey, kindly and brave and true.
The best and the worst of you gleaming in all that you say and do;
And the thing that counts isn't money, or glory or power, but you!

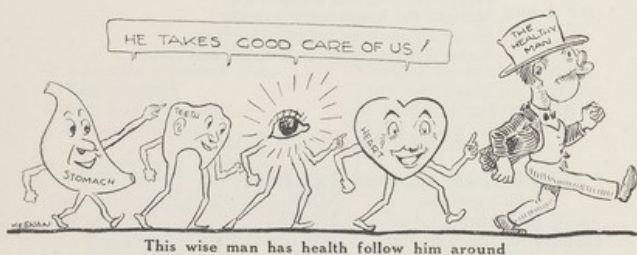
(EDGAR A. GUEST).

* * *

DIET

Taking a Pill to-day does not solve the diet question.
What we eat to-day is working and thinking tomorrow.

* * *



CLEAN UP AND CLEAR UP

A CLEAN UP Campaign helps to
prevent sickness and fires, both of which
cause many deaths every year.

HELP your city to lower its death-rate
by joining in the Clean-Up Campaign.

* * * *

BE CLEAN

I.

Keep body, mind and spirit clean,
Thus health you'll find and life
serene,
And without pain and without fear,
You will live for many a year.

II.

Let us be clean,
Clean every whit,
Then who can healthier be?
Clean hands, clean heart,
Clean, strong and fit,
Who wealthier then than we?



HEALTH AND CLEANLINESS

(HEALTH MATERIAL AND ILLUSTRATIONS
KINDLY SUPPLIED BY THE HEALTH AND
CLEANLINESS COUNCIL, 5 TAVISTOCK
SQUARE, W.C.1)



WATER

If you want to be healthy,
Without any doubt,
Take plenty of water
Within and Without.

SOAP AND WATER

Soap and Water, Soap and
Water,
Friends of mine you've
always been ;
Soap and Water, Soap and
Water,
Stay with me to keep me
clean.

WASH

Wash ere you work, or eat or
sleep.
'Twill help you health and
youth to keep.
Wash when you wake or end
your play,
'Twill keep disease and germs
away.



BE WISE

The rooms you live in ventilate,
Wear clothing that is light in
weight,
In God's fresh open exercise
And sleep outdoors if you are
wise.

THE TALE OF TOMMY

Young Tommy was a trying child,
His nails were black, his hair was wild :
As to his hands—oh ! deary me !
They were as dirty as could be.
And—let me whisper this to you—
Behind his ears he'd never go
With soap and flannel : so you see
He was as grubby as could be,
And made his mother feel quite sad,
The naughty, aggravating lad !

One night, as Tommy lay in bed,
He had a dream (I've heard it said),
He dreamt two fairies near him stood,
And spoke of children, bad and good.
"Now what about this small boy here ?"
Said one, "A lazy child, I fear,
Who'll never wash without much noise,
One of the dirtiest of boys !"
"His end is clear," the other said,
"We'll change him to a PIG instead !"

Next morning Tom woke in a fright,
Oh, *what* a long and dreadful night !
What *was* it that the fairies said—
As he lay sleeping in his bed—
He'd be a PIG and grunt about,
And have a horrid piggy snout ?
No ! No ! . . . He tumbled out of bed,
And to the bathroom swiftly sped :
He brushed his teeth, his nails he scrubbed ;
He soaped, he rinsed, he dried, he rubbed.

And now 'tis said that Tom is changed ;
No longer "Dirty Tom" he's named.
But people say, "Oh, what a joy,
To see this healthy, happy boy !"

(HEALTH AND CLEANLINESS COUNCIL)



I'M OLDER

Now that I'm older, taller,
stronger,
I'm not a baby any longer;
I wash myself, with soap, each
day,
And wash each spot of dirt away.
I find that washing is such fun,
I'm really sorry when it's done.

I.

How pretty are roses
And lilies so tall,
But clean little children
Are the finest of all.

II.

I love the pale primrose
And bright daffodil,
But clean little children
I love better still.

We dance because we're happy,
We're happy, for we're well;
We owe our health to cleanliness
And you may quickly tell
How well we are. Yes, you
can see
We're all as CLEAN as CLEAN
can be.



BEING CLEAN IS LOTS OF TROUBLE.
OFTEN IVE TO BEND UP DOUBLE
NEVER MIND—DIRT BRINGS DISEASE
AND THAT'S MUCH WORSE THAN
SCRUBBING KNEES!"

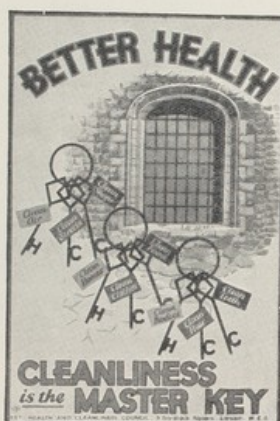


JUST COS I LOOK ALL LOST
YOU BIG FOLKS NEEDN'T LAUGH.
A LITTLE TINY GIRL
MUST HAVE A GREAT BIG BAP—
THERE'S LOTS OF DIRT TO WASH AWAY
WHEN I HAVE FINISHED ALL MY PLAY
AND PUT MY DOLLS AND TOYS AWAY.
MY MOTHERS VERY OFTEN SAID
THAT FROM MY TOES RIGHT TO MY HEAD,
I MUST BE CLEAN TO GO TO BED!"

HEALTHABET

A for Ambition to thrive and be wealthy,
B for the Baby that's happy if healthy.
C for the Children taught to be clean.
D for the Dirt that brings illness unseen.
E for Enjoyment that cleanliness brings.
F for the Fight against filthy things.
G for the Germs you should wash right away.
H for the Health you improve every day.
I for Infection wherever you go.
J for the Jollity healthy folk know.
K for the Knowledge that dirt is wrong.
L for Life that is healthy and long.
M for Microbes that swarm everywhere.
N for Neglect that gives them a lair.
O for Often—to wash often is right.
P for Pride in your home clean and bright.
Q for the Quick way to banish all ill.
R for the Right way—clean with a will.
S for Sickness, in dirty homes rife.
T for Teaching a healthier life.
U for Ugliness dirt spreads about.
V for the Vigour that cleans it all out.
W for Washing—that watchword of purity.
X for eXcellent health and security.
Y for Youth—they're the Nation to-morrow.
Z for the Zeal that makes health banish sorrow.

SAYINGS ON CLEANLINESS



WHERE THERE'S DIRT THERE'S DANGER.

HEALTH AND CLEANLINESS ARE FIRST COUSINS.

A LITTLE BIT OF CLEANLINESS IS WORTH A LOT OF LITTER.

HE WHO WOULD BE KEEN MUST BE CLEAN.

CLEANLINESS IS A FUNDAMENTAL REQUIREMENT OF A HEALTHY COMMUNITY.

HEALTH IS WEALTH, AND CLEANLINESS MEANS HEALTH.

A CLEAN TOWN IS A TRIUMPH IN THE ART OF LIVING.

MY DAY

When morning comes to bid me rise,
I rub the slumber from my eyes,
And from my bed jump up to see
What joys the day has brought for me.

I've lots of things to do each day,
To live the healthy happy way;
There's work and play and splendid fun
In doing things that should be done.

My morning bath first thing I take
(That makes me really wide awake !)
A soapy scrub from head to toe,
A rinse and rub to make me glow.

My teeth to clean, my hair to brush,
My breakfast eaten without rush;
Then work at school, and when that's done
Games in the open are such fun !

"Early to bed and early to rise
Will make me healthy, happy, wise."
My mother always says, and so
Each night at seven to bed I go.

(HEALTH AND CLEANLINESS COUNCIL).



Cowslips are yellow
And rushes are green:
And only CLEAN CHILDREN
Are fit to be seen.

KEEP ME WELL

I have a little tooth brush,
I use it every day,
To keep my teeth all clean and white,
And save them from decay.

I have a soap and flannel,
I use them, you can tell;
My mother says that cleanliness
Will help to keep me well.

CENTRE ACROSTIC

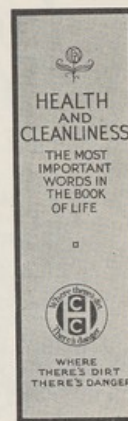
The seven lights given you will enable you to obtain seven words.
The centre letters of these words will spell the whole.

My whole's science. Its professors tell
Mankind the useful art of keeping well.

1. The fire is out ;
These lie about.
2. Here you must guess
A sailor's "Yes."
3. These follow kings and brides :
Are found in books besides.
4. Ham, bacon, brawn or ham :
In all of these I am.
5. You do this when you say :
Hip-hip . . . Hip-hip-hooray.
6. No beast, it has head and tail,
And falls on either without fail.
7. For healthy life you must be this :
My whole says so, with emphasis.

SOLUTION :—

a s H e s
a Y e
p a G e s
p I g
c h E e r
p e N n y
c l E a n





THE RULES OF HEALTH

The rich are not rich in wealth,
For richer he who's rich in health.
Whatever goods you buy or sell,
Who would stay rich must first stay well.
Man learns no wisdom in the schools
More wise than these ten simple rules:—

VISIT YOUR DOCTOR

Is Your Health		+
"	"	?
"	"	—

EARLY

1. Who works indoors, outdoors must play,
And walk at least a mile a day.
2. Closed windows always are a sin,
So let a little outdoors in.
3. And if indoors by day you keep,
Then out of doors you ought to sleep.
4. The hours to spend in slumber then,
For elders eight, for children ten.
5. Eat slowly, not too much of meat,
And something rough as well as sweet.
6. Use water freely, it's about
Our greatest boon inside and out.
7. And walk and stand and sit erect,
It helps your health and self-respect.
8. Breathe deeply, keep your mind serene,
And keep both mind and body clean.
9. Avoid the folks who cough and sneeze,
And violate such rules as these.
10. The tenth rule is of all the gem—
Be moderate in all of them.

(DOUGLAS MALLOCH.)

HEALTH FIRST

HEALTH WEEK

HEALTH WEEK

*Instituted for the purpose of
impressing on the public
conscience.*
(Royal Sanitary Institute)

1. The appalling tale of unnecessary suffering
and Loss of Life
2. The need for its Prevention and the ease with
which it may be Prevented
3. The fact that each person's health is mainly
in his Own Hands
4. The delight and power of
Perfect Health

HEALTH MEANS
LAW and ORDER



EPIGRAMS

HEALTH, HAPPINESS AND HONESTY COMBINE FOR A FINE "LIFE POLICY."

HEALTH RESERVE IS MORE IMPORTANT THAN WEALTH RESERVE.

SUNLIGHT THE GREATEST ANTISEPTIC—AND CHEAPEST.

ABUSING YOUR ORGANS PUTS THEM OUT OF TUNE.

A MOUTH WITHOUT TEETH IS LIKE A MILL WITHOUT A STONE.

THE FOUNTAIN OF YOUTH RESIDES WITHIN YOURSELF.

ONE CANNOT HAVE AN AI BODY WHILE HOLDING C3 THOUGHTS.

BE TRUE TO YOUR TEETH OR THEY WILL BE FALSE TO YOU.

MAKING A GOD OF YOUR STOMACH RAISES THE DEVIL WITH HEALTH.

FLOWERS OF GOOD HEALTH GROW FROM THE
SEEDS OF HEALTH EDUCATION.

A HEALTHY HEART BEATS FATHER TIME.

HEALTH IS CHEAP AND SICKNESS EXPENSIVE.

CONTENTMENT IS NATURAL WEALTH.

MOTHER'S HEALTH IS BABY'S WEALTH.

BALANCE YOUR HEALTH ACCOUNT.

A DIAMOND IS NOT SO PRECIOUS AS A TOOTH.

AN UNGUARDED SNEEZE MAY SPREAD DISEASE.

CLIMB IT!
THE
LADDER
TO
HEALTH.

*Eat Slowly.
Have Baths
Frequently.
Brush Teeth
Thrice Daily.
Eat Plain Food.
Take Daily
Exercise.
Drink Pure Water
in Plenty.
Fresh Air &
Sunshine.*

HEALTH'S CARDINAL POINTS



HEALTH AUDIT INCREASES HEALTH PROFIT.

LIVING WISELY MEANS LIVING LONGER.

USE HEALTH—NOT ABUSE HEALTH.

THERE IS NO "SHORT CUT" TO HEALTH.

THE HUMAN BODY—LEAGUE OF ORGANS.

BAD HABITS ARE THISTLES OF THE HEART.

CLEANER THE TEETH—BRIGHTER THE SMILE.

A SMILE IS A SOCIAL PASSWORD.

LEARN THE HEALTH CREED—IT IS YOUR HEALTH NEED.

KEEPING HEALTH IS BETTER THAN SEEKING HEALTH.

GOOD HEALTH IS A PRODUCT OF COMMON-SENSE.

MAKE YOUR HEALTH AN ASSET AND NOT A LIABILITY.

A GOOD SET OF TEETH IS A FIRST-CLASS INSURANCE FOR HEALTH.

LAUGHING IS MUCH BETTER EXERCISE THAN GRUMBLING.

OUNCE OF PREVENTION WORTH A POUND OF CURE.

CURING DISEASE IS TREMENDOUSLY EXPENSIVE.

HEALTH SENSE BEFORE NONSENSE.

EXERCISE IS THE AXLE OF HEALTH.

TUNE IN ON STATION—HEALTH.

PREVENTION IS THE ANCHOR OF HEALTH.

TROUBLES SEEM LIGHT WHEN HEALTH IS RIGHT.

BE FULL OF FRESH AIR.

KEEP IT WELL
IN HAND.



HEALTH CRUSADE



WILL YOU HELP TO FIGHT DISEASE?
GOLDEN MAXIMS WHICH ENSURE
HEALTH.

1. Go to bed early.

2. Eat slowly—Chew well.

3. Brush your teeth morning and night.

4. Keep your window open all night.

DO NOT BALANCE HEALTH AGAINST COST.

HEALTH IS A DIVINE HERITAGE.

OCCASIONAL FASTING IS HYGIENIC.

BAD HEALTH HABITS REDUCE VITAL RESISTANCE.

HEALTHY WISE—DIRT DESPISE.

SMOKE THROTTLES HEALTH.

HAVE A "HOBBY" AND RIDE TO HEALTH.

WHEN YOUR TEETH ARE PLAYED OUT—DRAW
STUMPS.

A PERSON WHO EATS TOO FAST IS LIKELY TO EAT TOO MUCH.

EARLY TO BED—EARLY TO RISE IS STILL A SOUND HEALTH MAXIM.

A SOUND TOOTH IN THE GUM IS WORTH TWO IN THE DISH.

ONE HEALTH WEEK WILL HELP YOU TO SPEND 52 HEALTHY WEEKS.

INVEST IN GOOD HEALTH AND DRAW YOUR DIVIDEND.

WHEN DIRT COMES IN AT THE WINDOW,
HEALTH FLIES OUT AT THE DOOR.

SELF-HELP IN HEALTH IS THE APPEAL TO—YOU.

DENTAL EASE OR DENTAL DISEASE. WHICH?

MAKE HEALTH FASHIONABLE.

DON'T STUDY SICKNESS—STUDY HEALTH.

A WORD TO THE WISE IS "HEALTH."

BEGIN EARLY TO BUILD UP—HEALTH.

COMMON HEALTH IS COMMONWEALTH.

The CHAIN of LIFE

Health and
Energy
Are
Linked
Together With
Happiness.

Foul Disease
Is the
Rust to
Sully and
Tarnish

Polish Your Chain
with SUNSHINE.

WE CANNOT ALL BUILD
HOSPITALS BUT WE CAN
ALL SWAT FLIES



IT'S BETTER TO KEEP ONE'S MOUTH SHUT AND TO BE THOUGHT A FOOL
THAN TO OPEN IT AND REMOVE ALL DOUBT.

TO REALISE YOUR DREAMS YOU MUST ABANDON YOUR ILLUSIONS.

LOVE IS AN OCEAN OF EMOTION, ENTIRELY SURROUNDED BY EXPENSE.

A CHEERFUL WIFE IS THE JOY OF LIFE.

GOD MADE THE COUNTRY AND MAN MADE THE TOWNS.

OVER-BROODING PROVES THE UNDOING OF A MAN—HIS COMPLETE
UNDOING.

A SWELL IS A PERSON SO-CALLED FROM THE CONDITION OF HIS HEAD.

IF YOU MUST KILL TIME, TRY WORKING IT TO DEATH.

BE A BUSY BEE—NOT A WOULD-BE.

CHEERFULNESS IS NATURE'S UMBRELLA IN THE RAINSTORMS OF LIFE.

IF IT IS THE FASHION TO WEAR A FROWN, START A NEW FASHION QUICK.

ENERGY CLIMBS THE LADDER, WHILE FAINTHEART SITS AT THE BOTTOM,
AND SWANK TUMBLES DOWN THE OTHER SIDE.

A MAN TOO BUSY TO TAKE CARE OF HIS HEALTH IS LIKE A MECHANIC
TOO BUSY TO TAKE CARE OF HIS TOOLS.—(Apoth).

A MAN'S HEALTH MAY OFTEN BE KNOWN BY THE TEETH HE KEEPS.

THE RUDDER OF LIFE IS A STERN NECESSITY.

A WOMAN NEVER FAILS TO LOOK ON THE BRIGHT SIDE OF A MIRROR.

IT MAKES SOME PEOPLE VERY HAPPY TO FEEL SORRY FOR SOMEBODY.

A MAN SELDOM WALKS ERECT WHEN STRAITENED BY CIRCUMSTANCES

SOME PEOPLE SEEM TO SUFFER FROM THE ILLUSION THAT LUNGS ARE
BRAINS.

MANY A MAN WORKS HIMSELF TO DEATH TRYING TO MAKE A LIVING.

USEFULNESS IS THE RENT WE PAY FOR ROOM UPON THIS EARTH.

SHUN IDLENESS; IT IS A RUST THAT ATTACHES ITSELF TO THE MOST
BRILLIANT METALS.

A BLUSH ON THE CHEEK IS BETTER THAN A STAIN ON THE HEART.

WE ALL, WHEN WE ARE WELL, GIVE GOOD ADVICE TO THE SICK.

BY AND BY IS EASILY SAID.

BAD MEN LIVE THAT THEY MAY EAT AND DRINK, WHEREAS GOOD
MEN EAT AND DRINK THAT THEY MAY LIVE.

A MAN'S VALOUR IS IN PROPORTION TO THE SIZE OF HIS HEART.

ONE TOUCH OF SUNSHINE MAKES THE WHOLE WORLD SKIN.

IF PEOPLE LOOK BAD—THEY ARE: IF THEY LOOK GOOD—THEY MAY BE.

A CLEAR CONSCIENCE IS A SURE CARD.

AS RAIN BREAKS THROUGH ON THE ROOF OF A HOUSE, PASSION BREAKS
THROUGH AN UNREFLECTING MIND.

TO CONQUER ONESELF IS A GREATER FEAT THAN CONQUERING OTHERS.

THE BEST SEASONING FOR FOOD IS HUNGER; FOR DRINK, THIRST
(Socrates).

REASON IS THE MISTRESS AND QUEEN OF ALL THINGS.

SOME MEN ARE BORN WITH GOOD TEETH ; SOME MEN PRESERVE THEIR
TEETH ; WHILE OTHERS HAVE ARTIFICIAL TEETH THRUST UPON
THEM.

* * *

A GOOD TOOTH IN THE HEAD IS WORTH FIVE ON A PLATE.

* * *

THOSE WHO LOOK FOR TROUBLE USUALLY FIND IT. PLEASANT
PEOPLE PROSPER.

* * *

IT'S HERE SOMEWHERE—IS A POOR SUBSTITUTE FOR HERE IT IS.

* * *

DISORDER AND NEGLECT ARE THE BOSOM FRIENDS OF WASTE.

* * *

A GOOD CHARACTER IS LIKE MONEY IN THE BANK,
MAKE "DEPOSITS" FOR YOUR CREDIT BY KEEPING YOUR WORD.

* * *

HEALTH IS THE MAINSPRING OF LIFE—DON'T BREAK IT.

* * *

EVERY JOB HAS ITS UPS AND DOWNS. TAKE THE BUMPS WITH A SMILE.
KEEP ON—TO GET ON.

* * *

WHEN TEMPER GOES UP, REASON GOES DOWN. SELF-CONTROL IS
JOB-CONTROL.

* * *

"WHERE THE SUN DOES NOT ENTER, THE DOCTOR DOES. (*Italian Proverb*).

* * *

SPARE THE BRUSH AND SPOIL THE TEETH.

* * *

GOSSIP—THE IDLE WORDS OF BUSYBODIES.
DON'T SAY IT—IF YOU WOULDN'T WASTE IT.

* * *

A PARROT DOESN'T REASON—THAT'S WHY HE SWEARS.
THERE'S GOOD ENGLISH TO FIT EVERY OCCASION.

* * *

YOU CAN OVER-EAT, BUT YOU CANNOT OVER-BREATHE.

* * *

A SMILE IS A SOCIAL PASSWORD.

* * *

AN HOUR OF EXERCISE TO EVERY POUND OF FOOD.

* * *

MOST INFECTIONS ARE HAND TO MOUTH INFECTIONS.

* * *

A BAD TEMPER OFTEN MEANS INDIGESTION.

* * *

FRESH AIR—LIKE SALVATION—IS FREE.



LAUGH AND THE WORLD LAUGHS WITH YOU—WEEP AND YOU WEEP
ALONE.

* * *

MAN IS THE HEAD, BUT WOMAN TURNS IT.

* * *

DO NOT LET THE BURDENS OF TO-MORROW BREAK THE BACK OF
TO-DAY.

* * *

WOMAN IS THE GREATEST WORK OF THE GREATEST AUTHOR.
THE EDITION IS LARGE AND EVERY MAN OUGHT TO HAVE A COPY.

* * *

DON'T BE A CRANK—BE A SELF-STARTER.

* * *

WHEN ONE BEGINS TO TURN IN BED, IT IS TIME TO TURN OUT.

* * *

SEEK HOME FOR REST, FOR HOME'S BEST.

* * *

A PRUDENT MAN IS LIKE A PIN— HIS HEAD PREVENTS HIM FROM
GOING TOO FAR.

* * *

IT'S AN ILL-MIND THAT KNOWS NOBODY GOOD.

* * *

DON'T WAIT FOR YOUR SHIP TO COME IN—ROW OUT TO MEET IT.

* * *

WOMEN OFTEN SHOW MORE BACKBONE THAN MEN.

* * *

WHEN TROUBLE GOES TO SLEEP, DON'T SET THE BLAME ON THE CLOCK.

* * *

DON'T CARRY YOUR WISHBONE WHERE YOUR BACKBONE OUGHT TO BE.

* * *

PERSISTENCE COUNTS, ABILITY IS NO MORE IMPORTANT THAN STICK-
ABILITY.

* * *

THERE'S NO HARM IN BEING A ROLLING STONE, IF YOU'VE GOT SOME-
WHERE DEFINITE TO ROLL TO.

* * *

IF YOUR HEART IS BROKEN, YOU NEEDN'T RATTLE THE BITS FOR
EVERYONE TO HEAR.

WHERE THERE'S DIRT, THERE'S DANGER.

* * *

A LAUGH IS WORTH A HUNDRED GROANS IN ANY MARKET.

* * *

BETTER "PHYSICAL" TRAINING THAN "PHYSIC" TO MAKE YOU BETTER.

* * *

HOW TO MAKE A SHADOW? STAND IN YOUR OWN SUNSHINE:

* * *

THOSE WHO BRING SUNSHINE INTO THE LIVES OF OTHERS CANNOT
KEEP IT FROM THEMSELVES (*J. M. Barrie*).

* * *

HARMONY AT THE CENTRE RADIATES HAPPINESS THROUGHOUT THE
WHOLE SPHERE OF LIFE.

* * *

HE CAN WHO THINKS HE CAN.

* * *

SELF-CONTROL IS THE CULMINATION OF ALL TRUE EDUCATION.

* * *

BENEFIT COMES NOT THROUGH FORM OR BOOK, BUT THROUGH
APTITUDE OF MIND.

* * *

THE MAN WITHOUT A PURPOSE IS LIKE A SHIP WITHOUT A RUDDER.

* * *

DON'T LOOK OUTSIDE FOR THE CAUSE OF YOUR HAPPINESS—LOOK
WITHIN.

* * *

ASPIRATION LEADS TO INSPIRATION, AND INSPIRATION TO ILLUMINATION.

* * *

MAN IS BORN NATURAL; CIVILISATION MAKES HIM ARTIFICIAL.

* * *

HE WHO RIDS HIMSELF OF ANGER SLEEPS PEACEFULLY.

* * *

YOUR MOST VITAL CONCERN IS YOUR OWN THINKING.

* * *

PRESS THE MENTAL BUTTON OF THOUGHT AND LIFE DOES THE REST.

* * *

LIVING DOES NOT CONSIST IN LENGTH OF DAYS, BUT IN THE FULL
USE OF TIME.

* * *

IF YOU HAVE TO EAT HUMBLE PIE, EAT IT AS IF YOU ENJOYED IT. IT
TASTES BETTER.

* * *

THE ENLIGHTENED INDIVIDUAL DOES NOT FEAR SYMPTOMS. HE KNOWS
THEIR PURPOSE IS BENEFICENT.

NEVER GIVE A WARM HEART THE COLD SHOULDER.

* * *

THERE ARE TWO SIDES TO EVERY QUESTION—THE WRONG SIDE AND
OUR SIDE.

* * *

THE WOMAN WHO CAN READ HER HUSBAND LIKE A BOOK SHOULD
KNOW HOW TO SKIP A FEW CHAPTERS.

* * *

JUST AS FLOWERS NEED LIGHT AND SUNSHINE, SO DO HUMAN BEINGS.

* * *

AN APPLE A DAY KEEPS THE DOCTOR AWAY.

* * *

THOSE WHO FIND REVENGE IS SWEET, USUALLY SUFFER LATER FROM
MORAL INDIGESTION.

* * *

LIFE IS NOT MERE EXISTENCE, BUT THE ENJOYMENT OF HEALTH.

* * *

THE DESPOTISM OF CUSTOM IS EVERYWHERE THE STANDING HINDRANCE
OF HUMAN ACHIEVEMENT.

* * *

YOUR WINTER AIR SUPPLY IS AS IMPORTANT AS YOUR WINTER COAL
SUPPLY. THE FORMER IS FREE—THE LATTER MORE EXPENSIVE.

* * *

MILK IS TO YOUR BODY WHAT COAL IS TO A LOCOMOTIVE. MILK HAS
GREAT ENERGY.

* * *

THE FIRST TOOTH DOES NOT MEAN THAT THE BABY CAN EAT.

* * *

IT TAKES 60 MUSCLES OF THE FACE TO PRODUCE A FROWN, AND ONLY
13 TO PRODUCE A SMILE. DON'T WORRY, AND WHY WASTE
YOUR ENERGY?

* * *

GOOD HEALTH PUTS A "NEW COMPLEXION ON THINGS."

* * *

THE WRONG TIME TO VALUE HEALTH IS WHEN YOU HAVE LOST IT.

* * *

A BABE IN THE HOUSE IS A WELL-SPRING OF PLEASURE.

* * *

IT'S BETTER TO BE 70 YEARS YOUNG THAN 40 YEARS OLD.

* * *

GOOD HABITS ARE THE LANDMARKS OF GOOD-BREEDING.

* * *

TOO MUCH FRUIT UPSETS "THE APPLE-CART."

* * *

A GOOD SET OF TEETH WILL DEFY INDIGESTION.



YOU CANNOT BUY MUCH HEALTH FOR LITTLE EFFORT.

REFLECTION INCREASES THE REGION OF THE MIND, AS EXERCISE DOES THE STRENGTH OF THE BODY.

A BATH A DAY, KEEPS YOU FIT EVERY WAY.

WHEN YOU BOTTLE UP YOUR WRATH, REMEMBER TO THROW AWAY THE CORKSCREW.

WATER WASHES AWAY THE POISONS OF EVERYDAY LIFE.

FISH IS "FOOD FOR THOUGHT."

PREVENTION IS THE BEST HEALTH MEASURE.

CURING DEFECTS AFFECTS HEALTH.

OF WHAT USE IS WEALTH IF ONE DESIRES HEALTH?

DISOBEDIENCE IS THE BEGINNING OF EVIL, AND THE BROADWAY TO RUIN.

CLEANLINESS IS NOT ONLY PERSONAL, BUT NATIONAL.

SAVE IN YOUTH AND ENJOY OLD AGE.

BRAINS ADD GAINS.

CONTENTMENT IS NATURAL WEALTH (*Socrates*).

IT IS BETTER TO DO WELL THAN TO SAY WELL.

THERE NEVER HAS BEEN AND CANNOT BE A GOOD LIFE WITHOUT SELF-CONTROL (*Tolstoy*).

BE WISELY WORLDLY, BE NOT WORLDLY WISE.

IF A MAN COULD HALVE HIS WISHES, HE WOULD DOUBLE HIS TROUBLES (*Franklin*).

A STRONG BODY IS ABOVE INFINITE WEALTH.

HUMAN CREATURES WILL NOT GO QUITE ACCURATELY TOGETHER, ANY MORE THAN CLOCKS WILL (*Carlyle*).



NATURE IS A GREAT ARCHITECT AND WORKS TO RULES.

HEALTH IS NATURE'S REWARD FOR HYGIENIC BEHAVIOUR.

MAKE YOUR LIFE. DO NOT LET IT BE MADE FOR YOU.

THE MOUTH IS THE GATEWAY OF THE BODY. GUARD IT WELL.

NEVER EAT UNTIL YOU HAVE LEISURE TO DIGEST.

WHEN YOU TIRE—RETIRE.

SLEEP WITH YOUR WINDOW OPEN AND YOUR MOUTH SHUT.

HE WHO CLEANS HIS TEETH HAS GOOD TASTE.

LONG NIGHTS OF SLEEP MEAN LONG YEARS OF HEALTH.

A REGULAR HOUR FOR EVERY MEAL—NOT A REGULAR MEAL FOR EVERY HOUR.

HEALTH REQUIRES LAW AND ORDER.

EVERY DEEP BREATH IS A TONIC BATH.

GERMS ARE GERMANE TO DIRT.

LIVE ON THE BATTLEMENTS OF YOUR THOUGHT.

EARLY HEALTH HABITS KEEP HEALTH LATE IN LIFE.

VITAMINS A., B. AND C. ARE THE ALPHABET OF LIFE.

LENGTHENING THE BELT LINE SHORTENS THE HEALTH MARGIN.

BABY WEEK WILL MAKE BABY STRONG.

MAKE YOURSELVES NESTS OF PLEASANT THOUGHTS.—(*Ruskin*).

EVERY HOUR YOU STEAL FROM DIGESTION WILL BE RECLAIMED BY INDIGESTION.

FIX ON THAT COURSE OF LIFE WHICH IS BEST, AND CUSTOM WILL RENDER IT THE MOST DELIGHTFUL. ONLY THOSE FARE WELL, WHO LIVE TEMPERATELY.—(*Socrates*).

BE MODERATE WITH "PLEASURE FOODS," FOR THEY HAVE NO HIGH FOOD VALUE, AND ARE SIMPLY TAKEN BECAUSE THEY APPEAL TO THE SENSE OF TASTE.

"SOW AN ACT, AND YOU REAP A HABIT; A HABIT, AND YOU REAP A CHARACTER; A CHARACTER, AND YOU REAP A DESTINY."—(Dryden.)

* * *

THE MOST MISERABLE FELLOW KNOWN IS THE MAN WHO REFUSES TO SLEEP ON A FEATHER PILLOW FOR FEAR THAT IT WILL TICKLE HIM AND MAKE HIM LAUGH.

* * *

BAD HABITS ARE THISTLES OF THE HEART, AND EVERY INDULGENCE OF THEM IS A SEED FROM WHICH WILL SPRING A NEW CROP OF WEEDS.

* * *

YOUTH IS THE PERIOD FOR FREE FEEDING; WITH INCREASING YEARS THE BODY NEEDS LESS BULK.

* * *

IT IS THE CLEVER ONES—THE "BIG BRAINS" THAT RULE THE WORLD—MAY BE; BUT IT IS THE GOOD NATURAL FOOLS, THE "BIG HEARTS," THAT MAKE IT FIT TO LIVE IN.

* * *

THE BEST SAUCE IN THE WORLD IS HUNGER, AND AS THAT IS NEVER WANTING TO THE POOR, THEY ALWAYS EAT WITH A RELISH.

* * *

BE AS FRIENDLY AS YOU CAN; AN OPEN HELPING HAND GETS MORE THINGS DONE IN THE LONG RUN THAN A CLOSED FIST.

* * *

YOU CAN'T MAKE AN INDIVIDUAL CLEAN, HEALTHY OR MORAL BY LAW, HE MUST COME TO AN UNDERSTANDING "WITH HIMSELF, AND WANT TO."

* * *

GOOD HEALTH IS MORE THAN ABSENCE OF DISEASE—IT IS A CONSTANT FEELING OF WELL-BEING.

* * *

TEETH RESEMBLE VERBS, THEY ARE EITHER REGULAR, IRREGULAR OR DEFECTIVE.

* * *

MOST OF THE SPLINTERS IN THE BANISTER OF LIFE ARE UNNOTICED UNTIL WE BEGIN TO SLIP DOWN.

* * *

BEING NETTLED MAKES ONE RASH.

* * *

POOR FISH FIND TROUBLED WATERS.

* * *

DON'T BROOD—HENS CAN DO THAT.

* * *

THOUGH UP TO THE NECK IN HOT WATER BE LIKE THE KETTLE AND SING.

* * *

IT TAKES TWO TO MAKE A QUARREL AND THREE TO MAKE IT INTERESTING.

* * *

MANY A TIGHT NUT HAS BEEN LOOSENEED BY A SMALL WRENCH.

DIGEST WELL AND YOU WON'T DIE JUST YET.

* * *

LET YOUR BOOK OF HEALTH CONTAIN VEGETABLE LEAVES.

* * *

EAT GREEN AND YOU'LL NEVER HAVE THE BLUES.

* * *

LUCK IS A SHORT WAY OF SPELLING PLUCK.

* * *

KEEP THE BLAME TO YOURSELF AND DISTRIBUTE THE PRAISE.

* * *

IF YOU HAVE HALF AN HOUR TO SPEND, DON'T SPEND IT WITH THOSE WHO HAVEN'T.

* * *

A MAN WRAPPED UP IN HIMSELF MAKES A VERY SMALL PARCEL.

* * *

A VERY GOOD PLACE TO LIVE IS WITHIN YOUR INCOME.

* * *

DON'T WAIT FOR SOMETHING TO TURN UP, IT MAY BE YOUR OWN TOES.

* * *

LIFE ISN'T HOLDING GOOD CARDS, IT'S PLAYING A POOR HAND WELL.

* * *

MANY MEN HAVE THEIR TROUBLES AND MOST OF THEM WEAR SKIRTS.

* * *

FEAR NO MAN AND DO RIGHT, FEAR ALL WOMEN AND DON'T WRITE.

* * *

KEEP YOUR SHOES WELL POLISHED. SHINE AT ONE END IF YOU CAN'T AT THE OTHER.

* * *

EVEN THE CENTIPEDE WITH CORNS CHEERED UP WHEN IT SAW THE GIRAFFE WITH THREE FEET OF SORE THROAT.

* * *

HOME—THE PLACE WHERE WE GRUMBLE THE MOST AND GET TREATED THE BEST.

* * *

THE COCK DOES ALL THE CROWING BUT THE HEN DELIVERS THE GOODS.

* * *

A MISS IN THE CAR IS BETTER THAN TWO IN THE ENGINE.

* * *

DON'T CARRY YOUR WISHBONE WHERE YOUR BACKBONE OUGHT TO BE.

* * *

NEVER MISTAKE A PASSING SHADOW FOR A LASTING CLOUD.

* * *

THE GASBAG OF RUMOUR IS EASILY DOWNED BY A BOMBARDMENT OF FACTS. DON'T BELIEVE ALL YOU HEAR.

* * *

BAD HABITS PREVENT GOOD RECORDS. WHY HANDICAP YOURSELF?

* * *

ACTION WITHOUT THOUGHT IS LIKE DRIVING A TACK WITH A SLEDGEHAMMER. THINK—BEFORE YOU ACT.

LITERARY AND CLASSICAL ALLUSIONS TO HEALTH.

ALWAYS RISE FROM THE TABLE WITH AN APPETITE, AND YOU WILL NEVER
SIT DOWN WITHOUT ONE.—(William Penn).

* * *

AS HE WHO HAS HEALTH IS YOUNG, SO HE WHO OWES NOTHING IS RICH.—
(Anon.)

* * *

HEALTH AND UNDERSTANDING ARE THE TWO GREAT BLESSINGS OF LIFE.
—(Ancient Greek.)

* * *

IGNORANCE IS THE CURSE OF GOD; KNOWLEDGE THE WING WHEREBY
WE FLY TO HEAVEN.—(Shakespeare).

* * *

INTEMPERANCE AND LUST BREED INFIRMITIES.—(Tillotson).

* * *

KNOW THYSELF.—(Inscribed in golden letters over the portico of the
Temple of Delphi).

* * *

KNOW, THEN, THYSELF, PRESUME NOT GOD TO SCAN;
THE PROPER STUDY OF MANKIND IS MAN.—(Pope).

* * *

HE WHO LIVES AFTER NATURE SHALL NEVER BE POOR.—(Seneca).

* * *

HE WHO LIVES BY MEDICAL TREATMENT HAS A WRETCHED EXISTENCE.—
(Old Latin).

* * *

THERE IS WISDOM IN THIS BEYOND THE RULES OF PHYSIC. A MAN'S
OWN OBSERVATION, WHAT HE FINDS GOOD OF, AND WHAT HE FINDS
HURT OF, IS THE BEST PHYSIC TO PRESERVE HEALTH.—(Bacon).

* * *

IF THE POOR MAN CANNOT ALWAYS GET MEAT THE RICH MAN CANNOT
ALWAYS DIGEST IT (Giles).

* * *

LIFE IS NOT SHORT BUT THERE IS ALWAYS TIME FOR COURTESY
(Emerson).

* * *

THEY MOST ASSUME WHO KNOW THE LEAST (Gray).

* * *

GENIUS IS ONE PER CENT INSPIRATION, AND NINETY-NINE PER CENT
PERSPIRATION (Edison).



GOOD HEALTH AND GOOD SENSE ARE TWO OF LIFE'S
GREATEST BLESSINGS —(Publius Syrius).

* * *

RICH, FROM THE VERY WANT OF WEALTH,
IN HEAVEN'S BEST TREASURES, PEACE AND HEALTH.
(Gray).

* * *

WATER, AIR AND CLEANLINESS ARE THE CHIEF ARTICLES
OF MY PHARMACOPCEIA.—(Napoleon I.).

* * *

UNLESS THE VESSEL IS CLEAN, WHATEVER YOU POUR
INTO IT TURNS SOUR.—(Horace).

* * *

'TIS BEAUTY TRULY BLENT, WHOSE RED AND WHITE
NATURE'S OWN SWEET AND CUNNING HAND LAID ON.
—(Shakespeare).

* * *

A LITTLE, WITH QUIET
IS THE ONLY DIET.—(Early English).

* * *

FEAR LESS, HOPE MORE, EAT LESS, CHEW MORE,
AND ALL GOOD THINGS ARE YOURS.—(Lord Fisher).

* * *

EAT AND DRINK MEASURELY, AND DEFY THE MEDICINEERS.
EVERYTHING IN EXCESS IS ADVERSE TO NATURE.—(Hippocrates).

* * *

HE KEEPS A WATCH OVER A GOOD CASTLE
WHO HAS GUARDED HIS OWN CONSTITUTION.
—(Old Latin).

* * *

A CONTENTED MIND IS A CONTINUAL FEAST.—(Tamil).

* * *

CONTENT YOURSELF WITH YOUR OWN SKIN.—(Æsop).

* * *

THE FIRST PHYSICIANS BY DEBAUCH WERE MADE,
EXCESS BEGAN, AND DOTH SUSTAIN THE TRADE.—(Dryden)

* * *

FEASTING IS THE PHYSICIAN'S HARVEST.—(Old Dutch).

* * *

GLUTTONY KILLS MORE THAN THE SWORD.
—(Old French).

* * *

ILL HABITS GATHER BY UNSEEN DEGREES,
AS BROOKS MAKE RIVERS, RIVERS RUN TO SEAS.—(Dryden)

* * *

TRUE HAPPINESS IS TO NO PLACE CONFINED,
BUT STILL IS FOUND IN A CONTENTED MIND.—(Horace)



O BLESSED HEALTH! WITH THEE THE PLEASANT SPRING BLOOMS IN ITS BEAUTY; WITHOUT THEE NO ONE IS HAPPY.—(Old Latin).

* * *

ARISTOCRACY OF HEALTH—PURE RED BLOOD.

* * *

CLEANLINESS IS A LIFE-PRESERVER.—(Anon).

* * *

BE CAREFUL OF YOUR HEALTH.—(Cicero).

* * *

GRANT ME BUT HEALTH, THOU GREAT BESTOWER, AND GIVE ME BUT THIS FAIR GODDESS AS MY COMPANION.—(Laurence Sterne).

* * *

IN NOTHING DO MEN MORE NEARLY APPROACH THE GODS THAN IN GIVING HEALTH TO MEN.—(Cicero).

* * *

HEALTH AND GOOD ESTATE OF BODY ARE ABOVE ALL GOLD.—(Ecclesiasticus).

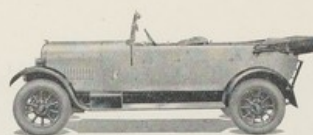
* * *

HE WHO HAS HEALTH IS RICH AND DOES NOT KNOW IT.—(Anon).

* * *

THE SUREST WAY TO HEALTH, SAY WHAT THEY WILL,
IS NEVER TO SUPPOSE WE SHALL BE ILL.
MOST OF THOSE EVILS WE POOR MORTALS KNOW
FROM DOCTORS AND IMAGINATION FLOW.—(Rev. Charles Churchill).

* * *

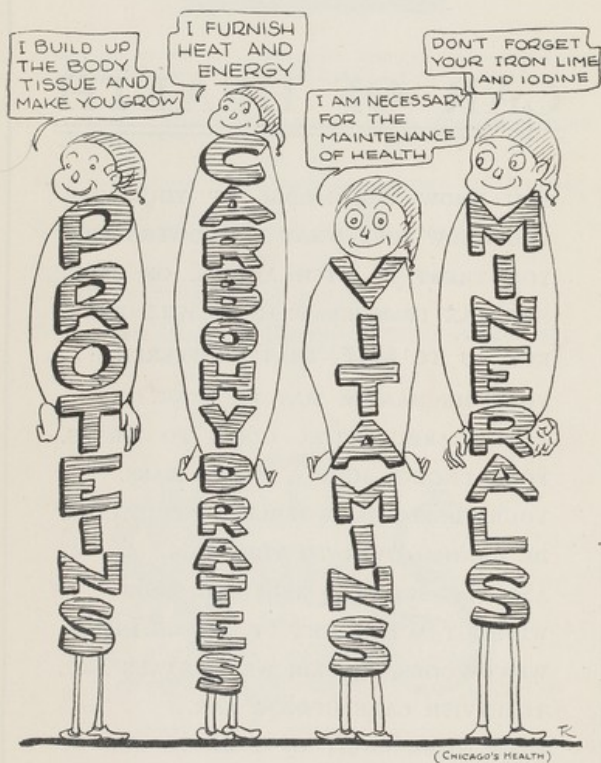


CAR OF HEALTH

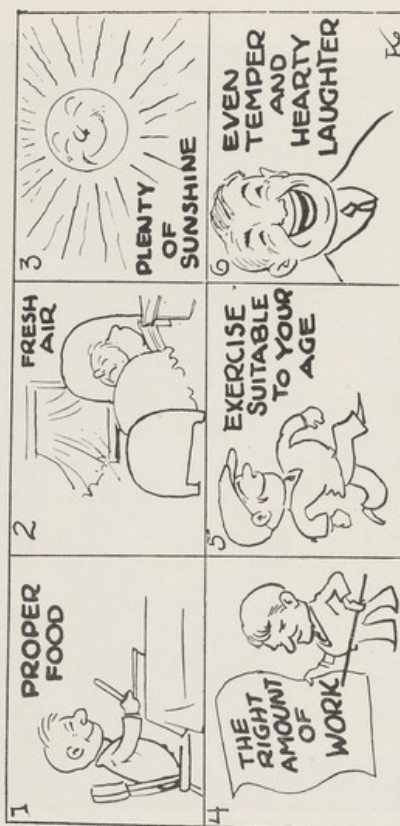
YOU KNOW THE MODEL OF YOUR CAR
YOU KNOW JUST WHAT ITS POWERS ARE.
YOU TREAT IT WITH A DEAL OF CARE,
NOR TAX IT MORE THAN IT WILL BEAR.
BUT AS TO **SELF**—THAT'S DIFFERENT;
YOUR MECHANISM MAY BE BENT,
YOUR CARBURETTOR GONE TO GRASS,
YOUR ENGINE JUST A RUSTY MASS.
YOUR WHEELS MAY WOBBLE AND YOUR COGS
BE HANDED OVER TO THE DOGS.
AND YOU SKIP AND SKID AND SLIDE
WITHOUT A THOUGHT OF THINGS INSIDE.
WHAT FOOLS, INDEED, WE MORTALS ARE,
TO LAVISH CARE UPON A CAR,
WITH NE'ER A BIT OF TIME TO SEE

ABOUT OUR OWN MACHINERY!

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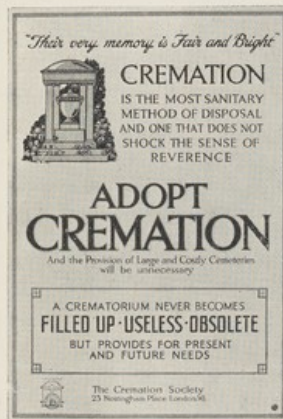
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Leaflet No. 9.
October, 1935

FREE TRADE
in
EDUCATIONAL FILMS

The BRITISH FILM INSTITUTE
4, Great Russell Street, London, W.C.1.

Reprinted from
SIGHT and SOUND
Vol. 4. No. 14.

FREE TRADE

in

EDUCATIONAL FILMS

THE passing by Parliament of Clause 7 of the Finance Act 1935 completes this country's ratification of the International Convention for Facilitating the Circulation of Educational Films which has been signed by twenty-five nations. More than this, Section 3 of Clause 7 provides for free trade in educational films between all parts of the British Empire and provides for such free trade without the films being submitted first to the International Institute at Rome. These provisions are of great importance not only to producers and distributors of non-fictional films in this country and to those who wish to use educational films from other countries, but also to all those who see in films, honestly and accurately presenting the life and outlook of the countries in which they were made, a most potent medium for spreading the knowledge of others which is an essential prerequisite to better international relations.

Customs duties have constituted a serious obstacle to the production and circulation of educational films, the duties imposed being usually the same as those imposed on fictional films although the earning capacity of educational films, even

in comparison with the production costs, is usually much less than that of fictional films. Production has been restricted by the size of the home market, the circulation of films made by, or with the assistance of, world-recognised authorities has been limited to the countries in which the authorities worked, and the mutual understanding of the peoples of the world which might be gained from films has largely depended on fictional films only.

No customs duty will be charged on the importation into the United Kingdom of any film which is certified by the Board of Education. The British Film Institute has accepted the Board's invitation to assist them in certifying films under the Finance Act, for five years in the first instance.

The Board of Education may issue a certificate to any film made by a person established in any foreign country which has signed and ratified the International Convention, provided also that the film has been certified by the International Institute at Rome under Article 1 :—

"The present Convention shall apply to films, which, based on didactic methods, have eminently international educational aims and fall within one of the five following categories :

- (a) Films designed to supply information with regard to the work and aims of the League of Nations and other international organisations which are generally recognised by the High Contracting Parties ;
- (b) Films intended for use in education of all grades ;
- (c) Films intended for vocational training and guidance, including technical films relating to industry and films relating to scientific management ;

(d) Films dealing with scientific or technical research or designed to spread scientific knowledge ;

(e) Films dealing with health questions, physical training, social welfare and relief."

Similarly, the countries which have signed and ratified the Convention undertake to admit, free of customs duties, any films made in the United Kingdom which have been certified by the International Institute. It is recommended by the International Institute that requests for a certificate should specify if the film in question has already been presented for examination to the national body, in the country in which it was made, which is responsible for certifying films as of educational character. It is reasonable to assume that the International Institute will be usually prepared to give a certificate to a film which has already been certified in the country in which it was made and also that the countries which have ratified the Convention will usually endorse the certificate of the International Institute, although, by the Convention, each country reserves the right to refuse exemption to any film under certain circumstances and conditions, which are set out in the Convention.

Free trade in educational films within the British Empire is much simpler since the films will not have to be submitted to the International Institute. A film produced by a person established in the British Empire (and this includes mandated territories) may be certified by the

Board of Education for exemption from Customs Duty if they are satisfied that the film is of an educational character and has been certified to be of such a character by the Government of the country in which the film was made. They must also be satisfied that the laws of the country provide for a corresponding exemption for films produced in the United Kingdom.

There can be little doubt that educationists and public opinion generally, especially in the non-producing countries in the Empire, will welcome free trade in educational films and will urge their governments to carry through, with the minimum of delay, the legislation that will be necessary, since without such free trade they can hardly begin to use films for educational purposes. But such legislation will not be effective unless certifying bodies are also appointed and unless all the certifying bodies of the Empire agree upon a definition of educational character by which they will assess films submitted to them. Using the definition of the International Convention as a basis, it should not be difficult to arrive at a definition—which might possibly be wider than the international one—which could be worked successfully if the various certifying bodies were generally alike in constitution and methods of working. This important work, for which there is in many parts of the Empire no patently

suitable body already in existence, is one more argument for a chain of Film Institutes throughout the Empire, established to promote the fullest development of the cinematograph as a means of entertainment and instruction.

The passing of Clause 7 of the Finance Act is significant official recognition of the film as a medium of education and of international understanding. A great responsibility lies now on the producers and distributors, on the various certifying bodies and on all those who have made for the film the claims which are now officially recognised.

The Notice of the Commissioners of Customs and Excise on this subject is Notice No. 59: *Cinematograph Film Duty: Exemption of Films* and may be obtained from the Secretary, Custom House, London, E.C. 3.

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5

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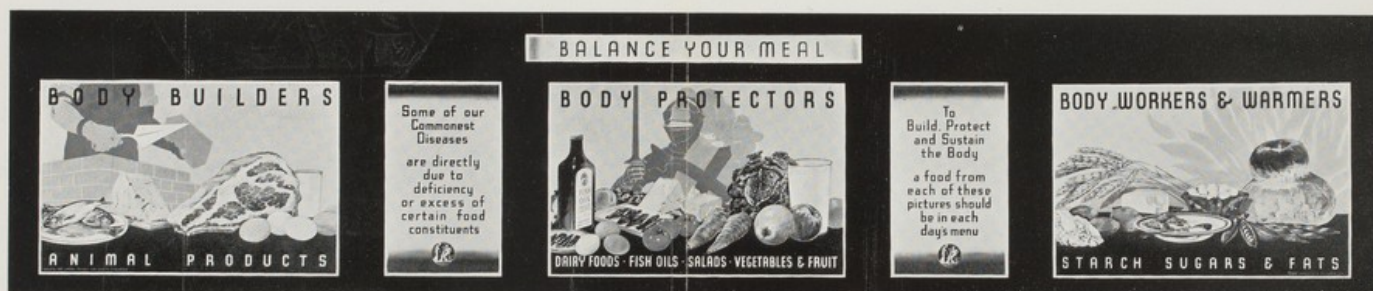
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For display in March, 1936



Prepared by the Central Council for Health Education

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It is not possible to show the colours in these reproductions. A uniform colour scheme is adhered to throughout each set.

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Set of five posters and headstrip, 7/6. Large single poster, 2/6. Small single poster, 1/6.

Prepared by the National Council for Maternity and Child Welfare

For display in June, 1936

MATERNITY AND CHILD WELFARE



Prepared by the Eugenics Society

For display in July, 1936



Prepared by the British Social Hygiene Council

For display in August, 1936



R.4/7

1936

THE BRITISH FILM INSTITUTE

Catalogue
of
British Medical Films
of
Technical Interest to Medical
Practitioners and Students

One Shilling

4, GREAT RUSSELL STREET, LONDON, W.C.1

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THE BRITISH FILM INSTITUTE

CATALOGUE OF BRITISH MEDICAL FILMS

INTRODUCTION

A. Origin and compilation of the present catalogue

This catalogue of British films of technical interest to medical practitioners and students is a result of the activities of three bodies :

- (a) The International Institute of Educational Cinematography
- (b) The Health Organisation of the League of Nations and
- (c) The British Film Institute.

The sequence of events leading to its compilation is as follows :—

(1) The International Institute of Educational Cinematography was founded in 1928, at the suggestion of the Italian Government, as an instrument of the League of Nations for developing the national and international use of films for educational purposes. This body conceived the idea of compiling a cine-medical encyclopaedia that would demonstrate, in approximately 100 films of a total length of approximately 20,000 metres, the best practice in medicine, surgery, public health and other subjects of technical interest to medical practitioners and students. Such an encyclopaedia would require international collaboration, and to further this the Institute wrote to the Health Organisation of the League of Nations asking that each of its members should study the position of medical cinematography in his own country as a first step towards the preparation of the encyclopaedia. The Institute's letter was considered at the meeting of the League's Health Organisation in May, 1933, and, as a result, Dr. E. L. Sturdee, Ministry of Health, was instructed to make the necessary enquiries in Great Britain.

(2) In October, 1933, a Conference, on which H.M. Government was represented, was held in Geneva to consider measures for facilitating the international exchange of educational films. It agreed upon a "Convention for Facilitating the International Circulation of Films of an Educational Character."

The Finance Act of 1935 contained the legislation necessary for implementing this country's adherence to the Convention. By Sub-Section 2 of Section 7 of the Finance Act the Board of Education was empowered to certify films as being of an educational character, and therefore entitled to exemption from customs duty, and by Sub-Section 6 of the same Section the Board was enabled, after consultation with the Scottish Education Department and the Ministry of Education for Northern Ireland, to appoint a body of persons to give their advice and assistance in connection with the discharge of their

functions. On the invitation of the Board, the British Film Institute has consented to act as this body for five years, in the first instance, and is now engaged in working out with the Board and with the Customs Office the details of machinery and administration.

A certificate may be issued to a film made by a person established in any foreign country which has signed and ratified the Convention, provided also that the film has been certified by the International Institute of Educational Cinematography at Rome under article I of the Convention, which is as follows:

"The present Convention shall apply to films which, based on didactic methods, have eminently international educational aims and fall within one of the five following categories:

- "(a) Films designed to supply information with regard to the work and aims of the League of Nations and other international organisations which are generally recognised by the High Contracting Parties;
- "(b) Films intended for use in education of all grades;
- "(c) Films intended for use in vocational training and guidance, including technical films relating to industry and films relating to scientific management;
- "(d) Films dealing with scientific or technical research or designed to spread scientific knowledge;
- "(e) Films dealing with health questions, physical training, social welfare and relief."

Similarly the countries which have signed and ratified the Convention undertake to admit, free of customs duties, any films made in the United Kingdom which have been certified by the International Institute.

In addition to containing the legislation necessary to implement this country's undertakings under the Convention, Section 7 of the Finance Act 1935 also provides for free trade in educational films within the Empire. By Sub-Section 3 of Section 7 a film produced by a person established in the British Empire (and this includes the mandated territories) shall be certified for exemption from customs duty if the Board of Education are satisfied that the film is of an educational character and has been certified to be of such a character by the Government of the country in which the film was made. The Board must also be satisfied that the laws of the country in which the film was made provide for a corresponding exemption for films produced in this country.

(3) The British Film Institute came into being in the following manner. In 1929, a Conference, called by the Association of Scientific Workers and the British Institute of Adult Education, and attended by representatives of about 100 organisations concerned with science, education, etc., set up a Commission on Educational and Cultural Films. The Chairman of the Commission was Sir Benjamin Gott, and it included among its members various persons interested in education, technical and scientific workers, and others. It held a number of conferences attended by educational, scientific and social organisations, as well as representatives of most of the Government departments. A link with trade interest was maintained by the appointment of two representatives to the Commission from the Film Section of the Federation of British Industries. The funds for the work of the Commission were obtained from the Trustees of the Carnegie United Kingdom Trust, with small additions from a number of public education authorities and voluntary organisations. The Commission published a report in June, 1932, entitled *The Film in National Life*, and one of the main recommendations made in this report was that a national film institute should be established to provide a permanent independent body in this country to co-ordinate and improve the uses of cinematography for educational and cultural purposes.

The British Film Institute was formed in October, 1933, its governing body being:—

The Duke of Sutherland, K.T.	Chairman.
Mr. F. W. Baker	Member of the Board of Trade Film Advisory Committee.
Colonel John Buchan, C.H., (The Rt. Hon. Lord Tweedsmuir K.C.M.G., C.H.)*	
Mr. A. C. Cameron, M.C., M.A.	Secretary, City of Oxford Education Committee.
Sir Charles Cleland, K.B.E., M.V.O., LL.D.	
Mr. W. R. Fuller**	General Secretary, Cinematograph Exhibitors' Association.
Rev. Benjamin Gregory, D.Litt.†	
Mr. R. S. Lambert, M.A.	Editor of <i>The Listener</i> .
Mr. J. J. Lawson, M.P.	
Lady Levita	
Mr. T. Ormiston, C.B.E.†	
Mr. C. M. Woolf	Federation of British Industries.

* Resigned October, 1935.

** Appointed December, 1935.

† Elected October, 1935.

‡ Resigned November, 1935.

The General Manager is Mr. J. W. Brown who is a member of the governing body of the International Institute. The Ministry of Health and other Government Departments are represented on the Advisory Committee.

The official objects of the British Film Institute are as follows:—

- (1) To act as a clearing house for information on all matters affecting films at home and abroad, particularly as regards education and general culture.
- (2) To influence public opinion to appreciate the value of films as entertainment and instruction.
- (3) To advise educational institutions and other organisations and persons on films and apparatus.
- (4) To link up the film trade and the cultural and educational interests of the country.
- (5) To encourage research into the various uses of the film.
- (6) To establish a national repository of films of permanent value.
- (7) To provide a descriptive and critical catalogue of films of educational and cultural value.
- (8) To advise Government Departments concerned with films.
- (9) To certify films as educational, cultural, or scientific.
- (10) To undertake similar duties in relation to the Empire.

The Institute is recognised by the International Institute as its representative in this country and is the natural medium through which to bring into operation the measures outlined in paragraphs (1) and (2). For its purposes it has formed a number of Panels of which the Medical Panel is responsible for the Institute's work in respect of films that are of technical interest to medical practitioners and students.

The original members of the Medical Panel were:—

Dr. E. L. Sturdee (Chairman)	...	Ministry of Health.
Dr. G. C. Anderson	...	Medical Secretary, British Medical Association.
Dr. R. G. Canti	...	Lecturer in Clinical Pathology, St. Bartholomew's Hospital.
Brevet-Col. L. W. Harrison, R.A.M.C. (retd.)	...	Ministry of Health; Lecturer, St. Thomas's Hospital.
Lt.-Col. G. S. Parkinson, R.A.M.C. (retd.)	...	Assistant Director, Public Health Div., London School of Hygiene and Tropical Medicine.

Since its formation it has been engaged in the collection of information respecting existing medical films in this country. It issued a questionnaire to all the Medical Schools and Universities in Great Britain, and has examined a number of the films that have been brought to its notice. The present catalogue has been compiled as a result of this enquiry.

In the course of its work the Medical Panel very quickly realised that, consistently with the compilation of a catalogue in a reasonable period of time, it would be quite impossible to view more than a small proportion of the medical films revealed by this enquiry. It must be understood that the inclusion of any film in this catalogue does not necessarily imply the Panel's opinion that it is suitable for the purpose stated.

In spite of the fact that the catalogue is not a guide to quality, but is merely a classified list of the British films that have been brought to the notice of the Panel, it is hoped that it may prove useful to those in search of films of medical interest and thus be a means of extending the use in this country of a method of medical education that deserves far more attention than it appears so far to have received.

B. Production of medical films

Besides the collection of information respecting existing medical films an important function of the British Film Institute's Medical Panel will be to advise on the production of new films and to co-operate in the production of the international cine-medical encyclopaedia mentioned in A (1). The consciousness of this responsibility prompts some remarks on the production of medical films. The Medical Panel's experience in viewing existing films leads them to agree with the following remarks of the International Institute in their letter proposing the cine-medical encyclopaedia.

"It is true that in various countries films have been produced for teaching of hygiene and medicine and surgery. It is necessary to bear in mind that these productions (with very few exceptions) are not all that they might or should be. And the fault is not with the producers; the truth is that so far no precise basis of work and of assembling the necessary cinematograph material has existed in either a national or an international domain.

"On the one hand, there are public administrations that promote the production of uninteresting and incomplete films that lose in a thousand useless and sometimes obscure details their scientific value. On the other hand, there are producers who endeavour to produce films of a theatrical nature by means of animated drawings, but always in such a subjective and negligent manner that the aim is obscured."

Too often it has been obvious to members of the Medical Panel when viewing a film that its producers have had no clear idea of what it was they wished to demonstrate or at least of the best

methods of demonstrating the points they wished to drive home. In some cases it has appeared as if someone possessing a cine-camera had shot a number of scenes in the hope that some time or somehow they would possibly have some teaching value, and had then assembled all the film so exposed and developed, with little or nothing in the way of explanatory caption and little or no logical sequence in the assembly. Sometimes it has been clear that an otherwise good film would have had its teaching value improved materially by the inclusion of some appropriate captions and/or moving diagrams which would enable the audience to see "the firewood in the forest."

In these and other ways in the past very much labour and material have been wasted by producers, both amateur and professional through lack of guidance. One of the aims of the British Film Institute's Medical Panel is to prevent such waste in future by helping with technical advice those embarking on the production of medical films.

C. Methods of using films in medical education

While it is true that there may be a demand for "speech" films illustrating certain procedures (*e.g.*, operations) that are associated with the name of some distinguished author, it appears to the Medical Panel that the field for "speech" films in medical education is comparatively limited. They have the advantage certainly of illustrating to a wider audience than would otherwise be possible the distinguished author's technique, but they have the distinct disadvantage of thrusting into the background the personality of the teacher on the spot.

In this connection it seems appropriate to quote here some remarks made on January 5th, 1935, by Professor Winifred Cullis, Professor of Physiology, London (R.F.H.) School of Medicine for Women, at a demonstration of educational films arranged by the British Film Institute for members of the Conference of Educational Associations, 1934/35.

"In connection with this matter of the use of the film in education, there are one or two points I should like to stress. The first is that no film, however good, can possibly replace the teacher. It can supplement his teaching and perhaps stimulate him, particularly if he disapproves of some of the teaching of the film!

"Again a common criticism made of educational films is that they contain enough matter for several lessons or far too much for one. This surely is as it should be. As has been said, the film cannot replace the teacher, and to have a film which was a single lesson would necessitate the showing of far too many films and would indeed be an attempt to replace the teacher."

The importance of slow motion photography in the production of medical films cannot be over-estimated. It provides a simple

method of demonstrating complicated technique and a means of studying movements which are ordinarily performed too quickly for the student to follow.

In the opinion of the Medical Panel it is also a matter of importance to provide that the film can be stopped when desired leaving the picture on the screen so that the lecturer can demonstrate details. Thus the individual frame of the film can be treated as a lantern slide and examined in the same way.

It is realised that there may be medical films in existence, made by individuals or associations primarily for their own use, which have not been brought to the notice of the Medical Panel of the British Film Institute. The Panel is anxious to secure full particulars of such films, and hopes that producing firms will notify the British Film Institute of medical films to be made, or in course of production, in order that its information may be kept up-to-date. Supplements to the catalogue will be issued from time to time.

Dr. Canti.

Since the completion of this Catalogue, the death has occurred, on January 8th, 1936, of Dr. R. G. Canti, who had served as a member of the Medical Panel since its formation. The members of the Panel wish to record here their appreciation of the valuable assistance he gave them in all their work and particularly in the compilation of this catalogue.

I.—PRE-CLINICAL SCIENCES

NOTE.—Particulars of the films are given in the following order:—Title, date, author; width, silent or sound, length, suitability; name and address of owner.

Particulars of hire, loan or purchase, may be obtained from the owner. The address of the author is given only when the author is also the owner.

BIOLOGY

The Cultivation of Living Tissue, 1st edition 1927, 3rd edition 1933. R. G. CANTI, M.D. 35-mm. non-flam. silent, 2,000 ft. *Medical students, postgraduates.* British Empire Cancer Campaign, 12, Grosvenor Crescent, London, S.W.1.

Development of the Avian Knee Joint in Vitro, 1934. R. G. CANTI, M.D., and H. B. FELL. 35-mm. non-flam. silent, 500 ft. *Medical students, postgraduates.* British Empire Cancer Campaign, 12, Grosvenor Crescent, London, S.W.1.

Movement of Fish, 1933. J. GRAY, D.Sc., F.R.S., Zoological Department, Cambridge. 35-mm. non-flam. silent, 400 ft. *Students, postgraduates.*

Movements of Invertebrata, 1933. J. GRAY, D.Sc., F.R.S., Zoological Department, Cambridge. 35-mm. non-flam. silent, 200 ft. *Students, postgraduates.*

The Amoeba, 1934. Produced under the supervision of JULIAN HUXLEY, M.A. 35-mm. sound-on-film, 1,000 ft. 16-mm. sound-on-film, 325 ft. G.B. Instructional Ltd., 12, D'Arblay Street, London, W.1. For classes following a syllabus which includes the subject of Amoeba, whether in school or college.

Ciliary Movement, 1929. J. GRAY, D.Sc., F.R.S., Zoological Department, Cambridge. 35-mm. non-flam. silent, 500 ft. *Students, postgraduates.*

The Action of Cilia and the Effect of Drugs on their Activity, 1934. Produced by V. E. NEGUS, M.B., L.R.C.P., M.S., F.R.C.S., in the Research Laboratories of the Royal College of Surgeons of England, by permission of the Council. Cinematography and microscopy by Mr. S. STEWARD. 16-mm. silent, 392 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Cilia, 1933. A. G. LOWNDES, M.A., F.L.S., Marlborough College, Wiltshire. 35-mm. silent, 400 ft. *Students.* These were taken from Modiolus or the large Sea Mussel. The gills are covered with cilia. These are of four distinct types, each of which is shown. The film was taken in order to investigate the nature of ciliary movement.

Diaptomus, 1933. A. G. LOWNDES, M.A., F.L.S., Marlborough College, Wiltshire. 35-mm. silent, 400 ft. *Students.* A freely swimming Copepod. Lives in fresh water. Very common. The various types of limbs can be seen in motion. The film also includes the swimming movement of the minute larvae.

Chirocephalus and Artemia, 1933. A. G. LOWNDES, M.A., F.L.S., Marlborough College, Wiltshire. 35-mm. silent, 600 ft. *Students.* Shows both adult and larval Chirocephalus or the Fairy Shrimp. A good deal of the film shows the detailed movement of the separate

I.—PRE-CLINICAL SCIENCES—BIOLOGY

11

limbs. The film also shows the movement of the separate limbs of Artemia or the Brine Shrimp. It shows male and female in coition.

Vorticella. A. G. LOWNDES, M.A., F.L.S., Marlborough College, Wiltshire. 35-mm. silent. *Students.* Taken for elementary teaching purposes. It shows the animals in free movement, and also the currents of water produced by the cilia.

Volvox. A. G. LOWNDES, M.A., F.L.S., Marlborough College, Wiltshire. 35-mm. silent. *Students.* Shows under varying magnifications a number of these organisms freely swimming in a live-box.

PHYSICS

Experiments with Ultra Sonic Vibrations (Physical, Chemical and Biological), 1931. Professor F. L. HORWOOD, D.Sc., St. Bartholomew's Hospital, London, E.C.1. 16-mm. silent, 300 ft. *Students, postgraduates.* Produced to illustrate a lecture on subject mentioned under title of film. Shows about 15 experiments with inaudible sound waves, but so far no captions have been introduced.

The Atmosphere. VISUAL EDUCATION LTD., Temple Road, London, N.W.2. 35-mm. silent, 600 ft. (Part I), 300 ft. (Part II). *Children of 13 to 15 years.* Part I shows the usual experiments on air pressure. Part II reproduces some old pictures of Montgolfier's balloons and shows an observation balloon being filled and released. The most useful feature is the diagram showing the fall in a barometer as it is taken up the Eiffel Tower.

Wireless Telephony. VISUAL EDUCATION LTD., Temple Road, London, N.W.2. 35-mm. silent, 500 ft. *Children of 13 to 15 years or even younger.* Elementary, but effective as far as it goes. The main point brought out is the modification of the amplitude of the carrier wave by the sound wave.

Electrostatics. VISUAL EDUCATION LTD., Temple Road, London, N.W.2. 35-mm. non-flam. silent, 1,000 ft. *Children of 13 to 16 years.* Shows with explanatory working diagrams the elementary pith ball and electroscope experiments on electric charges and electrostatic induction.

Electricity, 1934. STEUART FILMS, Chelmsford Studios, North Farnham, Essex. Electrical technology: GEOFFREY MARTIN, D.Sc. 35-mm. sound-on-film, 760 ft. 16-mm. sound-on-film, 280 ft. *For students of elementary electricity.*

ANATOMY

Action of Muscles, Vertebral Column, Hip and Shoulder Joints in Living Subjects, 1933. Professor R. D. LOCKHART, M.D., Ch.M. 16-mm. silent. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

The Living Anatomical Model. 569 ft.

Five Male Acrobats. 428 ft.

Four Female Acrobats. 687 ft.

Muscle Action in the Foot, 1935. C. LAMBRINUDI, B.A., L.R.C.P., F.R.C.S. 16-mm. silent, 210 ft. *Medical students, postgraduates.* R. H. BOLTON, B.M., B.Ch., Guy's Hospital, St. Thomas's Street, London, S.E.1. A detailed analysis of the action of the various muscles in the foot. Photography of moving models.

- Dissection of the Brain, 1934.** UNIVERSITY OF DURHAM, COLLEGE OF MEDICINE, Newcastle-on-Tyne. 16-mm. silent, 900 ft. *Medical students, postgraduates.*
- The Action of Muscles, 1932.** UNIVERSITY OF DURHAM, COLLEGE OF MEDICINE, Newcastle-on-Tyne. 16-mm. silent, 200 ft. *Medical students, postgraduates.* J. WHILLIS, M.D., M.S., F.R.C.S., Guy's Hospital Medical School, St. Thomas's Street, London, S.E.1.
- Dissection of the Gluteal Region, 1934.** UNIVERSITY OF DURHAM, COLLEGE OF MEDICINE, Newcastle-on-Tyne. 16-mm. silent, 400 ft. *Medical students, postgraduates.* Shows dissection of the gluteal region stage by stage down to the bone. By reversing the film it is possible to show it being built up again. The film is designed for use with a lecturer. Moving pointers indicate each part during the dissection.

PHYSIOLOGY

- Breathing, 1934.** Professor WINIFRED CULLIS, C.B.E., M.A., LL.D., D.Sc. 35-mm. sound-on-film, 1,088 ft. 16-mm. sound-on-film, 240 ft. *Students, public propaganda.* G.B. Instructional Ltd., 12 D'Arbly Street, London, W.1. Illustrates the elementary physiology of breathing.
- Asphyxia (Coal-gas Poisoning and Resuscitation), 1934.** Professor Sir JOSEPH BARCROFT, C.B.E., D.Sc., F.R.S. 16-mm. silent, 180 ft. *Students.* Kodak Ltd., Kingsway, London, W.C.2.
- Blood Pressure, 1934.** Professor Sir JOSEPH BARCROFT, C.B.E., D.Sc., F.R.S. 16-mm. silent. *Students.* Kodak Ltd., Kingsway, London, W.C.2.
- Salivary Secretion, 1934.** Professor Sir JOSEPH BARCROFT, C.B.E., D.Sc., F.R.S. Physiological Laboratory, Cambridge. 16-mm. silent. *Students.*
- Metabolism and Basal Metabolism, 1934.** Professor Sir JOSEPH BARCROFT, C.B.E., D.Sc., F.R.S. 16-mm. silent, 408 ft. *Students.* Kodak Ltd., Kingsway, London, W.C.2.
- Function of Spleen, 1932.** Professor Sir JOSEPH BARCROFT, C.B.E., D.Sc., F.R.S. Physiological Laboratory, Cambridge. 16-mm. silent. *Students.*
- Cineradiographic Studies of (a) Orthopaedic Conditions, (b) Gastro-intestinal Conditions, (c) Thoracic Conditions, 1933-1934.** RUSSELL J. REYNOLDS, C.B.E., M.B., B.S., M.R.C.S., M.R.C.P., D.M.R.E., 36, Harley Street, London, W.1. 16-mm. silent. *Medical students, postgraduates.*
- Cinematographic Analysis of the Action of the Diaphragm upon the Thoracic Inferior Vena Cava of Certain Mammals, 1933.** K. J. FRANKLIN, M.A., D.M., M.R.C.P., University Department of Pharmacology, South Parks Road, Oxford. 16-mm. silent, 325 ft. *Students, postgraduates.*
- The Heart-Oxygenator Preparation for Blood-fed Hearts, 1935.** J. YULE BOGUE, M.R.C.V.S., and FONG YEN HSU. 16-mm. silent 700 ft. *Students (Medical and Veterinary) of Physiology, postgraduates.* Department of Physiology, University College, Gower Street, London.
- Starling's Law of the Heart, as shown by the Heart-Lung Preparation, 1935.** J. YULE BOGUE, M.R.C.V.S., and Professor

- C. A. LOVATT EVANS, LL.D., D.Sc., F.R.C.P., F.R.S. 16-mm. silent (or synchronised with sound-on-disc), 750 ft. *Students (Medical and Veterinary) of Physiology, postgraduates.* Department of Physiology, Royal Veterinary College, 6, Gt. College Street, London, N.W.1.
- Harvey's Circulation of the Blood, 1928.** ROYAL COLLEGE OF PHYSICIANS, Pall Mall East, London, S.W.1. 35-mm. silent, 2,500 ft. *Students.*
- PHARMACOLOGY**
- Diuresis in Rabbit, 1934.** Professor A. J. CLARK, B.A., M.D., F.R.C.P., F.R.S., Department Materia Medica, University of Edinburgh. 16-mm. silent, 300 ft. *Medical students.*
- Cat's Heart in Situ Production of Auricular Fibrillation, 1934.** Professor A. J. CLARK, B.A., M.D., F.R.C.P., F.R.S., Department Materia Medica, University of Edinburgh. 16-mm. silent, 250 ft. *Medical students.*
- Isolated Intestine Action of Drugs, 1933.** Professor A. J. CLARK, B.A., M.D., F.R.C.P., F.R.S., Department Materia Medica, University of Edinburgh. 16-mm. silent, 200 ft. *Medical students.*
- Isolated Frog's Heart Action of Drugs, 1932.** Professor A. J. CLARK, B.A., M.D., F.R.C.P., F.R.S., Department Materia Medica, University of Edinburgh. 16-mm. silent, 300 ft. *Medical students.*

II.—GENERAL MEDICINE

- The Story of Blood Transfusion, 1930.** A. LAWRENCE ABEL, M.D., M.S., F.R.C.S. (Transfusion), and GEOFFREY L. KEYNES, M.D., F.R.C.S. (Technique of grouping). 16-mm. silent, 400 ft. *Medical students, postgraduates, propaganda.* British Red Cross Society Blood Transfusion Service, 5, Colyton Road, London, S.E.22. May be borrowed without charge when the Service is not itself using the film. The Service is usually prepared to send an operator and speaker, if required.
- Blood Transfusion, 1930.** GEOFFREY L. KEYNES, M.D., F.R.C.S. 16-mm. silent, 301 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

III.—GENERAL SURGERY

- Radical Excision of Breast Cancer by Electro-Surgery : Treatment of Haemorrhoids by Electro-Surgery, 1932.** Professor JOHN ANDERSON, D.S.O., M.B., F.R.C.S.Ed. 16-mm. silent, flam., 400 ft. *Medical students, postgraduates.* THE DEAN of the Medical Faculty, University of St. Andrews, Scotland.
- The Technique of Bronchoscopy under Local Anaesthesia, 1934.** R. C. BROCK, M.B., F.R.C.S. 16-mm. silent, 170 ft. *Medical students.* R. H. BOLTON, B.M., B.Ch., Guy's Hospital, St. Thomas's Street, London, S.E.1. Shows preparations for operation, administration of anaesthetic to throat and larynx—use of swab, method of handling bronchoscope, use of bronchoscope. Direct photography, with path of bronchoscope, internally, shown by moving diagrams.
- Internal Derangement of Knee Joint, 1933.** R. BROOKE, M.B., M.S., F.R.C.S., Warren Lodge, Western Place, Worthing. 16-mm. silent, 2,000 ft. *Medical students, postgraduates.*

- Lorentz Bifurcation Operation on the Hip**, 1934. R. BROOKE, M.B., M.S., F.R.C.S., Warren Lodge, Western Place, Worthing. 16-mm. silent, 1,000 ft. *Medical students, postgraduates.*
- Phrenic Evulsion and Thoracoplasty**, 1931. H. MORRISTON DAVIES, M.D., M.Ch., F.R.C.S. 16-mm. silent, 776 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Cholecystectomy**, 1929. ALEXANDER DON, M.B., C.M., F.R.C.S.Ed., 16-mm. silent, 360 ft. *Medical students, postgraduates.* A. VICTOR R. DON, M.B., M.Ch., Northdene, Ashford, Kent.
- Hydrocele**, 1928. ALEXANDER DON, M.B., C.M., F.R.C.S.Ed. 16-mm. silent, 208 ft. *Medical students, postgraduates.* A. VICTOR R. DON, M.B., M.Ch., Northdene, Ashford, Kent.
- Gastroenterostomy**, 1930. ALEXANDER DON, M.B., C.M., F.R.C.S.Ed. 16-mm. silent, 460 ft. *Medical students, postgraduates.* A. VICTOR R. DON, M.B., M.Ch., Northdene, Ashford, Kent.
- Cystotomy (for Calculus)**, 1930. ALEXANDER DON, M.B., C.M., F.R.C.S.Ed. 16-mm. silent, 182 ft. *Medical students, postgraduates.* A. VICTOR R. DON, M.B., M.Ch., Northdene, Ashford, Kent.
- The Construction of an Extra-Thoracic Oesophagus**, 1934. UNIVERSITY OF DURHAM, COLLEGE OF MEDICINE, Newcastle-on-Tyne. 16-mm. silent, 1,000 ft. *Medical students, postgraduates.* Professor G. GREY TURNER, D.Ch., M.S., F.R.C.S., F.A.C.S., British Postgraduate Medical School, Ducane Road, Hammersmith.
- Thoracoplasty in the Treatment of Pulmonary Tuberculosis**, 1935. UNIVERSITY OF DURHAM, COLLEGE OF MEDICINE, Newcastle-on-Tyne. 16-mm. silent, 800-900 ft. *Medical students, postgraduates.* Opens with a brief résumé of the history of this method of treatment; then deals with a typical case and shows the complete operation. Each instrument used in the operation is shown separately by a close-up shot. The diagrams showing the principles of thoracoplasty, and the X-Ray photographs are employed to good effect. The film is designed for use with a lecturer.
- Operation for Hypospadias**, 1933. ARTHUR EDMUNDS, C.B., M.B., M.S., F.R.C.S. 16-mm. silent, 713 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Photographed at King's College Hospital.
- Operation for Unilobar Bronchiectasis by One-Stage Lobectomy**, 1934. A. TUDOR EDWARDS, M.A., M.D., F.R.C.S. 16-mm. silent, 703 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Open Operation on Congenital Dislocation of the Hip**, 1931. H. A. T. FAIRBANK, D.S.O., O.B.E., M.B., M.S., F.R.C.S. 16-mm. silent, 567 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Prostatectomy**, 1934. Professor A. FULLERTON, C.B., C.M.G., M.B., M.Ch., F.R.C.S.I. 16-mm. silent, 187 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Perineo-abdominal Excision of the Rectum in One Stage**, 1934. W. B. GABRIEL, M.B., M.S., F.R.C.S., 137, Harley Street, London, W.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.*
- Operation for Prolapsus Uteri with Amputation of the Cervix**, 1933. ALEXANDER GALLETTY, M.C., M.B., F.R.C.S.Ed. 16-mm.

- silent, 383 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Facial Paralysis Re-Activation by Temporal Muscle and Facial Sling Technique**, 1934. Sir HAROLD DELF GILLIES, C.B.E., L.R.C.P., F.R.C.S. 16-mm. silent, 247 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Surgical Reconstruction of the Nose by Modified Frontal Method**, 1933. Sir HAROLD DELF GILLIES, C.B.E., L.R.C.P., F.R.C.S. 16-mm. silent, 900 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Hinged Graft for Depressed Nasal Bridge**, 1931. Sir HAROLD DELF GILLIES, C.B.E., L.R.C.P., F.R.C.S. 16-mm. silent, 530 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Partial Colectomy for Carcinoma of Colon**, 1933. Sir CHARLES GORDON-WATSON, K.B.E., C.M.G., L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 480 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Posterior Radium Barrage Technique Carcinoma of the Rectum**, 1931. Sir CHARLES GORDON-WATSON, K.B.E., C.M.G., L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 300 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Treatment of Fractures of Both Bones of the Leg**, 1933. R. WATSON JONES, B.Sc., M.D., M.Ch., F.R.C.S. 16-mm. silent, 313 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Reduction of Crush Fractures of the Spine**, 1933. R. WATSON JONES, B.Sc., M.D., M.Ch., F.R.C.S. 16-mm. silent, 423 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Prefrontal Tuberculoma**, 1933. Professor R. E. KELLY, C.B., B.Sc., M.D., F.R.C.S., and Professor HENRY COHEN, M.D., F.R.C.P. 16-mm. silent, 200 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Removal with complete recovery.
- Blood Transfusion**, 1930. GEOFFREY L. KEYNES, M.D., F.R.C.S. 16-mm. silent, 301 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- The Story of Blood Transfusion**, 1930. A. LAWRENCE ABEL, M.D., M.S., F.R.C.S. (Transfusion), GEOFFREY L. KEYNES, M.D., F.R.C.S., (Technique of grouping). 16-mm. silent, 400 ft. *Medical students, postgraduates, propaganda.* British Red Cross Society Blood Transfusion Service, 5, Colyton Road, London, S.E.22. May be borrowed without charge when the Service is not itself using the film. The Service is usually prepared to send an operator and speaker, if required.
- Carcinoma of the Breast, Treated with Radium**, 1930. GEOFFREY L. KEYNES, M.D., F.R.C.S. 16-mm. silent, 282 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Animated diagram showing the construction of radium needles, after which their application is shown in the treatment of carcinoma of the breast.
- Operation for Anterior Fistula Involving Division of External Sphincter Muscle**, 1933. J. P. LOCKHART-MUMMERY, M.A.,

- M.B., F.R.C.S. 16-mm. silent, 250 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Ligature Operation for Piles, 1933.** J. P. LOCKHART-MUMMERY, M.A., M.B., F.R.C.S. 16-mm. silent, 191 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Perineal Excision of the Rectum, 1930.** J. P. LOCKHART-MUMMERY, M.A., M.B., F.R.C.S. 16-mm. silent, 649 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Gastrectomy, 1933.** RODNEY H. MAINGOT, L.R.C.P., F.R.C.S., 81, Harley Street, London, W.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.*
- Splenectomy, 1933.** RODNEY H. MAINGOT, L.R.C.P., F.R.C.S., 81, Harley Street, London, W.1. 16-mm. silent, 250 ft. *Medical students, postgraduates.*
- Recto-Sigmoidectomy for Complete Procidentia of the Rectum, 1933.** W. ERNEST MILES, L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 258 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Technique of the Radical Abdomino-Perineal (Miles) Operation, 1933.** W. ERNEST MILES, L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 889 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Transplantation of the Ureters into the Large Intestine, 1932.** CYRIL A. R. NITCH, M.B., M.S., F.R.C.S., 69, Harley Street, London, W.1. 16-mm. silent, 350 ft. *Medical students, postgraduates.*
- The Trendelenburg Operation of Pulmonary Embolectomy, 1934.** W. H. OGILVIE, B.A., M.D., M.Ch., F.R.C.S. 16-mm. silent, 422 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Partial Gastrectomy under Local Anaesthesia, 1934.** W. H. OGILVIE, B.A., M.D., M.Ch., F.R.C.S. 16-mm. silent, 670 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Pes Cavus, 1935.** R. OLLERENSHAW, L.R.C.P., F.R.C.S. 16-mm. silent, 250 ft. *Medical students, postgraduates.* Available on application to R. G. W. OLLERENSHAW, "Broome House," Wilmslow Road, Didsbury, Manchester. Showing the condition, the operation and the effects of the operative treatment. Pre- and post-operative conditions in monochrome; operative technique in colour.
- The Functional Treatment of Fractures, 1935.** K. H. PRIDIE, M.B., F.R.C.S., 40, Apsley Road, Clifton, Bristol. 16-mm. silent, 1,200 ft. *Postgraduates.* Reduction and fixation of fractures at the Bristol Royal Infirmary Fracture Clinic. The film is a record of cases treated during three working days. For use with a lecturer.
- Osteoplastic Craniotomy, 1933.** LAMBERT C. ROGERS, M.Sc., L.R.C.P., F.R.C.S., F.R.A.C.S., F.A.C.S. 16-mm. silent, 582 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Exploratory operation in a case of intra-cranial tumour under local analgesia.

- Treatment of Carcinoma of the Breast, 1933.** R. H. JOCELYN SWAN, O.B.E., M.B., M.S., F.R.C.S. 16-mm. silent, 274 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Treatment by direct insertion of needles containing radium.
- Left Nephrectomy, 1930.** Sir JOHN WM. THOMSON-WALKER, O.B.E., M.B., F.R.C.S. 16-mm. silent, 534 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Litholopaxy, 1930.** Sir JOHN WM. THOMSON-WALKER, O.B.E., M.B., F.R.C.S. 16-mm. silent, 302 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Demonstration of Bigelow's operation.
- Suprapubic Prostatectomy, 1930.** Sir JOHN WM. THOMSON-WALKER, O.B.E., M.B., F.R.C.S. 16-mm. silent, 644 ft. *Medical students postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Hip Plaster Technique, 1933.** ALAN H. TODD, B.Sc., M.B., M.S., F.R.C.S. 16-mm. silent, 340 ft. *Medical students, postgraduates.* A. Victor R. Don, M.B., M.Ch., Northdene, Ashford, Kent.
- Plaster Bandage Technique, 1931.** ALAN H. TODD, B.Sc., M.B., M.S., F.R.C.S. 16-mm. silent, 604 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Circumcision, 1933.** CECIL P. G. WAKELEY, D.Sc., L.R.C.P., F.R.C.S., 16-mm. silent, 126 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Exophthalmic Goitre (Operative Technique), 1931.** CECIL P. G. WAKELEY, D.Sc., L.R.C.P., F.R.C.S. 16-mm. silent, 542 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Radical Amputation of Left Breast for Duct Carcinoma, 1930.** CECIL P. G. WAKELEY, D.Sc., L.R.C.P., F.R.C.S. 16-mm. silent 357 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Per-Urethral Operations on the Prostate and Bladder Neck, 1933.** KENNETH M. WALKER, O.B.E., M.A., M.B., F.R.C.S. 16-mm. silent, 496 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- The Cystoscopic Treatment of Bladder Growths, 1934.** KENNETH M. WALKER, O.B.E., M.A., M.B., F.R.C.S., and R. OGIER WARD, D.S.O., M.C., M.A., B.M., F.R.C.S. 16-mm. silent, 322 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Ovariectomy for Large Cysto-Adenoma Ovarii, 1933.** Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 500 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Cholecystectomy, 1931.** A. E. MORTIMER WOOLF, B.A., M.B., B.Ch., F.R.C.S. 16-mm. silent, 706 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Treatment of Chronic Ulcers of the Legs, 1933.** A. DICKSON WRIGHT, M.B., M.S., F.R.C.S., D.T.M. & H. 16-mm. silent, 872 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Illustrates injection of varicose veins, adhesive bandaging and skin grafting.
- Treatment of Facial Paralysis, 1933.** A. DICKSON WRIGHT, M.B., M.S., F.R.C.S., D.T.M. & H. 83, Wimpole Street, London, W.1. 9.5-mm. silent, 600 ft. *Medical students, postgraduates.*

IV.—HYGIENE AND PUBLIC HEALTH

The Rat Menace, Edition A (Urban), 1925. Edition B (Rural), 1930. MINISTRY OF AGRICULTURE AND FISHERIES, 10, Whitehall Place, London, S.W.1. 35-mm. silent, 1,400 ft. *Public propaganda*. For loan to local authorities having powers under the Rats and Mice (Destruction) Act, 1919, and similar bodies for display as propaganda. The film is loaned free of charge, but borrowers are required to give an undertaking to refund to the Ministry all transport charges, and to meet the cost of any loss or damage incurred while the film is in the borrower's custody or in transit. Shows common types of rats; how they get ashore from infested ships; how they are encouraged by careless disposal of food, etc.; measures taken to exterminate them.

Maternity and Child Welfare, 1930. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,600 ft. 16-mm. silent, 640 ft. *Public propaganda*. A film of a Maternity and Child Welfare Scheme.

Shirley Schools, Bermondsey, 1929. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,500 ft. 16-mm. silent, 600 ft. *Public propaganda, schools, and for use in social work*. Consists chiefly of physical exercises.

Children's Exercises, 1932. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 400 ft. *Public propaganda, schools, and for use in social work*.

Production of Grade "A" (T.T.) Milk, 1930. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,116 ft. 16-mm. silent, 447 ft. *Public propaganda*. Depicts the method of producing grade "A" (T.T.) milk in accordance with the Milk (Special Designation) Order, 1923.

Where There's Life There's Soap, 1930. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,100 ft. 16-mm. silent, 440 ft. *Public propaganda*. A film of "cleanliness" suitable for children and young adults.

Health and Clothing, 1928. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 400 ft. *Public propaganda*. Mainly intended for use in connection with Maternity and Child Welfare schemes. Suitable for audiences of women and school children.

Preparation of Dried Milk, 1929. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,150 ft. *Public propaganda*.

Germs, 1931. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,500 ft. 16-mm. silent, 600 ft. *Public propaganda*. A film of elementary bacteriology meant for popularising Schick testing and Schick Immunisation.

The Fly, 1932. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 800 ft. 16-mm. silent, 320 ft. *Public propaganda*. Popular scientific film suitable for all audiences.

The Flea, Bug and Louse, 1932. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,095 ft. 16-mm. silent, 438 ft. *Public propaganda*. Popular scientific film suitable for all audiences.

Some Activities of the Bermondsey Borough Council, 1931. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,600 ft. 16-mm. silent, 640 ft. *Public propaganda*. Made with the object of interesting residents of the borough in the work of the Public Health Department.

Consumption (Tuberculosis of the Lungs), 1932. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,800 ft. 16-mm. silent, 720 ft. *Public propaganda—children and adults*. Demonstrates the work of a T.B. dispensary.

The Story of Our Food Supply, 1928. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 1,500 ft. 16-mm. silent, 600 ft. *Public propaganda*. Deals with food inspection at the wharves in Bermondsey, fish inspection in Billingsgate Market, London, and the work of the Food and Drugs Inspector and the Markets Inspector; suitable for any type of audience.

'Oppin', 1930. BERMONDSEY BOROUGH COUNCIL, Municipal Offices, Spa Road, Bermondsey, S.E.16. 35-mm. non-flam. silent, 900 ft. 16-mm. silent, 360 ft. *Public propaganda*. Made specially for lectures to hoppers and for school lectures to children whose family go hopping each year; the main intention of the film is to demonstrate the conditions under which the hoppers work, and to point out the means of avoiding accidents and infection.

The Empty Bed, GUY W. T. BOUSFIELD, M.D., and W. W. KING-BROWN, M.B., B.S., M.R.C.S., L.R.C.P. 16-mm. silent, 450 ft. *Public propaganda*. Particulars of hire to be obtained from Dr. Bousfield, Camberwell Research Laboratories, 134, Denmark Hill, London, S.E.5. Film showing the actual dangers of diphtheria and their avoidance by immunisation.

The House-Fly, 1926-7 approximate date of production. BRITISH INSTRUCTIONAL FILMS, LTD. Photography by E. E. WARNEFORD. Bacterial work by R. B. WILLIAMSON, M.A. 35-mm. silent, 1,800 ft. *Students, postgraduates, propaganda*. Pathé Pictures Ltd., 84, Wardour Street, London, W.1. Showing how and where flies breed, and the manner in which they menace the public health.

Breathing, 1934. Professor WINIFRED CULLIS, C.B.E., M.A., LL.D., D.Sc. 35-mm. sound-on-film, 1,088 ft. 16-mm. sound-on-film, 240 ft. *Public propaganda, students*. G.B. Instructional Ltd., 12, D'Arblay Street, London, W.1. Illustrates the elementary physiology of breathing.

The Terror that Walks by Night, 1934. LEONARD A. DAY and A. W. McKENNY HUGHES, D.I.C., F.R.E.S. 16-mm. silent, 400 ft. *Public*

- propaganda, Medical Officers of Health, Housing Societies, Sanitary Authorities.* Leonard A. Day, 68, Meadway, Hampstead Garden Suburb, London, N.W.1. The film deals with a serious housing problem, the bed bug.
- The Leaflet, 1925.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 400 ft. *Public propaganda.* Dental health education.
- The Trapeze Man Talks, 1935.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. silent non-flam., 1,100 ft. 16-mm. silent, 440 ft. *Public propaganda.* Dental health education.
- The Two Little Pigs, 1935.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. silent, 500 ft. 16-mm. silent, 200 ft. *Public propaganda.* Dental health education.
- A Brush With the Enemy, 1926.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 2,200 ft. 16-mm. silent, 880 ft. *Public propaganda.* Dental health education.
- Beware of the Demons, 1931.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 1,240 ft. 16-mm. silent, 496 ft. *Public propaganda.* Dental health education.
- Outposts of Health, 1931.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 1,400 ft. 16-mm. silent, 560 ft. *Public propaganda.* Dental health education. Showing growth of teeth and how to prevent decay.
- Smile If You Dare, 1935.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 900 ft. 16-mm. silent, 360 ft. *Public propaganda.* Dental health education.
- The Growth of a Child, 1933-34.** K. E. ECKENSTEIN, M.B., B.S., M.R.C.S., L.R.C.P., 4, Chandos Street, Cavendish Square, London, W.1. 16-mm. silent, 350 ft. *Public propaganda.* Showing development of an infant at intervals from age of five months.
- Finsbury Day Nursery, 1929.** FINSBURY BOROUGH COUNCIL, Finsbury Town Hall, London, E.C.1. 16-mm. silent, c. 350 ft. *Propaganda.* Showing work of day nursery in Finsbury Metropolitan Borough, London.
- Sewage, 1935.** Scenario, direction and camera by P. LE NEVE FOSTER, assisted by J. R. H. CLAYTON, J. SINCLAIR LORD, and PETER BELL. 16-mm. Musical background and commentary recorded on ordinary gramophone discs at the National Recording Studios, Manchester. 400 ft. *Public propaganda.* Available on application to P. Le Neve Foster, 1, Raynham Avenue, Didsbury, Manchester. A pictorial account of the sewage system of Manchester. The musical background can be dispensed with for lecture purposes.
- Industrial Housing in South Wales, 1920.** GARDEN CITIES AND TOWN PLANNING ASSOCIATION, 13, Suffolk Street, Pall Mall, London, S.W.1. 35-mm. silent, 390 ft. *Public propaganda.*
- Housing and Congestion on Thames-Side, 1920.** GARDEN CITIES AND TOWN PLANNING ASSOCIATION, 13, Suffolk Street, Pall Mall, London, S.W.1. 35-mm. silent, 300 ft. *Public propaganda.*

- Letchworth, 1920.** GARDEN CITIES AND TOWN PLANNING ASSOCIATION, 13, Suffolk Street, Pall Mall, London, S.W.1. 35-mm. silent, 780 ft. *Public propaganda.*
- Hampstead Garden Suburb, 1920.** GARDEN CITIES AND TOWN PLANNING ASSOCIATION, 13, Suffolk Street, Pall Mall, London, S.W.1. 35-mm. silent, 680 ft. *Public propaganda.*
- The Filter, 1934.** G.B. INSTRUCTIONAL LTD., 12, D'Arblay Street, London, W.1, in collaboration with the METROPOLITAN WATER BOARD. 35-mm. sound-on-film, 923 ft. 16-mm. sound-on-film, 380 ft. *A classroom film for post-matriculation students of 16+. A background film for technical and adult classes, and to demonstrate Public Health Services.* Methods employed to remove the organic "impurities" from reservoir water. Types of organisms illustrated, such as bacteria, unicellular algae, amoeba, infusorians, flagellates, desmids, diatoms, small crustacea (cypris, daphnia, cyclops). Construction of filter-beds at waterworks, section showing sequence of layers for removing all but bacteria. Algal "mat" or surface for filtering bacteria. Details of plants: blue-green algae, spirogyra, and other filamentous forms. Growth of these and generations of oxygen by them. Removal of too-abundant algae—renewal of filter. Normal photography, micro-photography, and accelerated photography.
- Infant Management, 1934.** Miss M. H. KEATING, National Council for Maternity and Child Welfare. 16-mm. silent, 700 ft. *Maternity nurses, school girls, mothers.* Kodak Ltd., Kingsway, London, W.C.2. Bathing and dressing of infants.
- Building of an A1 Nation.** LING ASSOCIATION OF TEACHERS OF SWEDISH GYMNASTICS, 10, Mecklenburgh Square, London, W.C.1. 35-mm. non-flam. silent, 3,285 ft. 16-mm. silent, 1,400 ft. *Public propaganda.*
- How to Run a "Schick" Clinic Without Tears.** E. H. T. NASH, M.R.C.S., L.R.C.P., D.P.H. 16-mm. silent, 350 ft. *Propaganda.* Borough of Heston and Isleworth, Council House, Hounslow. A propaganda film to encourage mothers to have their children immunised against diphtheria.
- A Stitch in Time, 1929.** WILLIAM BRAND, B.A., M.B., Ch.B. 35-mm. non-flam. silent, 1,500 ft. 16-mm. silent, 680 ft. *Public propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Anti-tuberculosis propaganda. Descriptive of tuberculosis in a family; an adult case of phthisis infects a child—her dispensary and institutional treatment and final cure.
- The Nurse's Part in Tuberculosis, 1934.** NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS, Tavistock House North, Tavistock Square, London, W.C.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.* How the nurse helps to prevent tuberculosis, and what she is to teach her patients; covers all points in the management of a tuberculous family.
- Makers of Men, 1934.** C. N. DUNCAN. 16-mm. silent, 700 ft. *Students, public propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London,

W.C.I. Shows treatment of boys aged 13-19 at the Burrow Hill (Surrey) Training Colony and how they can be fitted to earn their living.

A Day in an Open Air School, 1934. C. N. DUNCAN. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 480 ft. *Students, propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Describes preventive measures for tuberculosis "contacts"; the influence of open air, nutrition and sunlight.

Production of Certified Milk, c. 1920. Produced by the EDINBURGH TUBERCULOSIS TRUST. 35-mm. non-flam. silent, 800 ft. 16-mm. silent, 350 ft. *Students, postgraduates, propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Complete description of milking, bottling and distributing from tuberculin-tested cows. Particularly useful in rural districts. Descriptive of process, with instructive titles.

S.O.S., 1934. NATIONAL SOCIETY FOR THE PREVENTION OF CRUELTY TO CHILDREN, Victory House, Leicester Square, London, W.C.2. 35-mm. sound, 755 ft. 16-mm. silent, 480 ft. *Produced for propaganda purposes, but suitable also for students and postgraduates.* The film depicts various types of cases dealt with by the Society (before and after treatment) and is particularly striking in its method of illustrating what is done in orthopaedic cases.

V.—OBSTETRICS AND GYNAECOLOGY

Hysteropexy, 1931. ALEXANDER DON, M.B., C.M., F.R.C.S.Ed. 16-mm. silent, 340 ft. *Medical students, postgraduates.* A. VICTOR R. DON, M.B., M.Ch., Northdene, Ashford, Kent.

Operation for Prolapsus Uteri with Amputation of the Cervix, 1933. ALEXANDER GALLETTY, M.C., M.B., F.R.C.S.Ed. 16-mm. silent, 383 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Uterine Prolapse, 1930. ALEXANDER GALLETTY, M.C., M.B., F.R.C.S.Ed. 16-mm. silent, 460 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

A Case of Normal Labour, 1933. Dame LOUISE McILROY, D.B.E., D.Sc., LL.D., M.D., M.R.C.P., F.C.O.G. 16-mm. silent, c. 350 ft. *Medical students, postgraduates.* London (R.F.H.) School of Medicine, 8, Hunter Street, London, W.C.1. At the Royal Free Hospital.

Caesarean Section, 1933. Dame LOUISE McILROY, D.B.E., D.Sc., LL.D., M.D., M.R.C.P., F.C.O.G. 16-mm. silent, 519 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Performed by Dame LOUISE McILROY.

The Care of Mothers and Babies in the Royal Free Hospital, 1932. Dame LOUISE McILROY, D.B.E., D.Sc., LL.D., M.D., M.R.C.P., F.C.O.G. 16-mm. silent, c. 350 ft. *Public propaganda.* London (R.F.H.) School of Medicine, 8, Hunter Street, London, W.C.1.

Resuscitation of the New-Born, 1933. Dame LOUISE McILROY, D.B.E., D.Sc., LL.D., M.D., M.R.C.P., F.C.O.G. 16-mm. silent, 411 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Performed by the McILROY METHOD at the Royal Free Hospital.

Caesarean Section at Full Term for Contracted Pelvis, 1930. Colonel SPENCER MORT, M.D., Ch.M., F.R.C.S.Ed., F.R.S.Ed. 16-mm. silent, 370 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

The Prolapse Syndrome, 1934. A. C. PALMER, O.B.E., M.C., M.B., B.S., F.R.C.S., F.C.O.G., 40, Devonshire Place, London, W.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.*

Care of the Premature Baby, 1933. W. J. PEARSON, D.S.O., M.C., M.D., F.R.C.P. 16-mm. silent, 700 ft. *Medical students, postgraduates, nurses.* University College Hospital Medical School, Gower Street, London, W.C.1.

The Mechanism of Labour, 1934. R. S. S. STATHAM, O.B.E., L.R.C.P., M.D., Ch.M. 16-mm. silent, 100 ft. *Medical students.* Kodak Ltd., Kingsway, London, W.C.2.

Craniolectomy, 1930. H. SESSIONS SOUTTAR, C.B.E., M.A., D.M., L.R.C.P., M.Ch., F.R.C.S. 16-mm. silent, 329 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Radical Amputation of Left Breast for Duct Carcinoma, 1930. CECIL P. G. WAKELEY, D.Sc., L.R.C.P., F.R.C.S. 16-mm. silent, 357 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Caesarean Myomectomy and Sterilization at Second Week of Gestation, 1934. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 274 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Caesarean Section, 1932-3. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 400 ft. *Medical students, postgraduates.* Dept. of Gynaecology and Obstetrics, University of Birmingham.

External Version and Application of the Forceps, 1932-3. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 200 ft. *Medical students, postgraduates.* Dept. of Gynaecology and Obstetrics, University of Birmingham.

Hysterectomy, 1932-3. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 600 ft. *Medical students, postgraduates.* Dept. of Gynaecology and Obstetrics, University of Birmingham.

Labour with Uniovular Twins, 1933. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 410 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Ovariectomy for Large Cysto-Adenoma Ovarii, 1933. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 500 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Pseudo-Pregnancy and Labour, 1934. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 155 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Tubal Mole, 1932-3. Professor H. BECKWITH WHITEHOUSE, M.B., M.S., Ch.M., F.R.C.S., F.A.C.S., F.C.O.G. 16-mm. silent, 200 ft. *Medical students, postgraduates.* Dept. of Gynaecology and Obstetrics, University of Birmingham.

VI.—PATHOLOGY

BACTERIOLOGY

Psittacosis Virus—A Study in Tissue Culture, 1935. R. G. CANTI, M.D., J. O. W. BLAND, M.D. 35-mm. non-flam. silent, 600 ft. *Medical students, postgraduates.* British Empire Cancer Campaign, 12, Grosvenor Crescent, London, S.W.1.

MORBID ANATOMY AND HISTOLOGY

Intrathoracic Tumour, 1933. K. E. ECKENSTEIN, M.B., B.S., M.R.C.S., L.R.C.P., 4, Chandos Street, Cavendish Square, London, W.1. 16-mm. silent, 150 ft. *Medical students, postgraduates.* Showing tumour in thorax spreading into both lungs and through pericardium on to ventricle of heart. Microscopical section of tumour. Film taken of post mortem specimen.

Tissue Culture of Gliomata, 1935. R. G. CANTI, M.D., J. O. W. BLAND, M.D., DOROTHY S. RUSSELL, M.D. 35-mm. non-flam. silent, 1,000 ft. *Medical students, postgraduates.* British Empire Cancer Campaign, 12, Grosvenor Crescent, London, S.W.1.

A Section is Required! (Technical Methods of Making), 1933. PATHOLOGY UNIT, Royal Free Hospital, London, W.C.1. 16-mm. silent, 250 ft. *Students.* Illustrates the technical methods of making a microscopical section of diseased tissue for purposes of diagnosis.

VII.—SPECIAL SUBJECTS

ANAESTHETICS

Intra-Pharyngeal Gas/Oxygen Anaesthesia in Dentistry, 1934. A. H. MACKLIN, O.B.E., M.C., M.D. 16-mm. silent, 200 ft. *Medical students, postgraduates.* Messrs. J. D. Brown, Castle Street, Dundee.

Intra-Thecal Nerve Root Block, 1933-4. W. ETHERINGTON WILSON, L.R.C.P., F.R.C.S., "Hillsborough," St. Luke's Road, Torquay. 16-mm. silent, 1,000 ft. *Medical students, postgraduates.* Spinal analgesia with a hypobaric solution.

EAR, NOSE AND THROAT

The Technique of Bronchoscopy under Local Anaesthesia, 1934. R. C. BROCK, M.B., F.R.C.S. 16-mm. silent, 170 ft. *Students.* R. H. BOLTON, B.M., B.Ch., Guy's Hospital, St. Thomas's Street, London, S.E.1. Shows preparations for operation, administration of anaesthetic to throat and larynx—use of swab, method of handling bronchoscope, use of bronchoscope. Direct photography, with path of bronchoscope, internally, shown by moving diagrams.

Removal of Tonsils and Adenoids, 1930. JOHN R. GRIFFITH, B.Ch., L.R.C.P., F.R.C.S. 16-mm. silent, 272 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Radical Mastoid Operation, 1934. ARCHER RYLAND, M.R.C.S., L.R.C.P., F.R.C.S.Ed. 16-mm. silent, 430 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

LEPROSY

Leprosy Within the Empire, 1934. E. S. FELLOWES-FARROW, M.A. M.Sc., British Empire Leprosy Relief Association, 131, Baker Street, London, W.1. 16-mm. silent, 400 ft. *Students, postgraduates.* Deals with the clinical aspects of leprosy and shows a large number of cases in various stages of the disease.

NEUROLOGY

Tissue Culture of Gliomata, 1935. R. G. CANTI, M.D., J. O. W. BLAND, M.D., DOROTHY S. RUSSELL, M.D. 35-mm. non-flam. silent, 1,000 ft. *Medical students, postgraduates.* British Empire Cancer Campaign, 12, Grosvenor Crescent, London, S.W.1.

Osteoplastic Craniotomy, 1933. LAMBERT C. ROGERS, M.Sc., L.R.C.P., F.R.C.S., F.R.A.C.S., F.A.C.S. 16-mm. silent, 582 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Exploratory operation in a case of intra-cranial tumour under local analgesia.

OPHTHALMOLOGY

Sub-Conjunctival Cataract Extraction, 1933. NORMAN B. B. FLEMING, M.B., Ch.B., D.O.M.S. 16-mm. silent, 374 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

ORTHOPAEDICS

Internal Derangement of Knee Joint, 1933. R. BROOKE, M.B., M.S., F.R.C.S., Warren Lodge, Western Place, Worthing. 16-mm. silent, 2,000 ft. *Medical students, postgraduates.*

Smith-Petersen Operation on Sacro-Iliac Joint, 1934. R. BROOKE, M.B., M.S., F.R.C.S., Warren Lodge, Western Place, Worthing. 16-mm. silent, 1,000 ft. *Medical students, postgraduates.*

Open Operation on Congenital Dislocation of the Hip, 1931. H. A. T. FAIRBANK, D.S.O., O.B.E., M.B., M.S., F.R.C.S. 16-mm. silent, 567 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Typical Gaits, 1931. 16-mm. silent, 247 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. A series of pictures showing gaits due to various conditions.

Hip Plaster Technique, 1933. ALAN H. TODD, B.Sc., M.B., M.S., F.R.C.S. 16-mm. silent, 340 ft. *Medical students, postgraduates.* A. Victor R. Don, M.B., M.Ch., Northdene, Ashford, Kent.

PAEDIATRICS

Abdominal Sympathectomy for Hirschsprung's Disease, 1933. SIR LANCELOT E. BARRINGTON-WARD, K.C.V.O., M.B., Ch.M., F.R.C.S. 16-mm. silent, 272 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

PLASTIC SURGERY

Facial Paralysis Re-Activation by Temporal Muscle and Facial Sling Technique, 1934. SIR HAROLD DELF GILLIES, C.B.E., L.R.C.P., F.R.C.S. 16-mm. silent, 247 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Hinged Graft for Depressed Nasal Bridge, 1931. Sir HAROLD DOLF GILLIES, C.B.E., L.R.C.P., F.R.C.S. 16-mm. silent, 530 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Surgical Reconstruction of the Nose by Modified Frontal Method, 1933. Sir HAROLD DOLF GILLIES, C.B.E., L.R.C.P., F.R.C.S. 16-mm. silent, 900 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

PROCTOLOGY

Perineo-abdominal Excision of the Rectum in One Stage. W. B. GABRIEL, M.B., M.S., F.R.C.S., 137, Harley Street, London, W.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.*

Ligature Operation for Piles, 1933. J. P. LOCKHART-MUMMERY, M.A., M.B., F.R.C.S. 16-mm. silent, 191 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Operation for Anterior Fistula Involving Division of External Sphincter Muscle, 1933. J. P. LOCKHART-MUMMERY, M.A., M.B., F.R.C.S. 16-mm. silent, 250 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Perineal Excision of the Rectum, 1930. J. P. LOCKHART-MUMMERY, M.A., M.B., F.R.C.S. 16-mm. silent, 649 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Recto-Sigmoidectomy for Complete Procidentia of the Rectum, 1933. W. ERNEST MILES, L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 258 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Technique of the Radical Abdomino-Perineal (Miles) Operation, 1933. W. ERNEST MILES, L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 889 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Partial Colectomy for Carcinoma of the Colon, 1933. Sir CHARLES GORDON-WATSON, K.B.E., C.M.G., L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 480 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Posterior Radium Barrage Technique Carcinoma of the Rectum, 1931. Sir CHARLES GORDON-WATSON, K.B.E., C.M.G., L.R.C.P., F.R.C.S., F.A.C.S. 16-mm. silent, 300 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

TROPICAL DISEASES

Beri-Beri and Associated Conditions, 1930. P. H. MANSON-BAHR, D.S.O., M.A., M.D., F.R.C.P., D.T.M. & H., 149, Harley Street, London, W.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.*

Final Stages of African Sleeping Sickness, 1933. P. H. MANSON-BAHR, D.S.O., M.A., M.D., F.R.C.P., D.T.M. & H., 149, Harley Street London, W.1. 16-mm. silent, 50 ft. *Medical students, postgraduates.*

TUBERCULOSIS

Phrenic Evulsion and Thoracoplasty, 1931. H. MORRISTON DAVIES, M.D., M.Ch., F.R.C.S. 16-mm. silent, 776 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

Thoracoplasty in the Treatment of Pulmonary Tuberculosis, 1935. UNIVERSITY OF DURHAM, COLLEGE OF MEDICINE, Newcastle-on-Tyne. 16-mm. silent, 800-900 ft. *Medical students, postgraduates.* Opens with a brief résumé of the history of this method of treatment; then deals with a typical case and shows the complete operation. Each instrument used in the operation is shown separately by a close-up shot. The diagrams showing the principles of thoracoplasty, and the X-Ray photographs are employed to good effect. The film is designed for use with a lecturer.

Makers of Men, 1934. C. N. DUNCAN. 16-mm. silent, 700 ft. *Students, public propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Shows the treatment of boys aged 13-19 at the Burrow Hill (Surrey) Training Colony and how they can be fitted to earn their living.

A Stitch in Time, 1929. WILLIAM BRAND, B.A., M.B., Ch.B. 35-mm. non-flam. silent, 1,500 ft. 16-mm. silent, 680 ft. *Public propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Anti-tuberculosis propaganda. Descriptive of tuberculosis in a family; an adult case of phthisis infects a child—her dispensary and institutional treatment and final cure.

The Nurse's Part in Tuberculosis, 1934. National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. 16-mm. silent, 400 ft. *Medical students, postgraduates.* How the nurse helps to prevent tuberculosis, and what she is to teach her patients; covers all points in the management of a tuberculous family.

A Day in an Open Air School, 1934. C. N. DUNCAN. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 480 ft. *Students, propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Describes preventive measures for tuberculous "contacts"; the influence of open air, nutrition and sunlight.

Production of Certified Milk, c. 1920. Produced by the EDINBURGH TUBERCULOSIS TRUST. 35-mm. non-flam. silent, 800 ft. 16-mm. silent, 350 ft. *Students, postgraduates, propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Complete description of milking, bottling and distributing from tuberculin-tested cows. Particularly useful in rural districts. Descriptive of process, with instructive titles.

UROLOGY

Cystotomy (for Calculus), 1930. ALEXANDER DON, M.B., C.M., F.R.C.S. (Ed.) 16-mm. silent, 182 ft. *Medical students, postgraduates.* A. Victor R. Don, M.B., M.Ch., "Northdene," Ashford, Kent.

- Operation for Hypospadias, 1933.** ARTHUR EDMUNDS, C.B., M.B., M.S., F.R.C.S. 16-mm. silent, 713 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Photographed at King's College Hospital.
- Prostatectomy, 1934.** Professor A. FULLERTON, C.B., C.M.G., M.B., M.Ch., F.R.C.S.I. 16-mm. silent, 187 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Transplantation of the Ureters into the Large Intestine, 1932.** CYRIL A. R. NITCH, M.B., M.S., F.R.C.S., 69, Harley Street, London, W.1. 16-mm. silent, 350 ft. *Medical students, postgraduates.*
- Left Nephrectomy, 1930.** Sir JOHN WM. THOMSON-WALKER, O.B.E., M.B., F.R.C.S. 16-mm. silent, 534 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Litholopaxy, 1930.** Sir JOHN WM. THOMSON-WALKER, O.B.E., M.B., F.R.C.S. 16-mm. silent, 302 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2. Demonstration of Bigelow's Operation.
- Suprapubic Prostatectomy, 1930.** Sir JOHN WM. THOMSON-WALKER, O.B.E., M.B., F.R.C.S. 16-mm. silent, 644 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- The Cystoscopic Treatment of Bladder Growths, 1934.** KENNETH M. WALKER, O.B.E., M.A., M.B., F.R.C.S., and R. OGIER WARD, D.S.O., M.C., M.A., B.M., F.R.C.S. 16-mm. silent, 322 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Circumcision, 1933.** CECIL P. G. WAKELEY, D.Sc., L.R.C.P., F.R.C.S. 16-mm. silent, 126 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Per-urethral Operations on the Prostate and Bladder Neck, 1933.** KENNETH M. WALKER, O.B.E., M.A., M.B., F.R.C.S. 16-mm. silent, 496 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- VENEREAL DISEASES**
- Diagnosis and Treatment of Gonorrhoea in the Male, 1923.** Colonel L. W. HARRISON, D.S.O., M.B., Ch.B., F.R.C.P.Ed. 35-mm. non-flam. silent, 5,500 ft. (Abbreviated version made in 1931, 4,085 ft.). *Medical students, postgraduates.* British Social Hygiene Council, Carteret House, Carteret Street, London, S.W.1.
- Manifestations, Diagnosis and Treatment of Syphilis, 1925.** Colonel L. W. HARRISON, D.S.O., M.B., Ch.B., F.R.C.P.Ed. 35-mm. non-flam. silent, 10,800 ft. *Medical students, postgraduates.* British Social Hygiene Council, Carteret House, Carteret Street, London, S.W.1.

VIII.—MISCELLANEOUS

DENTISTRY

- Beware of the Demons, 1931.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 1,240 ft. 16-mm. silent, 496 ft. *Public propaganda.* Dental health education.

- A Brush with the Enemy, 1926.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 2,200 ft. 16-mm. silent, 880 ft. *Public propaganda.* Dental health education.
- The Leaflet, 1925.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 400 ft. *Public propaganda.* Dental health education.
- Outposts of Health, 1931.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 1,400 ft. 16-mm. silent, 560 ft. *Public propaganda.* Dental health education. Showing growth of teeth and how to prevent decay.
- Smile If You Dare, 1935.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. non-flam. silent, 900 ft. 16-mm. silent, 360 ft. *Public propaganda.* Dental health education.
- The Trapeze Man Talks, 1935.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. silent, non-flam., 1,100 ft. 16-mm. silent, 440 ft. *Public propaganda.* Dental health education.
- The Two Little Pigs, 1935.** DENTAL BOARD OF THE UNITED KINGDOM, 44, Hallam Street, London, W.1. 35-mm. silent, 500 ft. 16-mm. silent, 200 ft. *Public propaganda.* Dental health education.
- Dental Aspect of Cleft Palate, 1933-4.** E. A. HARDY, M.R.C.S., L.R.C.P., L.D.S., 79, Harley Street, London, W.1. 16-mm. silent, 1,200 ft. *Postgraduates.* (Showing cases from 24 hours to 30 years.)
- Limited Alveolectomy and Fraenoplasty, 1933.** C. BOWDLER HENRY, M.R.C.S., L.R.C.P., L.D.S. 16-mm. silent, 648 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.
- Intra-Pharyngeal Gas/Oxygen Anaesthesia in Dentistry, 1934.** A. H. MACKLIN, O.B.E., M.C., M.D. 16-mm. silent, 200 ft. *Medical students, postgraduates.* Messrs. J. D. Brown, Castle Street, Dundee.
- Surgical Treatment of Pyorrhoea Alveolaris, 1933.** H. H. STONES, M.D., B.Ch., M.D.S. 16-mm. silent, 525 ft. *Medical students, postgraduates.* Kodak Ltd., Kingsway, London, W.C.2.

FIRST AID

- The Application of the First Aid Splint, 1932.** J. TAYLOR, M.D., 3, Somerville Place, Dundee. 16-mm. silent, 300 ft. *Medical students, postgraduates, propaganda.*

HOSPITAL MANAGEMENT AND EDUCATION

- A Century of Hospital Progress, 1932.** KING EDWARD'S HOSPITAL FUND FOR LONDON, 10, Old Jewry, London, E.C.2. 35-mm. sound, 1,090 ft. 35-mm. non-flam. silent, 1,000 ft. 16-mm. silent, 400 ft. *Propaganda.* Introduction by the late Viscount Burnham, followed by two contrasted scenes illustrating the progress made in hospital work during the last hundred years. A street accident in 1833 shows the rough and ready treatment of the patient by the local apothecary and the result of an operation without anaesthetics. A similar accident in 1933 shows the arrival of an ambulance, preparations at the hospital, X-ray examination, the operating theatre, and the return of the patient with mended limb. Other activities of a modern hospital are also shown.

The Radcliffe Infirmary, 1933. THE RADCLIFFE INFIRMARY, Oxford
16-mm. silent, 932 ft. *Public propaganda.*

Miracles Still Happen, 1935. MANCHESTER FILM SOCIETY. 35-mm.
sound, 1,336 ft. *Public propaganda.* Royal Manchester Children's
Hospital, Pendlebury, Manchester. Made for educational publicity
purposes by members of the Manchester Film Society for the
Centenary Appeal of the Royal Manchester Children's Hospital.
Shows the work of the hospital in various departments.

MASSAGE AND REMEDIAL GYMNASTICS

Swedish Remedial Exercises, 1931. L. D. BAILEY, M.C., M.R.C.S.,
L.R.C.P., 87, Sloane Street, London, S.W.1. 16-mm. silent,
400 ft. *Students, postgraduates.* Fundamental starting positions
and positions derived therefrom.

NURSING

Bed-Making and Oral Hygiene, 1932. SOUTHPORT CORPORATION.
16-mm. silent, 360 ft. *Nurses.* Kodak Ltd., Kingsway, London,
W.C.2.

Aseptic Operating Theatre Technique, 1933. ALAN H. TODD,
B.Sc., M.B., M.S., F.R.C.S. 16-mm. silent, 438 ft. *Medical students,*
postgraduates. Kodak Ltd., Kingsway, London, W.C.2.

Plaster Bandage Technique, 1931. ALAN H. TODD, B.Sc., M.B.,
M.S., F.R.C.S. 16-mm. silent, 604 ft. *Medical students, post-*
graduates. Kodak Ltd., Kingsway, London, W.C.2.

RADIOLOGY

Posterior Radium Barrage Technique Carcinoma of the Rectum,
1931. Sir CHARLES GORDON-WATSON, K.B.E., C.M.G., L.R.C.P.,
F.R.C.S., F.A.C.S. 16-mm. silent, 300 ft. *Medical students, post-*
graduates. Kodak Ltd., Kingsway, London, W.C.2.

Carcinoma of the Breast, Treated with Radium, 1930. GEOFFREY
L. KEYNES, M.D., F.R.C.S. 16-mm. silent, 282 ft. *Medical students,*
postgraduates. Kodak Ltd., Kingsway, London, W.C.2. Animated
diagrams showing the construction of radium needles, after which
their application is shown in treatment of carcinoma of the
breast.

Treatment of Carcinoma of the Breast, 1933. R. H. JOCELYN
SWAN, O.B.E., M.B., M.S., F.R.C.S. 16-mm. silent, 274 ft. *Medical*
students, postgraduates. Kodak Ltd., Kingsway, London, W.C.2.
Treatment by direct insertion of needles containing radium.

VETERINARY

Operation for an Abdominal Cryptorchid, 1930. Sir FREDERICK
HOBDAV, C.M.G., F.R.C.V.S., F.R.S.Ed. 16-mm. silent, 430 ft.
Medical students, postgraduates. Kodak Ltd., Kingsway, London,
W.C.2.

Ventricle Stripping Operation, 1930. Sir FREDERICK HOBDAV,
C.M.G., F.R.C.V.S., F.R.S.Ed. 16-mm. silent, 348 ft. *Medical*
students, postgraduates. Kodak Ltd., Kingsway, London, W.C.2.

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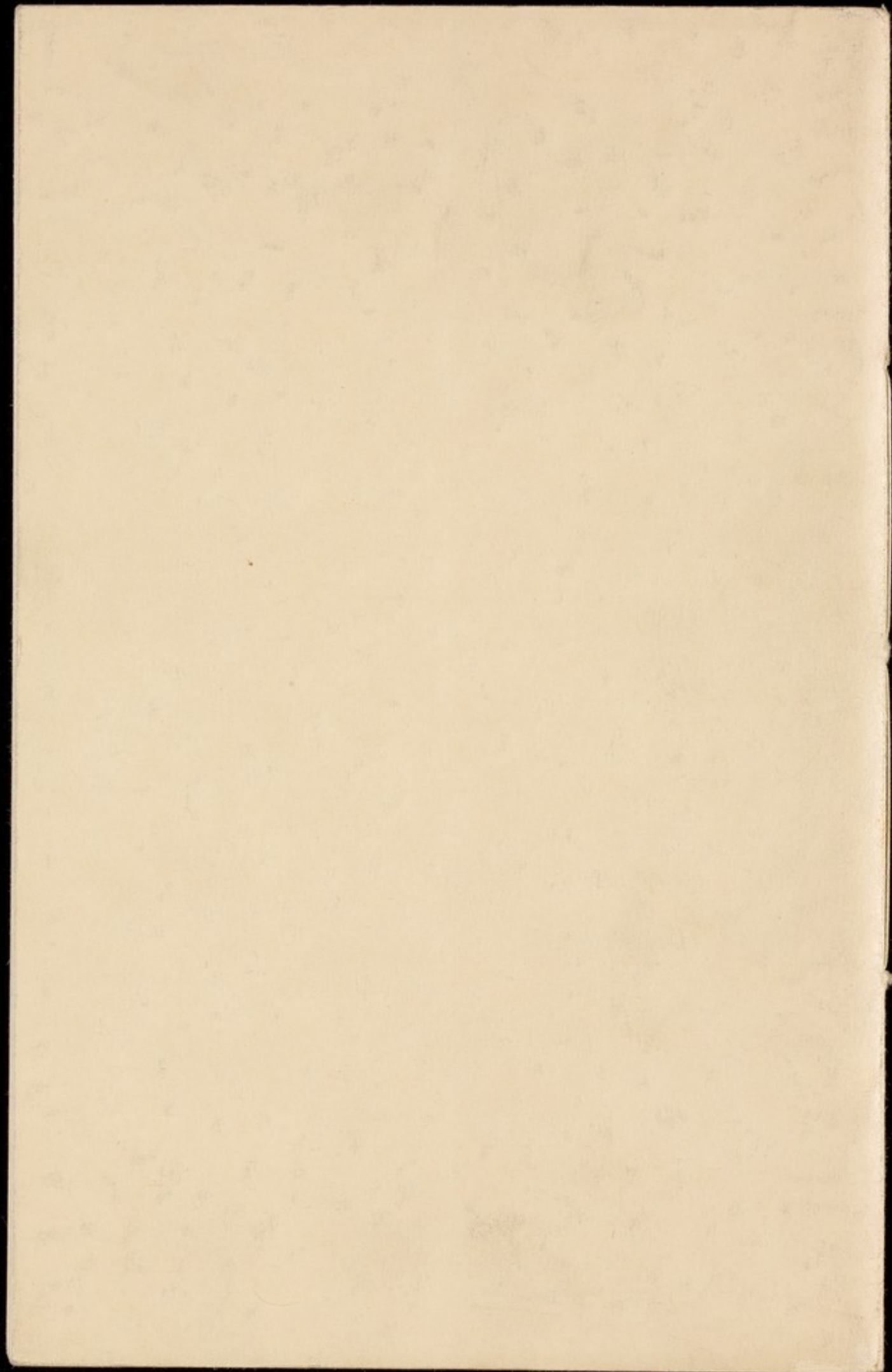
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NOTE.—Particulars of the films are given in the following order :—
Title, date, author ; width, silent or sound, length, suitability ; name and address of owner.

Particulars of hire, loan or purchase, may be obtained from the owner. The address of the author is given only when the author is also the owner.

BIOLOGY

Annelid Worms, 1936. G.B. INSTRUCTIONAL in co-operation with the SCOTTISH MARINE BIOLOGICAL STATION, Millport. 35-mm. sound-on-film, 988 ft. 16-mm. sound-on-film and silent, 408 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 95.

Blowfly, 1935. G.B. INSTRUCTIONAL, with DR. G. FRAENKEL. 35-mm. sound-on-film, 1,620 ft. 16-mm. sound-on-film and silent, 672 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 2, p. 109.

Earthworm, 1935. G.B. INSTRUCTIONAL. 35-mm. sound-on-film, 1,687 ft. 16-mm. sound-on-film and silent, 685 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 19.

Frog, 1936. G.B. INSTRUCTIONAL. 35-mm. sound-on-film, 1,544 ft. 16-mm. sound-on-film and silent, 651 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 163.

Hydra, 1936. G.B. INSTRUCTIONAL. 35-mm. sound-on-film, 1,717 ft. 16-mm. sound-on-film and silent, 718 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 164.

Marine Sand Animals, 1936. G.B. INSTRUCTIONAL, in co-operation with the SCOTTISH MARINE BIOLOGICAL STATION, Millport. 35-mm. sound-on-film, 902 ft. 16-mm. sound-on-film and silent, 373 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 95.

Obelia, 1936. G.B. INSTRUCTIONAL. 35-mm. sound-on-film, 1,687 ft. 16-mm. sound-on-film and silent, 290 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 19.

Sea Urchin, 1935. G.B. INSTRUCTIONAL, in co-operation with the SCOTTISH MARINE BIOLOGICAL STATION, Millport. 35-mm. sound-on-film, 1,039 ft. 16-mm. sound-on-film and silent, 420 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 19.

Tortoiseshell Butterfly, 1935. G.B. INSTRUCTIONAL. 35-mm. sound-on-film, 945 ft. 16-mm. sound-on-film and silent, 388 ft. *Students and postgraduates.* Monthly Film Bulletin, Vol. 3, p. 143.

ANATOMY

Dissection of the Neck, 1934. DURHAM UNIVERSITY COLLEGE OF MEDICINE. 16-mm. silent, 150 ft. *Medical students, postgraduates.* Durham University College of Medicine, Newcastle-on-Tyne. Monthly Film Bulletin, Vol. 2, p. 183.

Surgical Anatomy of Temporal Bone and the Simple or Schwartze Operation for Acute Mastoiditis, 1934. DOUGLAS-GUTHRIE, F.R.C.S. 16-mm. silent, 387 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

PHYSIOLOGY

- Blood**, 1935. G.B. INSTRUCTIONAL, with DEPARTMENT OF PHYSIOLOGY of the London (Royal Free Hospital) School of Medicine for Women. 35-mm. sound, 1,000 ft. 16-mm. sound, 400 ft. 16-mm. silent, 400 ft. *Medical students, public propaganda.* G. B. Equipments, Film House, Wardour Street, London, W.1. Monthly Film Bulletin, Vol. 3, p. 33.
- Circulation**, 1935. G.B. INSTRUCTIONAL, with DEPARTMENT OF PHYSIOLOGY of the London (Royal Free Hospital) School of Medicine for Women. 35-mm. sound, 1,000 ft. 16-mm. sound, 400 ft. *Medical students, public propaganda.* G. B. Equipments, Film House, Wardour Street, London, W.1. Monthly Film Bulletin, Vol. 3, p. 33.
- Haemorrhage**. PHYSIOLOGY DEPARTMENT, Cambridge University. 16-mm. silent, 170 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Methods of Measuring Metabolism and Basal Metabolism**. PHYSIOLOGY DEPARTMENT, Cambridge University. 16-mm. silent, 408 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Blood Pressure**. PHYSIOLOGY DEPARTMENT, Cambridge University. 16-mm. silent, 282 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Mechanics of Digestion in a Guinea Pig**, 1936. A. E. BARCLAY. 16-mm. silent, 80 ft. *Students and postgraduates.* Nuffield Institute for Medical Research, Woodstock.
- Mechanics of Digestion in a Rat**, 1936. A. E. BARCLAY. 16-mm. silent, 80 ft. *Students and postgraduates.* Nuffield Institute for Medical Research, Woodstock Road, Oxford.

II.—GENERAL MEDICINE

- Post-Hemiplegic Athetosis 11**, 1934. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 55 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Chorea 2(d)**, 1931. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 34 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Chorea 7**, 1932. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 77 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Chorea 10(b)**, 1934. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 44 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Huntington's Chorea 26**, 1936. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 83 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Facio-Scapulo-Humeral Muscular Dystrophy 1(c)**, 1931. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 68 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Facio-Scapulo-Humeral Muscular Dystrophy 4**, 1933. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 80 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Pseudo-Hypertrophic Muscular-Dystrophy 1(d)**, 1931. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 63 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Pseudo-Hypertrophic Muscular-Dystrophy 25**, 1936. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 65 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Post-Encephalitic Parkinsonism 3**, 1930. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 250 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Gait in (a) Functional Paraplegia and (b) Disseminated Sclerosis**, 1929. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 75 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Disseminated Sclerosis with Gross Ataxia 15**, 1933. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 82 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Intensive Parenteral Liver Therapy in Subacute Combined Degeneration of the Cord**, 1935. C. C. UNGLEY, M.D., M.R.C.P. 16-mm. silent, 320 ft. *Medical students, postgraduates.* C. C. Ungley, Royal Victoria Infirmary, Newcastle-upon-Tyne.
- Renal Infantilism**, 1933. 16-mm. silent, 68 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Achondroplasia**, 1932. 16-mm. silent, 95 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Coal Gas Poisoning and Resuscitation**. PHYSIOLOGY DEPARTMENT, Cambridge University. 16-mm. silent, 180 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Hydrological Methods (1)**, 1935. JOHN HATTON and BATH SPA PHYSICIANS. 16-mm. silent, 250 ft. *Medical students, postgraduates.* Spa Director, Pump Room, Bath.
- Hydrological Methods (2)**, 1935. JOHN HATTON and BATH SPA PHYSICIANS. 16-mm. silent, 230 ft. *Medical students, postgraduates.* Spa Director, Pump Room, Bath.
- Hydrological Methods (3)**, 1935. JOHN HATTON and BATH SPA PHYSICIANS. 16-mm. silent, 300 ft. *Medical students, postgraduates.* Spa Director, Pump Room, Bath.

III.—GENERAL SURGERY

- Treatment of Talipes "Equino Varus," 1934.** DENIS BROWNE, F.R.C.S. 16-mm. silent, 438 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Surgical Anatomy of Temporal Bone and the Simple or Schwartze Operation for Acute Mastoiditis, 1934.** DOUGLAS GUTHRIE, F.R.C.S. 16-mm. silent, 387 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Dislocation of Cervical Spine, 1932.** 16-mm. silent, 119 ft. *Students and postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Treatment of Pes Cavus, 1933.** ALAN H. TODD, M.S., F.R.C.S. 16-mm. silent, 354 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Direct Lobectomy for Bronchiectasis.** DURHAM UNIVERSITY (George Mason, John Short and James Whillis). 16-mm. silent, 250 ft. *Medical students, postgraduates.* George A. Mason, M.B., B.S., F.R.C.S., University of Durham, College of Medicine, Newcastle-on-Tyne. *Monthly Film Bulletin*, Vol. 3, p. 34.
- Visible Gastric Peristalsis 23.** 1930. Professor W. R. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 69 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Surgical Treatment of Paralysis, 1929-36.** R. G. W. OLLERENSHAW, B.A. 16-mm. silent, 650 ft. *Medical students, postgraduates.* R. G. W. Ollerenshaw, Broome House, Didsbury, Manchester.

IV.—HYGIENE AND PUBLIC HEALTH

- Physical Education, Children Aged 4-6, 1935.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,234 ft. 16-mm. sound, 500 ft. 16-mm. silent, 500 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Physical Education, Children Aged 7, 1935.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,127 ft. 16-mm. sound, 450 ft. 16-mm. silent, 450 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Physical Education, Boys Aged 10, 1935.** G.B. INSTRUCTIONAL. 35-mm. sound, 870 ft. 16-mm. sound, 350 ft. 16-mm. silent, 350 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Physical Education, Girls Aged 11, 1935.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,702 ft. 16-mm. sound, 680 ft. 16-mm. silent, 680 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Carriage Standing, Sitting and Walking, 1935.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,071 ft. 16-mm. sound, 430 ft. 16-mm. silent, 430 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

- Rural School, 1935.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,075 ft. 16-mm. sound, 430 ft. 16-mm. silent, 430 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Analysis of Exercises Performed with a Rhythmical Swing, 1936.** G.B. INSTRUCTIONAL. 35-mm. sound, 952 ft. 16-mm. sound, 380 ft. 16-mm. silent, 380 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Analysis of Agility Exercises, 1936.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,026 ft. 16-mm. sound, 400 ft. 16-mm. silent, 400 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Winter Games (Boys), 1936.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,096 ft. 16-mm. sound, 440 ft. 16-mm. silent, 440 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Progressive Training in Ball Handling Games, 1936.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,104 ft. 16-mm. sound, 440 ft. 16-mm. silent, 440 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Summer Playing Field Activities, 1936.** G.B. INSTRUCTIONAL. 35-mm. sound, 1,096 ft. 16-mm. sound, 440 ft. 16-mm. silent, 440 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.
- Blood, 1935.** G.B. INSTRUCTIONAL, with DEPARTMENT OF PHYSIOLOGY of the London (Royal Free Hospital) School of Medicine for Women. 35-mm. sound, 1,000 ft. 16-mm. sound, 400 ft. 16-mm. silent, 400 ft. *Medical students, public propaganda.* G.B. Equipments, Film House, Wardour Street, London, W.1. *Monthly Film Bulletin*, Vol. 3, p. 33.
- Circulation, 1935.** G.B. INSTRUCTIONAL, with DEPARTMENT OF PHYSIOLOGY of the London (Royal Free Hospital) School of Medicine for Women. 35-mm. sound, 1,000 ft. 16-mm. sound, 400 ft. *Medical students, public propaganda.* G.B. Equipments, Film House, Wardour Street, London, W.1. *Monthly Film Bulletin*, Vol. 3, p. 33.
- The Red Army, 1936.** G.B. INSTRUCTIONAL, with A. W. McKENNY HUGHES, D.I.C., F.R.E.S. 35-mm. sound, 1,000 ft. 16-mm. sound, 400 ft. *Health workers or public propaganda.* G.B. Equipments, Film House, Wardour Street, London, W.1.
- Bathing and Dressing (Infant Management), 1934.** NATIONAL COUNCIL FOR MATERNITY AND CHILD WELFARE and CARNEGIE WELFARE CENTRE, Shoreditch. 16-mm. silent, 542 ft. *Medical students, postgraduates, and public propaganda.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.
- Normal Breast Feeding (Infant Management), 1935.** NATIONAL COUNCIL FOR MATERNITY AND CHILD WELFARE. 16-mm. silent, 413 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2. *Monthly Film Bulletin*, Vol. 2, p. 160.

- Breast Feeding, Difficult Cases (Infant Management), 1935.** NATIONAL COUNCIL FOR MATERNITY AND CHILD WELFARE. 16-mm. silent, 350 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2. Monthly Film Bulletin, Vol. 2, p. 160.
- Paradox City, 1933-36.** LEONARD A. DAY and GERALD E. BELMONT. 16-mm. silent, 400 ft and 800 ft. *Students of housing, public propaganda.* The Organising Secretary, North St. Pancras Group, St. Pancras House Improvement Society, 118A, Euston Road, N.W.1.
- Castles in Chalk Farm, 1935-36.** LEONARD A. DAY. 16-mm. silent, 450 ft. *Students of housing, public propaganda.* The Organising Secretary, S.W. St. Pancras Group, St. Pancras House Improvement Society, 118A, Euston Road, N.W.1.
- Nutrition, 1936.** GAS LIGHT AND COKE CO. 35-mm. sound, 2,000 ft. and 2,500 ft. *Public propaganda.* Gas Light and Coke Co., Horseferry Road, London, S.W.1.
- Housing Problems, 1935.** GAS LIGHT AND COKE CO. 35-mm. sound and 16-mm. sound. *Public propaganda.* British Commercial Gas Association, 28, Grosvenor Gardens, S.W.1, and Western Electric, Bush House, Aldwych, W.C.2.
- Stand Up and Breathe, 1935.** NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS. 35-mm. sound, 1,700 ft. *Public propaganda.* Fidelity Distributors, 167, Wardour Street, London, W.1. Monthly Film Bulletin, Vol. 2, pp. 139, 159.
- Stand Up and Breathe, 1935.** NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS. 16-mm. silent, 461 ft. *Public propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1. Monthly Film Bulletin, Vol. 2, pp. 139, 159.
- Your Enemy the Rat, 1936.** MINISTRY OF AGRICULTURE. 35-mm. sound-on-film, 617 ft. *Public propaganda.* Ministry of Agriculture, 10, Whitehall Place, London, S.W.1.
- Your Enemy the Rat, 1936.** MINISTRY OF AGRICULTURE. 35-mm. silent (non-flam.), 1,200 ft. *Public propaganda.* Ministry of Agriculture, 10, Whitehall Place, London, S.W.1.

V.—PATHOLOGY

- Aneurism Eroding Chest Wall, 24, 1936.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 20 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Ectopia Cordis, 1(a), 1931.** Dr. DOUGLAS WILKINSON, F.R.C.P. 16-mm. silent, 31 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Intensive Parenteral Liver Therapy in Subacute Combined Degeneration of the Cord, 1935.** C. C. UNGLEY, M.D., M.R.C.P. 16-mm. silent, 320 ft. *Medical students, postgraduates.* C. C. Ungley, Royal Victoria Infirmary, Newcastle-upon-Tyne.
- Ventriculography, 1931.** E. FRETSON SKINNER. 16-mm. silent, 400 ft. *Medical students, postgraduates.* Dr. E. F. Skinner, M.A., M.D., F.R.C.P., Royal Hospital, Sheffield.

VI.—SPECIAL SUBJECTS

EAR, NOSE AND THROAT

- Surgical Anatomy of Temporal Bone and the Simple or Schwartz Operation for Acute Mastoiditis, 1934.** DOUGLAS GUTHRIE, F.R.C.S. 16-mm. silent, 387 ft. *Students and postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

NEUROLOGY

- Post-Hemiplegic Athetosis 11, 1934.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 55 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Facio-Scapulo-Humeral Muscular Dystrophy 1(c), 1931.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 68 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Facial and Abducent Paralysis 18, 1934.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 73 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Alcoholic Peripheral Neuritis 19, 1933.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 64 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Cerebral Diplegia 27, 1936.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 76 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Tetany 1(b), 1931.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 72 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Gait in (a) Functional Paraplegia and (b) Disseminated Sclerosis, 1929.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 75 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Disseminated Sclerosis with Gross Ataxia 15, 1933.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 82 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Facio-Scapulo-Humeral Muscular Dystrophy 4, 1933.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 80 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Pseudo-Hypertrophic Muscular-Dystrophy 1(d), 1931.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 63 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.
- Pseudo-Hypertrophic Muscular-Dystrophy 25, 1936.** Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 65 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.

Post-Encephalitic Parkinsonism 3, 1930. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 250 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.

Intensive Parenteral Liver Therapy in Subacute Combined Degeneration of the Cord, 1935. C. C. UNGLEY, M.D., M.R.C.P. 16-mm. silent, 320 ft. *Medical students, postgraduates.* C. C. Ungley, Royal Victoria Infirmary, Newcastle-upon-Tyne.

Ventriculography, 1931. E. FRETSON SKINNER. 16-mm. silent, 400 ft. *Medical students, postgraduates.* Dr. E. F. Skinner, M.A., M.D., F.R.C.P., Royal Hospital, Sheffield.

Syringomyelia. Professor R. E. KELLY. 16-mm. silent, 315 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

ORTHOPAEDICS

Treatment of Talipes "Equino Varus," 1934. DENIS BROWNE, F.R.C.S. 16-mm. silent, 438 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

Treatment of Pes Cavus, 1933. ALAN H. TODD, M.S., F.R.C.S. 16-mm. silent, 354 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

PAEDIATRICS

Achondroplasia, 1932. 16-mm. silent, 95 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

Renal Infantilism, 1933. 16-mm. silent, 68 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

TUBERCULOSIS

Thorax Tubercular Lesions, 1936. Dr. RUSSELL J. REYNOLDS, C.B.E. 16-mm. silent, 300 ft. *Medical students and postgraduates.* Dr. Russell J. Reynolds, C.B.E., 36, Harley Street, London, W.1.

Stand Up and Breathe, 1935. NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS. 35-mm. sound, 1,700 ft. *Public propaganda.* Fidelity Distributors, 167, Wardour Street, London, W.1.

Stand Up and Breathe, 1935. NATIONAL ASSOCIATION FOR THE PREVENTION OF TUBERCULOSIS. 16-mm. silent, 461 ft. *Public propaganda.* National Association for the Prevention of Tuberculosis, Tavistock House North, Tavistock Square, London, W.C.1.

PSYCHOLOGY

Stasobaso-Phobia 17, 1933. Professor W. T. RITCHIE, M.D., F.R.C.P.E. 16-mm. silent, 100 ft. *Medical students, postgraduates.* Professor W. T. Ritchie, Department of Medicine, University New Buildings, Teviot Place, Edinburgh.

VII.—MISCELLANEOUS

DENTISTRY

Extraction Room Procedure, 1936. Dr. R. H. BOLTON. 16-mm. silent, 120 ft. Dr. R. H. Bolton, The Centre, St. Mary's Road, Peckham, S.E.15.

FIRST AID

Coal Gas Poisoning and Resuscitation. PHYSIOLOGY DEPARTMENT, Cambridge University. 16-mm. silent, 180 ft. *Medical students, postgraduates.* Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.

HOSPITAL MANAGEMENT AND EDUCATION

A Day in Hospital, 1932. E. FRETSON SKINNER, Technician—A. WATSON. 16-mm. silent, 1,200 ft. *Medical students, postgraduates, or public propaganda.* Secretary Superintendent, Board of Sheffield Royal Hospital.

PHYSICAL TRAINING

Physical Education, Children Aged 4-6, 1935. G.B. INSTRUCTIONAL. 35-mm. sound, 1,234 ft. 16-mm. sound, 500 ft. 16-mm. silent, 500 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Physical Education, Children Aged 7, 1935. G.B. INSTRUCTIONAL. 35-mm. sound, 1,127 ft. 16-mm. sound, 450 ft. 16-mm. silent, 450 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Physical Education, Boys Aged 10, 1935. G.B. INSTRUCTIONAL. 35-mm. sound, 870 ft. 16-mm. sound, 350 ft. 16-mm. silent, 350 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Physical Education, Girls Aged 11, 1935. G.B. INSTRUCTIONAL. 35-mm. sound, 1,702 ft. 16-mm. sound, 680 ft. 16-mm. silent, 680 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Carriage Standing, Sitting and Walking, 1935. G.B. INSTRUCTIONAL. 35-mm. sound, 1,071 ft. 16-mm. sound, 430 ft. 16-mm. silent, 430 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Rural School, 1935. G.B. INSTRUCTIONAL. 35-mm. sound, 1,075 ft. 16-mm. sound, 430 ft. 16-mm. silent, 430 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Analysis of Exercises Performed with a Rhythmical Swing, 1936. G.B. INSTRUCTIONAL. 35-mm. sound, 952 ft. 16-mm. sound, 380 ft. 16-mm. silent, 380 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Analysis of Agility Exercises, 1936. G.B. INSTRUCTIONAL. 35-mm. sound, 1,026 ft. 16-mm. sound, 400 ft. 16-mm. silent, 400 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Winter Games (Boys), 1936. G.B. INSTRUCTIONAL. 35-mm. sound, 1,096 ft. 16-mm. sound, 440 ft. 16-mm. silent, 440 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Progressive Training in Ball Handling Games, 1936. G.B. INSTRUCTIONAL. 35-mm. sound, 1,104 ft. 16-mm. sound, 440 ft. 16-mm. silent, 440 ft. *Students, public propaganda.* G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

Summer Playing Field Activities, 1936. G.B. INSTRUCTIONAL. 35-mm. sound, 1,096 ft. 16-mm. sound, 440 ft. 16-mm. silent. 440 ft. Students, public propaganda. G.B. Equipments, Ltd., Film House, Wardour Street, London, W.1.

RADIOLOGY

Mechanics of Digestion in a Guinea Pig, 1936. A. E. BARCLAY. 16-mm. silent, 80 ft. Students and postgraduates. Nuffield Institute for Medical Research, Woodstock Road, Oxford.

Mechanics of Digestion in a Rat, 1936. A. E. BARCLAY. 16-mm. silent, 80 ft. Students and postgraduates. Nuffield Institute for Medical Research, Woodstock Road, Oxford.

Thorax Tubercular Lesions, 1936. Dr. RUSSELL J. REYNOLDS, C.B.E. 16-mm. silent, 300 ft. Medical students and postgraduates. Dr. Russell J. Reynolds, C.B.E., 36, Harley Street, London, W.1.

Ventriculography, 1931. E. FRETSON SKINNER. 16-mm. silent, 400 ft. Medical students, postgraduates. Dr. E. F. Skinner, M.A., M.D., F.R.C.P., Royal Hospital, Sheffield.

BALNEOLOGY

Hydrological Methods (1), 1935. JOHN HATTON and BATH SPA PHYSICIANS. 16-mm. silent, 250 ft. Medical students, postgraduates. Spa Director, Pump Room, Bath.

Hydrological Methods (2), 1935. JOHN HATTON and BATH SPA PHYSICIANS. 16-mm. silent, 230 ft. Medical students, postgraduates. Spa Director, Pump Room, Bath.

Hydrological Methods (3), 1935. JOHN HATTON and BATH SPA PHYSICIANS. 16-mm. silent, 300 ft. Medical students, postgraduates. Spa Director, Pump Room, Bath.

VETERINARY

Produced at the Royal Veterinary College of London.

(All the following are on 16-mm. silent film, are suitable for students and postgraduates, and are obtainable from Kodak Medical Department, Kodak House, Kingsway, London, W.C.2.)

Lameness in the Horse, 1931. P. W. Southern. 751 ft.

Parturition in the Goat and Cow, 1930. P. W. Southern. 150 ft.

Metrectomy for Pyo-Metritis in a Sealyham Bitch, 1930. Professor J. McCUNN, M.R.C.S., L.R.C.P., M.R.C.V.S. P. W. Southern, 371 ft.

Cystotomy in a Cairn Terrier Bitch, 1931. Sir FREDERICK HOBDAV, C.M.G., F.R.C.V.S. P. W. Southern. 275 ft.

Enterotomy for the Removal of a Rubber Ball, 1930. Professor J. McCUNN, M.R.C.S., L.R.C.P., M.R.C.V.S. P. W. Southern. 261 ft.

Administration of Chloroform to the Dog, and Castration of the Dog and Cat, 1931. Operations by Professor J. G. WRIGHT, F.R.C.V.S. P. W. Southern. 389 ft.

Reduction of Inguinal Hernia in a Bull Terrier, 1931. Professor J. McCUNN, M.R.C.S., L.R.C.P., M.R.C.V.S. P. W. Southern. 348 ft.

Metrectomy for Pyo-Metritis in a Chow Bitch, 1931. Professor J. McCUNN, M.R.C.S., L.R.C.P., M.R.C.V.S. P. W. Southern. 225 ft.

Psoroptic Mange in the Horse, 1932. Captain W. J. LEYSHON, M.R.C.V.S. P. W. Southern. 118 ft.

Gland-Grafting in the Greyhound, 1933. Professor J. McCUNN, M.R.C.S., L.R.C.P., M.R.C.V.S. P. W. Southern. 195 ft.

Rumenotomy in the Goat, 1932. Professor J. G. WRIGHT, F.R.C.V.S. P. W. Southern. 258 ft.

Rumenotomy in the Cow, 1933. Professor J. G. WRIGHT, F.R.C.V.S. P. W. Southern. 255 ft.

Amputation of Hind Limb of an Alsatian Dog, 1934. Mr. C. FORMSTON, M.R.C.V.S. P. W. Southern. 258 ft.

MONTHLY FILM BULLETIN

Certain films which were listed in the main Catalogue have, since its publication, been reviewed in the Monthly Film Bulletin. Published by the British Film Institute, 4, Great Russell Street, London, W.C.1 [4/- a year post free.] These are listed below in order to facilitate reference to the Bulletin reviews.

ANATOMY

Dissection of the Gluteal Region	Vol. 2, p. 158
Muscles and their Action	Vol. 2, p. 183
Muscle Action in the Foot	Vol. 2, p. 32

GENERAL SURGERY

Bronchoscopy under Local Anaesthesia	Vol. 2, p. 32
Functional Treatment of Fractures	Vol. 2, p. 97
Pes Cavus	Vol. 2, p. 161
Thoracoplasty in the Treatment of Pulmonary Tuberculosis	Vol. 2, p. 161

HYGIENE AND PUBLIC HEALTH

The Filter	Vol. 2, p. 19
Miracles Still Happen	Vol. 2, p. 158
The Rat Menace	Vol. 2, p. 46
Sewage	Vol. 2, pp. 159, 189

SOUND FILMS NOW AVAILABLE IN 16-MM. MUTE* FORM

Certain films which were listed in the main Catalogue as Sound Films have since become available in 16-mm. mute form. These are:—

Biology: Amoeba, by G.B. Instructional.

Physiology: Breathing, by G.B. Instructional.

Hygiene and Public Health: The Filter, by G.B. Instructional.

ERRATA

The Bermondsey Public Health Department ask us to draw attention to the fact that the films which they have produced and listed on pages 18 and 19 of the main catalogue of British Medical Films are not available for loan as the Department itself has them in constant use.

The title "Facial Paralysis Re-activation by Temporal Muscle and Facial Sling Technique" on pp. 15 and 25 should have read "Facial Paralysis, Treatment by Active Temporal Muscle and Facial Sling Technique."

The film entered on p. 23 under the title "External Version and Application of the Forceps" was never completed and was entered in the catalogue through a mis-apprehension.

*These mute versions of sound-films can be run on 16 mm. silent projectors, but no titles have been inserted.

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R.4/9

Revised Edition
March, 1939

THE CENTRAL COUNCIL FOR HEALTH EDUCATION



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Prepared by the Central Council for Health Education

E.M.B. 2



(Red and cream.)

Prepared by the Dental Board of the United Kingdom

E.M.B. 4



(Blue, green and orange.)

Prepared by the British Red Cross Society

E.M.B. 6



(Black and red.)

Prepared by the National Council for Maternity and Child Welfare

E.M.B. 7

HEALTHY CHILDHOOD



(Blue and black.)

Prepared by the National Milk Publicity Council

E.M.B. 8

THE NATIONAL MILK PUBLICITY COUNCIL



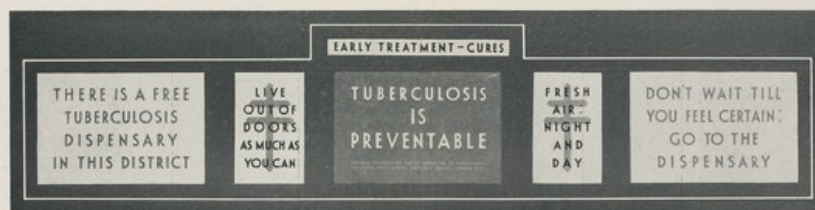
(Six colours.)

Prepared by National Safety First Association

E.M.B. 10



(Blue, black and red.)



(Black and red.)



(Blue, black and yellow.)



(Grey, orange, maroon and blue.)

MATERNITY AND CHILD WELFARE



(green, black and buff.)



(Yellow, red, maroon and green.)



(Blue, red, etc.)

Prepared by the National Council for Maternity and Child Welfare

E.M.B. 16

MATERNITY AND CHILD WELFARE



(green, black and buff.)

Prepared by the Eugenics Society

E.M.B. 17



(red, maroon and green.)

E.M.B.

Prepared by the Health & Cleanliness Council

E.M.B. 19



(Red, grey and black.)

(Red and black.)

Prepared by the Central Council for Health Education

E.M.B.

DO YOU USE THE HEALTH SERVICES?

YOUR BABY

THE DOCTOR AND HEALTH VISITOR
ENSURE HIM THE BEST OF CARE
BEFORE AND AFTER BIRTH

YOUR FOOD



THE FOOD
INSPECTOR
SEES THAT
IT IS PURE
AND CLEAN

YOUR CHILD

THE SCHOOL DOCTOR, DENTIST
AND NURSE SEE THAT HE
LEAVES SCHOOL FIT AND STRONG

THE WORKER



HEALTH
INSURANCE
WATCHES
OVER HIS
HEALTH

YOUR HOME

THE SANITARY INSPECTOR SEES
THAT YOUR SURROUNDINGS ARE
CLEAN AND HEALTHY

Prepared by



Prepared by the Eugenics Society

THE UNFIT ARE A
TAX & HINDRANCE
TO THE FIT

Prepared by the Health & Cleanliness Committee

Prepared by the National Ophthalmic Treatment Board

E.M.B. 20



(Blue, grey, black and buff.)

Prepared by the National Association for the Prevention of Tuberculosis

E.M.B. 21



(Red, black and grey.)

Prepared by the Housing Centre

E.M.B. 22



(Red, blue and black.)

Prepared by the Central Council for Health Education

E.M.B. 24



(Green and purple.)

Prepared by the Youth Hostels Association

YOUTH HOSTELS ASSOCIATION
19, BRIDGE ROAD, WILMYS GARDEN CITY, HERTS

E.M.B. 25



(Blue and black.)

Prepared by the General Council for Health Education for the National Advisory Council for Physical Training and Recreation

E.M.B. 27



(Red, orange and grey.)

Prepared by the Central Council for Health Education for the National Advisory Council for Physical Training and Recreation

E.M.B. 28



(Eight colours.)

Rural Housing Poster prepared by the Ministry of Health

E.M.B. 29



(Several colours.)

Prepared by the Central Council for Health Education for the National Advisory Council for Physical Training and Recreation

E.M.B. 30



(Orange, blue and brown.)

Prepared by the Central Council for Health Education for the National Advisory Council for Physical Training and Recreation

E.M.B. 32



(Green, red, blue and yellow.)

Prepared by the Central Council for Health Education

E.M.B. 34



(Several colours.)

Prepared by the Dental Board of the United Kingdom

E.M.B. 35



(Several colours.)

Prepared by the British Medical Association

E.M.B. 36

SUPPORT THE NATIONAL HEALTH CAMPAIGN

When your health is in doubt ALWAYS act at once to protect yourself	THE NATION'S HEALTH IS YOUR HEALTH— A BLESSING TO BE CHERISHED	Follow the Prime Minister's advice: ASK YOUR doctor and ask him in good time	YOUR DOCTOR WILL ADVISE YOU IF SPECIALIST TREATMENT IS NEEDED	Everybody must have a family DOCTOR if we are to build an A1 people
--	--	---	---	--

(Red and yellow.)

Prepared by the British Medical Association

E.M.B. 37

DRINK SAFE MILK

Everyone agrees that MILK is man's finest food	FOR A FITTER BRITAIN WE SHOULD DRINK TWO AND A HALF TIMES AS MUCH MILK AS NOW	BUT EVERY DROP MUST BE FREE FROM INFECTION	DOCTORS ADVISE YOU TO BUY PASTEURIZED OR TUBERCULIN TESTED MILK, OR ELSE TO BOIL YOUR MILK	All milk must be made SAFE for everyone to drink
---	--	---	---	---

(Blue and yellow.)

Prepared by the National Milk Publicity Council

E.M.B. 39

This simple rule's worth more than wealth —DAILY MILK helps you to health	MILK	Daily milk NOW builds health for the years to come	MILK	MILK for youngsters every day —gives them zest for work and play
--	-------------	---	-------------	---

(Blue, grey and black.)

NATIONAL FITNESS COUNCIL FOR ENGLAND AND WALES



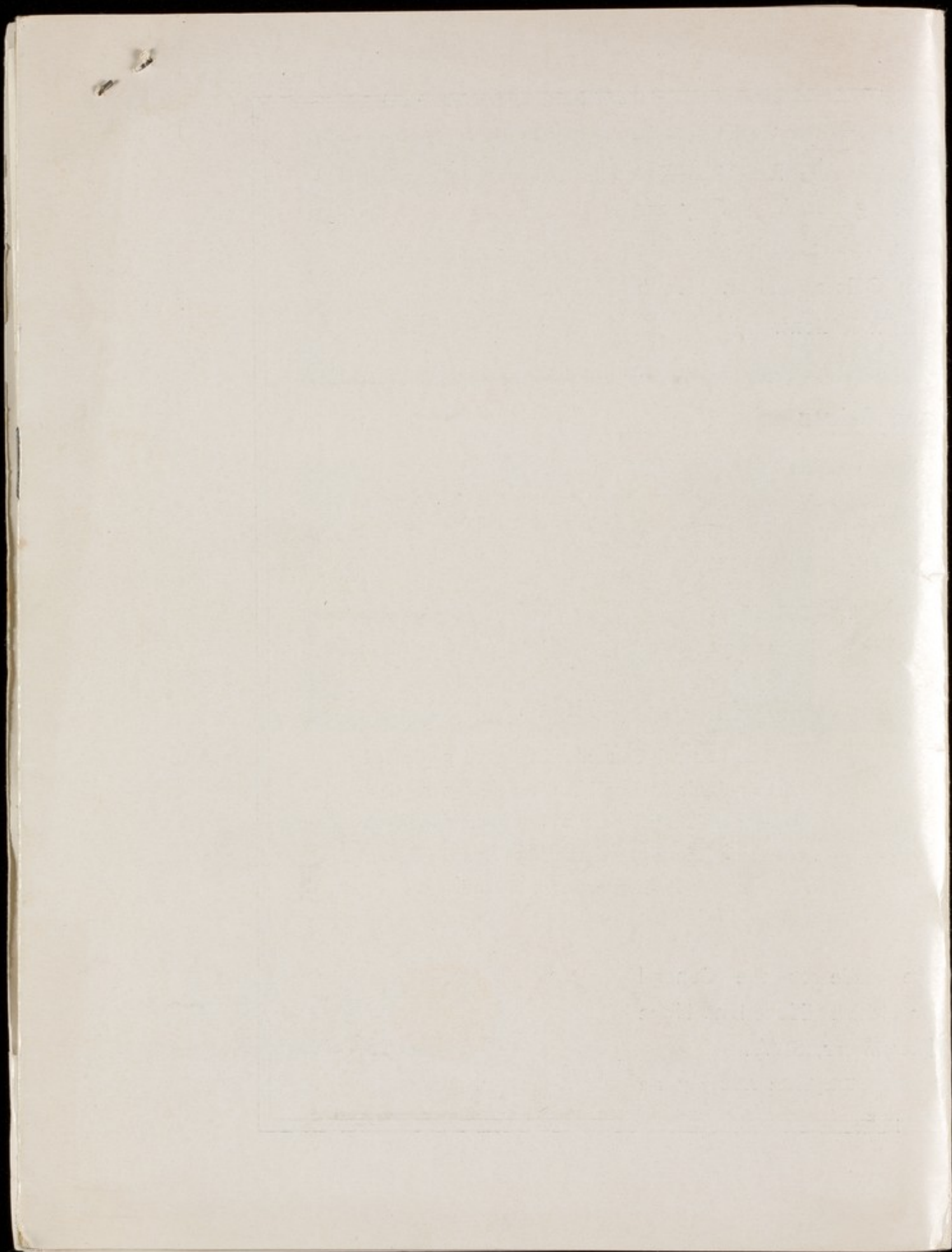
(Green and black.)



(Red, black and blue.)



(Crimson, blue and black.)



Central Council for Health Education for the National Advisory Council for Physical Training and Recreation

E.M.B. 28



Central Council for Health Education

E.M.B. 34



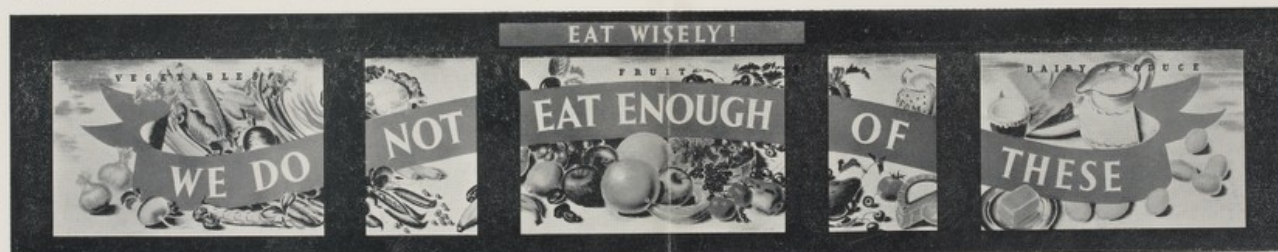
- E.M.B. 10—Prevent Road Accidents
- E.M.B. 11—Early Treatment of Coughs
- E.M.B. 12—For Health's sake Don't Smoke
- E.M.B. 15—Your Teeth Need Care
- E.M.B. 16—Maternity and Child Welfare
- E.M.B. 17—The Unfit are a Tax on the Fit
- E.M.B. 20—Safeguard Your Skin
- E.M.B. 21—Fresh Air, Moving Pictures
- E.M.B. 22—Better Homes mean Better Health
- E.M.B. 24—Exercise—Sleep—Work

Reproduction

Poster for
Set of fitness
Poster for
Poster for
Poster for



(In red, yellow, green, blue and purple)



(In nine colours)

"E.M.B." Poster

for display in April, 1940.

E.M.B.52

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"E.M.B." Poster

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E.M.B.50

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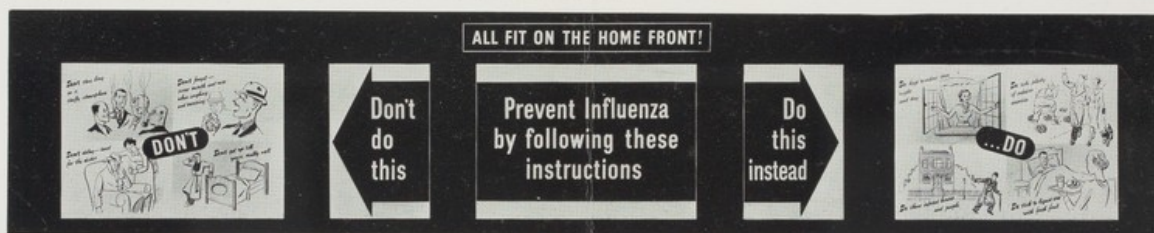
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E.M.B.49

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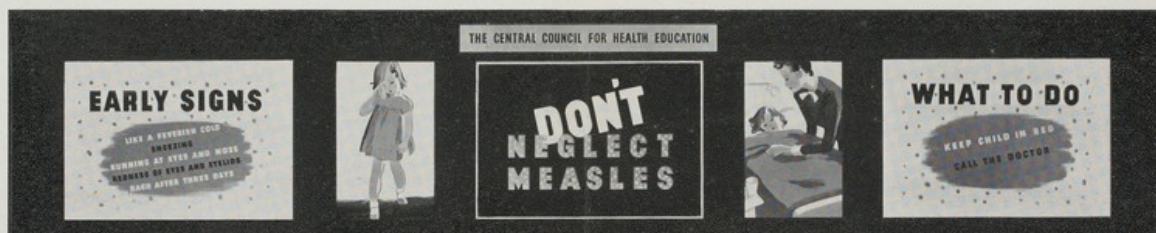
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"E.M.B." Poster

for display in October, 1939.

E.M.B.48

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"E.M.B." Poster

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E.M.B.47

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"E.M.B." Poster

for display in May, 1939.

E.M.B.43.

Prepared by the Dental Board of the United Kingdom.



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R.4/10

E. M. B. STOCKS.12th April, 1940.

<u>Number.</u>	<u>Stocks.</u>	<u>Number.</u>	<u>Stocks.</u>
E.M.B. 2	59	34	59
4	144	35	78
6	10	36	273
7	Not Known	37	Out of print.
8	75	39	Very few
10	Not known	40	" "
11	82	41	240
12	42	42	290
15	84	43	Not known
16	Not known	44	459
17	647	45	50
5	39	46	533
20	139	47	560
21	31	48	540
22	Not known	49	561
24	53	50	175.
25	Out of print		
27	20		
28	44		
29	Out of print		
30	50		
32	30		

R.4/111 WPHONap. Cmc Feb 1947

HEALTH EDUCATION AND THE HEALTH VISITOR

By ROBERT SUTHERLAND, M.D., D.P.H., (Fellow), Medical Adviser and Secretary to the Central Council for Health Education

I think it was the Jesuits who said: "Give me a child for the first seven years of his life and you can do what you like with him after that." But it is only within comparatively recent times that the community has thought of acting upon that axiom from the point of view of the child's all-round development.

The home is, of course, the place in which the child's future is most shaped. His physique, his vitality, his resistance, his attitudes, his habits, his understanding, or lack of understanding, his knowledge or prejudice, are being formed there, for better or for worse. Indeed, the conditions in his home and the care he receives there determine whether he will have a chance of life at all. He may perhaps be so badly nourished in his mother's womb, or so badly handled physically, epidemiologically, psychologically, in his early days and months and years, that he will not survive, or survive only in a stunted, crippled or twisted form. It is during these early stages of his development and while he is within the home that he is forming his attitude towards life—a courageous attitude or a timid attitude; a positive approach to life with a desire to master it, with considerable confidence that he will master it, and a feeling that life is a good thing, an enjoyable thing, a secure thing; or a negative approach, a fearful approach, an approach to life as something that is dangerous and insecure. And it is there, too, that his attitude towards other people takes shape. Will he approach them feeling that they will be friendly towards him and wish him well, on the whole, or will he regard them as potential enemies? In the one case he will be friendly; in the other shy and retiring or aggressive and unfriendly. There is, too, the question of his regard, or lack of regard, for the rights of other people. Will he recognize that while he has every reason to expect that older people, and people in positions of authority, should give him justice and show him kindness and understanding, and make little concessions to him because of his inexperience and his youth, they, too, have rights? He must not expect the give to be all on one side and the take to be all on one side; he must not be constantly demanding, he must, in turn, be bestowing consideration, affection, increasing service.

All these matters are being determined in those early years in his home. He is starting off from the completely immature infant and working towards maturity, starting from a state of comparative helplessness and struggling with all his might to master his environment. He begins by trying to master his body, he passes on to attempts to master his material environment, and then imperceptibly to attempts to master his social environment—the people around him. In his early days he is entirely parasitic upon the society in which he finds himself, concerned only with his own

interests and the immediate satisfaction of his own needs. Somehow he has to be brought from that irresponsible dependency to a state where he can co-operate happily and smoothly with other people, and be increasingly prepared to stand on his own feet and to do things for himself. Later on he must make positive contributions to the well-being of the society in which he finds himself—his home, the society of the nursery school or school, and ultimately the community as a whole.

A Dynamic Relationship

To get an understanding of the problem that confronts us in our attempts to provide an environment that will be good for the child's future as well as his present, we must always think of him as being in a dynamic and interacting relationship with his whole environment. We have to realize that at any given moment he is the product of the interaction between his inherited potentialities and the external forces—physical, intellectual, emotional and spiritual—that are at work upon him. So we have to approach the problem of health education from two points of view.

First of all, we have to do what we can to ensure that the material and cultural environment surrounding the child not only does him no damage, but encourages his best all-round development. It has to be an environment that gives him an opportunity of achieving his inherited potentialities. We have certainly got to do everything we can to change those environments—all too common at the present time—that discourage and damage.

But it is not enough that the adults surrounding the child should ensure that his environment is admirable and properly used in his best interests merely while he is still small. If he is to develop properly, he must in due course pass from a dependence on other people for right living to that degree of maturity and development that will ensure that he lives in the right manner by his own choice. During those formative years, therefore, we must see not only that he is developing properly, and that the environment surrounding him is being used properly at that particular time, but that he is being trained in such a manner that after he has passed from our influence he will comport himself in a way that is good both for him personally and for the community. We have, in short, to use that extraordinarily formative period for developing in him the correct attitudes towards life, towards himself, and towards things outside himself, including the people around him. We have got to ensure that he develops healthy habits of mind and body. And we must try to give him understanding, and, so far as his intellect is developed, knowledge that will support these correct attitudes and habits. Healthy living in adult life is much more a question of having acquired in infancy the correct attitudes and habits of mind and body than of knowing a number of rules of healthy living and slavishly following them.

Old Dogs and New Tricks

All this, of course, throws a tremendous responsibility upon

those people who come into close contact with the parents and the home. It is true that the educationists have a very great contribution to make through the formal education system because they are in contact with the child continuously over a period of many years; but their job is an uphill one if they have to start by trying to undo bad existing habits at the age of five—or even at the age of three in the nursery schools. It is a terribly difficult thing to teach anybody new tricks if first one has to rid him of old tricks of mind or body.

And so, although I hope that health education will become an absolutely essential, continuous and integrated part of the work within our formal educational system, the crucial place will still remain the home. I do not say that without some action in the home the schools could not do a lot. I think they could, but it is vitally important that as a parallel measure, and in many ways as a measure of even greater importance, we continue to develop our health education influence within the home.

As we have seen, the purpose of our parentcraft teaching must be the dual one of ensuring that in his home the child has first the sort of environment—intellectual, emotional, spiritual, as well as physical—that will give him a chance to fulfil his innate powers, and secondly the type of training that will ensure that throughout the whole of his life he will use himself and his environment in the best possible way.

The Community's Responsibility

Now, if we are going to tackle that, we must first see that so far as the community can make a healthy life possible, it does so. The community must not only remove such harmful things as poverty, malnutrition, bad housing, slum conditions, unemployment and other devastating influences; it must replace them by beneficial things, by encouraging things, by cultural things, by amenities for physical, intellectual, emotional and spiritual development. The community must accept its full responsibility for providing those things that the individual cannot provide for himself; and this means the education of the community in the duties of citizenship. And here, I think, the health visitor has a part to play. As I know very well from many years of close working with health visitors, you have first-hand inside knowledge and experience of the effects of adverse environmental conditions. You have seen children killed or damaged emotionally as well as physically, by poverty,

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and Midwives.

106, St. Clement's House,
Clement's Lane, London E.C.4

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Barton-on-Sea, will be available
shortly for Rest-Breaks

Look out for announcement
of opening date for
the receipt of applications!

overcrowding, malnutrition, and if you use your opportunities to speak about what you know at any meeting where a number of people are gathered together, you will carry a message that will help to make ordinary comfortable citizens recognize that if children are injured by these environmental circumstances, it is their responsibility. You can see that they can no longer say, "I didn't know that this was going on," as a lot of people said when they discovered the state of affairs during the evacuation period. You can see that they face up to the conditions in your town and in your area, that they know the results of these conditions, and that they consider the measures that could be taken by the community and the local authority and the whole nation to remove these adverse influences and replace them by favourable forces. I believe that anybody who has a real personal feeling based on direct experience of this damage can carry conviction. Do not try to orate. And don't read a set lecture about your job and its problems. Just talk simply, in your own words, at the women's institutes, the Inner Wheel, anywhere that you can. If you must use notes, let them be only headings. In the course of years you will help to educate public opinion in your area to act in these important matters, and that will help to educate public opinion in the nation.

But, of course, your principal job in health education falls into two divisions: the part that you carry out in the course of your ordinary day-to-day duties as a health visitor and the part that you may carry out formally in the education service.

Health Visitors Outstanding Health Educationists

I believe that what you do in your ordinary day-to-day duties is the more important. The most effective health education is carried out not as something done formally at a set lecture, or on a set occasion, but something done incidentally and continuously while one is dealing with the varied duties one has in the course of one's work. One looks forward, of course, to the day when doctors and nurses will take a more active part in the health education of the school child, but your major work will be done in your direct contacts. And here I would like to pay a tribute to health visitors and to say that I honestly believe they are the outstanding health educationists at the present time. Health visitors are carrying out this important parentcraft instruction every day of their lives and the results have been very encouraging.

Health education must begin in the ante-natal service, and I would make a plea here for the closest possible co-operation between the health visitor and the midwife. In the ante-natal period the mother will, of course, be helped to look after her own health during pregnancy. But most women approach pregnancy and labour with distorted ideas and a whole lot of hidden fears, and they must be helped to get rid of such unnecessary fears, and prepared physically for labour by learning to relax in the first stage and by learning the exercises that will help them to expel the baby in the second stage.

*Reprinted from the Journal of the Royal Sanitary Institute.
(To be concluded).*

EDUCATIONAL NOTES

POST-CERTIFICATE COURSES

Easter 1947. A Post-Certificate Course is to take place at the University College, Southampton, from the 10th to 24th April.

SUMMER SCHOOLS

Cambridge. A Summer School is taking place at Newnham College, Cambridge, from the 5th to 19th July, 1947.

Kingston upon Hull. A Post-Certificate Course is being organised at the University College, Hull from the 16th to 30th August.

THIRD EXTENDED TEACHING COURSE

Health Visitors who have had some experience in lecturing or have taken a Preliminary Course on the Technique of Teaching are invited to attend the above Course, commencing on Tuesday, April 29th, weekly, for two terms at 6-30 p.m. at Number 7, Victoria Street, S.W.1.

INTENSIVE TEACHING COURSE

A two weeks' residential Course for Health Visitors on the Technique of Teaching Mothercraft will be held in connection with the Summer School at Cambridge from the 5th to 19th July.

For further particulars of all the above Courses, apply to the Educational Organiser, W.P.H.O.A., 7, Victoria Street, London, S.W.1.

SWEDISH TOUR

It has been decided to postpone the proposed Tour to Sweden until the Spring of 1948. Names of applicants have been filed and they will be informed of any further decisions. Further applications are now invited for this Tour in 1948.

POST CERTIFICATE COURSE LECTURES

The full report of the following Winter School Lectures will appear in *Mother and Child*.

"Prevention of Tuberculosis," by Dr. J. E. Stokes, in the March issue.

"Juvenile Delinquency," by Dr. R. G. E. Richmond, in the April issue.

copies can be obtained from The Editor, *Mother and Child*, 29, Gordon Square, London, W.C.1, price 1/-

SUMMARY OF LECTURES GIVEN AT CHESTER ON PUBLIC ADMINISTRATION

These are now available in pamphlet form from the W.P.H.O.A., 7, Victoria Street, London, S.W.1, price 10d. each, 1/- including postage.

W 140 MARCH
1947

R. 4/12

HEALTH EDUCATION AND THE HEALTH VISITOR

By DR. ROBERT SUTHERLAND

(Continued from last month)

Forewarned is Forearmed

Then it is important to remember that parentcraft instruction given in advance of the baby's arrival is in many ways more valuable than that given afterwards. You have probably had the experience of seeing a child with established problems at your first visit, as early as the second or third week of life. Perhaps some minor difficulty of feeding has arisen, the mother has got worried, the child is unsatisfied, unhappy, and insecure, and a relationship that should have been happy, positive and enjoyable has broken down, and has become anxious on both sides. It is quite simple to undo the physical difficulty as a rule, but it is not so easy to undo the emotional disturbance that has arisen between the child and the mother. It is very important, therefore, that mothers and fathers and grandparents and uncles and aunts should be prepared for the reception of the child. They should understand something of the child's physical needs and quite a lot about his emotional needs, how to deal with certain situations, and where to get help at the first sign of difficulty—before the difficulty has had time to harden into a problem of behaviour. No ante-natal clinic is really doing all that it could unless there is associated with it some course in parent-craft for the prospective fathers and mothers—for the mothers certainly, but, better still, for both. I believe that when a woman becomes pregnant with her first baby, every responsible husband and wife has a real feeling of awe—a realization that they have done something extremely wonderful: they have started a new life. And if one cashes in on that feeling of awe, one can do a lot to see that from the very beginning of the child's association with its home and its parents, progress will be made along the right lines towards material and emotional well-being and the formation of attitudes and habits that will not have to be undone later on, but will ensure his all-round development and the richest fulfilment of his inherited powers.

Breaking Down a Vicious Circle

One must follow this on into the post-natal care of the mother, in the home visiting and the clinic. I do not think it is going too far to say that health education should be the main purpose of the health visitor and of the infant welfare clinic. The handling of the minor ailments, and the other simple problems that so often bring the mother to the clinic, should be quite incidental. Most of these things would remedy themselves in the course of time, but errors in the handling of the child will not; they will harden, they will have cumulative effects upon his well-being and his character. A vicious circle will be established when the wrongly-handled child has grown up and married. He naturally brings his children up with the same wrong attitudes and habits, the same prejudices and lack of understanding.

By all means deal in the clinics with the presenting problems, but use your success there as an opportunity for parentcraft instruction. When you first see a mother with her new baby ask yourself: "Can I do anything to help this mother and this child to establish the happiest possible relationship with each other—to ensure that this child is reared in a manner that will help him to develop into a happy and healthy, well-adjusted individual, living in a positive way, uninhibited as far as possible by fear and anxiety and a wrong approach to life and other people!" At that stage you have it in your power to establish in some measure the environment that will be surrounding the child during those most formative years before he goes to school. Help the mother to resolve her difficulties and to modify her approach to the child and her handling of the child, so that she is giving him the type of upbringing that is going to be best for his future as well as for his present. Half an hour or any hour spent with a mother at your first visit is worth infinitely more than many visits of five or ten minutes' duration. It is the quality of the work, not the number of visits you make; it is what you succeed in doing to modify the physical and mental environment of the child that counts.

What Must the Mother Do?

What is it that you must get the mother to do? What must be her goal? The first thing is to make her realize that her child is a unique individual. We ourselves sometimes fall down there. We are far too ready to consult tables which say that a child of such-and-such a weight should have such-and-such a food, should gain so many ounces a week; that a child of a certain age should be a certain height and weight, and have so many hours of sleep. We lay down rules all as if the child had no individuality of his own. But every child is a unique individual, and his individuality must be studied. He has been living inside his mother's womb, everything he needed has been on tap, he has done exactly what he wanted; and yet the first thing we do is to clamp down on him an arbitrarily-chosen discipline. It is all wrong. We must get the mother to recognize that her child has his own individual needs, which must be studied. She has to satisfy these needs, and at the same time to try by a process of education to bring the child into a reasonably adjusted routine that has due regards to the needs of the household as a whole, including those of his mother. But this must be done gradually.

Then the mother must look upon the child as a whole and recognize always that he is developing intellectually and emotionally as well as physically; that his character is being formed as well as his body; and that she must not think only in terms of his physical well-being and have no regard for the possible effects of her actions upon his emotional development. He is reacting to everything in his environment—the emotional, intellectual and social stimuli as well as the physical.

The third thing we must do is to persuade the mother that the child is not a miniature adult. He is maturing stage by stage. He

has to learn to hold his head up before he can sit up, to sit up before he can stand, to stand before he can walk. He has to pass through all the stages of development in their proper order, but he must be allowed to do this in his own time and at his own pace. Then the mother should be helped to appreciate that her child understands much more than he can say; he is much more intelligent than he seems. He understands language before he can reproduce it, and he certainly understands tones of voice and general atmosphere in the home: she must never think that because the child is lying there without saying anything she can behave as though he were not there.

It is a very natural temptation to parents to sacrifice their child's future well-being to his present happiness and convenience. You will have seen this often in the child who is difficult over his meals. In their natural concern lest their child should starve for a few meals or even for a few days—which would not do him any harm—his parents ruin his appetite, his physique and his character. Such parents must be helped to see how short-sighted is their attitude and how little in the best interests of the child.

So much for the actual health education work to be carried out directly with the mother. I believe, however, that in the future the health visitor and the doctor are to play an increasing part in the health education of the child in school.

Influencing the Teachers

That contribution you can make in three ways. First of all, there is the influence that you exert upon the teachers and upon the general conduct of the school. I am imagining here, of course, that you have an opportunity to go into the school either as a school nurse or, alternatively, as a health educator. Your influence upon the teachers will be most effective when it is most subtle and least obviously an attempt at an influence upon them. It will depend upon your own personality, the quality of your work, the depth of your knowledge and understanding, the real interest you display in the well-being of the children, the concern you show to learn from the teachers how the child is behaving in school, and the extent to which you are prepared to give the teachers the benefit of your knowledge of the home conditions; you can be immensely helpful to the teachers there. You can tell them about the mother and father, the general home conditions, the relationship of the child towards his brothers and sisters. Don't just be content to pass over the card; help the teacher by giving the benefit of your first-hand knowledge. In this way you can help her to widen her approach to the child as a child with a past and a future as well as a present. You can, in short, be exercising the same sort of influence upon the teacher as you have been doing upon the parent.

But I think that you should also increasingly seek opportunities to take part in the formal health education of the child in school. If you are to do this effectively, however, your knowledge and experience should be balanced by some training in teaching methods

and practice. But even if you have taken a course of instruction in teaching methods, you must be content to go into the schools humbly prepared to admit that you do not know much about teaching, but that you would like to do everything you can to help. Get the teachers to help you; do not hesitate to ask them to tell you where you are going wrong; do not be too ambitious to begin with but build up their respect and their co-operation.

A Link with the Home

The third thing you must do in the schools is to help to foster the development of parent-teacher associations. There should be a clinic-parent association in association with every clinic and a parent-teacher association in association with every school. Do what you can to encourage the formation of such an association, make your own contribution to it, and try to see that it is run on the basis of a true association of parents, teachers, doctors, nurses, who are getting together to discuss how to do the best thing possible for the child.

Finally, you will do much more over a period of years if you can multiply yourself and your influence by interesting other people in this work, by inspiring other people with a sense of the importance of health education and parentcraft teaching. If you go out to get disciples, to get people interested and anxious to co-operate in this work themselves, the effect over a period of years will be immensely greater than if you are trying to do the whole thing yourself. There is a great need for team work. Parents, doctors, nurses, dentists, teachers, youth leaders and clergy—all have their part to play. It is by team work, by using all our opportunities to proselytize, and by cashing in on the goodwill of all people who are trying to help children and young people that we are going to make real progress in this immensely important work of health education. Because of our special experience, we doctors and nurses have a special responsibility. We should be giving a lead to our fellow workers in this field. But our fitness to give that lead will depend upon the extent to which we are continually striving to increase our wisdom and understanding by observation, study and reflection.

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THE MODERN HOMES EXHIBITION

DORLAND HALL, REGENT STREET, S.W.1.

Opening date March 25th

The 1947 Modern Homes Exhibition, employing the latest ideas and the most modern technique in exhibition presentation, will not only present a vivid, informative, and realistic picture of what has been done and is to be done in using the nation's resources, skill, inventiveness, and enterprise in solving the vast national problem of housing and supply of furniture and equipment, but will also deal with the problems of everyday living, with home-making as it affects the average man and woman at the present time. The Exhibition will be gay, colourful, and thrilling, but it will be essentially a practical exhibition for the practical home-lover. The scores of exhibits, from full-size completely furnished rooms to the latest in vegetable peelers, and other ingenious ways of lightening the housewife's task, will represent materials and equipment that are actually available at the time of the exhibition. The hundreds of ideas and suggestions by experts for making or improving a home can be carried out without any delay.

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The convenience of tablet medication is undoubtedly of marked value in the treatment of many conditions presented daily to the physician.

This is particularly true of alkaline therapy, where 'Milk of Magnesia' Tablets are a frequent and everyday prescription.

In the busy dispensary, or for providing immediate symptomatic relief while visiting the patient's home, they present advantages readily appreciated by the practitioner. Quickly dispensed, accurate in dosage and convenient to take during working hours, 'Milk of Magnesia' Tablets offer a simple yet efficacious means of combating gastric upset due to hyperchlorhydria.

SPECIAL PROFESSIONAL PACKS

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FROM THE HEALTH DEPARTMENT



THE SCHOOL
MEDICAL SERVICE



TUBERCULOSIS
DISPENSARY



MATERNITY &
CHILD WELFARE CENTRE

HOW YOU CAN PROTECT YOUR CHILD AGAINST DIPHTHERIA



A SAFE AND SIMPLE PRECAUTION

THE DANGER.

Between the ages of one year and eight years nearly all children are liable to contract diphtheria. Your child may encounter the diphtheria germ at any time and in the most unexpected places. It spreads readily from child to child and may be carried by apparently healthy people who are not actually suffering from the disease.

Diphtheria kills thousands of young people every year, and it leaves thousands of others with weak hearts and shattered nerves, incapacitated for the remainder of their lives.

The patient sometimes dies twenty-four hours after a sore throat is first noticed.

Practically no child need contract severe diphtheria or die from that disease if the precautions outlined in this leaflet are carried out. Most children can be immunised, that is—treated in such a way that they are unable to contract the disease.

THOUSANDS OF YOUNG PEOPLE ARE BEING IMMUNISED IN THIS WAY.

IF YOU DELAY . . . ?

Delay is dangerous. If you have a child between the ages of one and eight years you should have him or her immunised immediately. It takes at least a month or two for this protection to be given to your child. It is therefore very dangerous to wait until diphtheria should come into your neighbourhood.

It is then too late to seek protection for your child.

We often hear mothers say after losing one of their children with diphtheria that they had meant to bring them to be protected, but for one reason or another had put it off.

Nobody knows when an epidemic may come.

Your Medical Officer of Health feels it to be his duty to warn you by this leaflet of the dangers of the disease and of the opportunity which he is able to offer you for the protection of your child.

DARE YOU TAKE THE RESPONSIBILITY OF DENYING THIS PRIVILEGE TO YOUR CHILD?

THE REMEDY. ASSISTING NATURE.

Some people are equipped by Nature with special resistance to diphtheria, and while they are so equipped they cannot contract it. A doctor will be able to find out by a simple test whether your child is safe. If Nature has not protected your child he should be immunised without delay.

Immunisation is a very simple procedure. A few drops of fluid are injected under the child's skin. The state of protection gradually develops in the child's body and after a month or two he becomes immune from diphtheria. In most children this protection lasts well over the period of the greatest danger, and in many cases for life. Most of the deaths occur in young children especially under five or six years of age.

Protection can be given to any child after the age of six months. Why not have your child protected when he is a year old?

YOU COULD NOT GIVE HIM A BETTER BIRTHDAY PRESENT.

SAFE, SIMPLE AND HARMLESS.

Thousands of children are being saved from diphtheria in all parts of the country. Though this method has been practised since 1919 in this country, no harmful results following immunisation have ever been recorded.

The materials used by your Health Department are harmless and safe. Their preparation is carried out under government supervision and they are subjected to very stringent tests to prove that they contain no germs or trace of poison.

Not one in a hundred children is in any way worried by the injection. There is no sore, no scar, no pain. No bandages or red ribbons are required.

THERE IS NOTHING EXPERIMENTAL ABOUT IMMUNISATION. YOUR MEDICAL OFFICER OF HEALTH WOULD NOT OFFER IT TO YOU IF THERE WERE.

THE LEAGUE OF NATIONS.

The Health Committee of the League recommends "that immunisation against diphtheria should be carried out not later than during the pre-school period, after the end of the first year of life. If the children have not been immunised during the pre-school period they should be immunised if possible during the first year of school attendance."

THE FACTS.

"In 1934, 68,759 cases of diphtheria were notified in England and Wales as compared with 47,435 in 1933. The fatal cases numbered 4,085, giving a fatality rate of 5.9 per cent. as compared with 5.5 per cent. in 1933."

Extract from the Report of the Chief Medical Officer, Ministry of Health, 1934.

ASK YOUR DOCTOR OR WRITE TO THE MEDICAL OFFICER OF HEALTH

Please complete and return this form to the Medical Officer of Health to-day

I/We wish to have my/our child protected against Diphtheria.

Child's Name.....

Signature of Parent.....

Address.....

Date.....

SPACE FOR LOCAL ANNOUNCEMENTS

This leaflet is the first of a series to be issued by the Central Council for Health Education for distribution by Public Health Departments.

The following charges will be made for copies of the leaflet, inclusive of postage, carriage and packing :—

Up to 5,000	£1 per thousand.
Over 5,000	15/- per thousand.

LOCAL ANNOUNCEMENTS

The following charges will be made for overprinting particulars of the local services on the back page :—

For 1,000 and over	...	17/6 per thousand.
For 3,000 and over	...	9/- per thousand.
For 5,000 and over	...	7/6 per thousand.
For 10,000 and over	...	6/- per thousand.

Orders should be sent in as soon as possible to the Secretary, The Central Council for Health Education, 1 Thornhaugh Street, Russell Square, London, W.C.1. Telegrams: "Epidauros, Westcent, London." Telephone: Museum 1815.

Prevention of Decay of Teeth.

(Leaflet for the Use of Parents.)

This leaflet, which has been approved by the Council of the Society of Medical Officers of Health, reads as follows :

Decay of teeth is caused by the fermentation of food that sticks on or between the teeth after meals. Acid is formed from the food, and this acid eats a hole into the teeth. It is only the "starchy" and "sugary" foods (see below) that form acid in the mouth.

It is most important that the jaws should be well grown and the teeth regular. This is brought about by breathing through the nose from birth onwards and by chewing and gnawing. If the jaws are small and the teeth overcrowded, mastication (chewing) cannot be properly performed, and the food will be left clinging to the teeth after meals and the teeth will decay.

In order that the jaws and teeth shall grow properly and the teeth kept clean and free from decay you should observe the following rules :—

(1) As soon as an infant needs food other than milk (8 to 9 months) give it in a solid form, such as crusty bread, twice baked bread, or crisp toast, thus compelling mastication. Do not give bread soaked in milk or milk thickened with flour or other starchy foods, such as most patent foods. Encourage the child to chew and see that it breathes through its nose. In these ways good habits of mastication will be formed.

(2) As the child grows up you should still give most of the food in a solid form, compelling mastication. Food, other than milk, should rarely be taken in a liquid form. Vegetables and meat should not be minced and soaked in gravy. Bread should not be eaten new, and it should have plenty of good firm crust.

(3) After the first two or three years of life the child should have three meals a day and no food between.

(4) It is not advisable to drink at meal times, but plenty of water should be taken between meals. Milk is a food, and should only be taken at meal times, and must be followed by a tooth cleansing food.

(5) All meals should be finished with a cleansing food (see below).

(6) Sweets, chocolates, and biscuits are very harmful to the teeth, if taken the last thing at night. They should only be taken at meal times, and should be followed by a cleansing food. The custom of giving milk and biscuits the last thing at night should not be allowed.

(7) Correct feeding and chewing are the best means of preventing decay of the teeth, though the intelligent use of the toothbrush will be found helpful.

If decay of the teeth or tenderness of the gums is noticed, the child should be taken to a dentist. Such conditions prevent mastication and bring about further decay. It is important for the sake of the child that the nursing and expectant mother should also go to the dentist if her teeth are in a bad condition.

EXAMPLES OF FOOD REFERRED TO ABOVE.

Starchy Foods.—Potatoes ; rice, tapioca, sago ; bread, biscuits, &c. ; oatmeal porridge ; most patent foods.

Sugary Foods.—All foods to which sugar is added ; sweets of all kinds ; honey, syrup, jams, marmalade ; milk.

Tooth Cleansing Foods.—Fresh fruits ; apples, oranges, nuts ; raw vegetables ; lettuce, watercress, celery, radishes, onions ; crusts¹ of bread, crisp toast, twice-baked bread ; meat, fish, bacon.

¹ The coarse whole-meal flour is best for this purpose.

To be obtained from JOHN BALE, SONS & DANIELSSON, Ltd., 83-91, Great Titchfield Street, Oxford Street, London, W. 1.

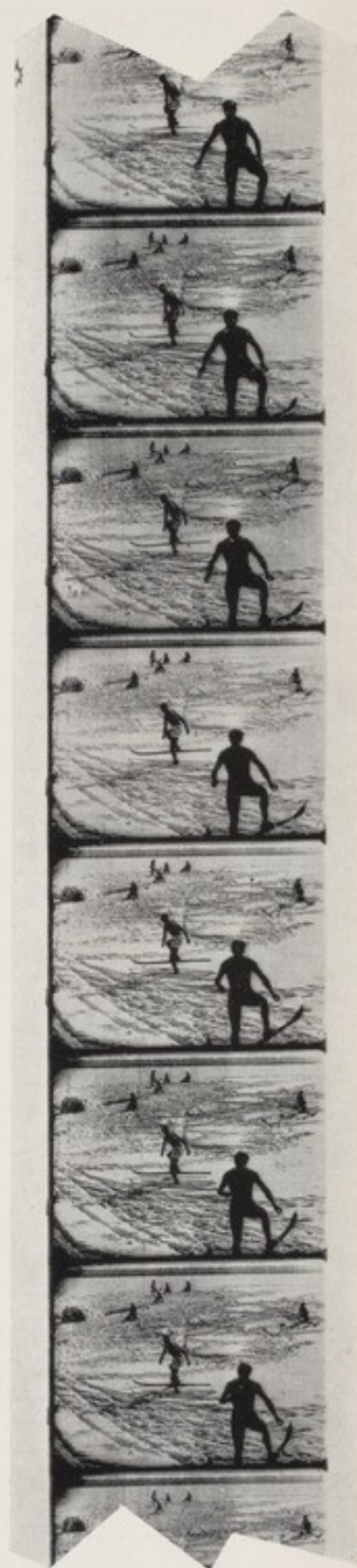
1d. each ; 50, 2/- ; 100 3/9 ; 500, 15/- ; 1,000, 20/-.

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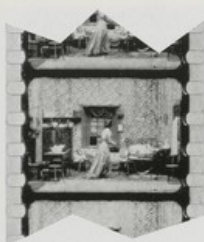
THE 16mm CINEMA FILM IN HEALTH EDUCATION

SOME SUGGESTIONS



National Association for the Prevention of Tuberculosis

"THE STORY OF JOHN McNEIL"



THIS was the first film ever to be produced on the subject of Tuberculosis, in the year 1911. It describes the Edinburgh Royal Victoria Hospital Tuberculosis Dispensary Scheme, which became a model for the whole country.

560 feet.
20-23 minutes.
5s. a day, £1 a week.

"AIR AND SUN"



Here are the children, happy in Switzerland—above the snow-level—snowballing and enjoying themselves, practically without clothes. What it teaches us about open air and the skin, and the meaning of sunlight!

An attractive picture for children and adults too.

350 feet.
10-12 minutes.
5s. a day, £1 a week.

Page Two

"A DAY IN AN OPEN-AIR SCHOOL"



But Switzerland, thank goodness, is not the only place where open air and sunlight can be enjoyed. Even in our own country children have the same opportunities on many days of the year. This film describes the whole routine of an open-air school—from leaving home in the morning, through lessons, games, dinner, practical work—and you have only to see it to be inspired with the idea that every child ought to have such surroundings.

480 feet.
15-20 minutes.
5s. a day, £1 a week.

"THE PRODUCTION OF TUBERCULIN-TESTED MILK"



Milk—the perfect food—may convey harm, and how few people understand the way to keep it clean and pure. Here it is described for you simply. This is a well-known dairy farm, and you watch, fascinated, the process of milking, bottling and distributing—all in the cleanest manner. The cows are tested for Tuberculosis regularly.

A useful film for those concerned in dairy work or milk distribution.

350 feet.
10-12 minutes.
5s. a day, £1 a week.

Page Three

"A STITCH IN TIME"



Dispensary to the Sanatorium—and see a new hopefulness breaking on the whole family.

A useful film for general exhibition.

(Two-reel.) 680 feet (total).
15-20 minutes.
5s. a day, £1 a week.

"THE WIND AND THE EARTH"



preventing disease in a rural area.

An attractive film for those who live away from cities. It is quite free from technical or disagreeable features.

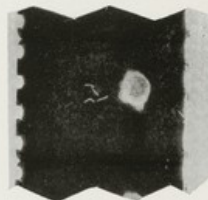
300 feet.
10 minutes.
5s. a day, £1 a week.

Page Six

DOCTORS, NURSES AND HEALTH VISITORS
FORM THE FRONT RANK OF OUR ARMIES
AGAINST TUBERCULOSIS. THE FOLLOW-
ING FILMS ARE SPECIALLY FOR THEM:

"HOW TUBERCULOSIS IS CAUSED"

How wonderful are the body's reactions to the germ. Here you see them described. The healing agency of the blood, the circulation, and the devouring *phagocyte* cells: a fascinating film describing the causes of the disease and the real basis of cure.



Produced by the League of Red Cross Societies, Paris. 480 feet.
10-12 minutes.
5s. a day, £1 a week.

"TUBERCULOSIS AND THE NURSE"

How is the district nurse to help tuberculous families? This is to help her to arrange her thoughts on the matter and give practical hints on how to give more effective professional service. You see the nurse at all phases of her work: on the district, in hospital, and at the Sanatorium: it is interesting and useful for the fully trained sister as well as the young probationer.



400 feet.
10-12 minutes.
5s. a day, £1 a week.

Page Seven

"STAND UP . . . AND BREATHE!"



"Fresh air and the proper use of it"—how much of the secret of health is contained in that phrase. This film shows the application; tells how much fresh air means in business and sport; demonstrates the way it enters the lungs and how it is dealt with there.

Length, 461 feet.

Time, 15 minutes.

5s. a day, £1 a week.

Also available as a sound film (16mm and 35mm).

Prices on application.

Any of these Films may be hired from the Address below. They can be shown from any 16mm Cinema Projector.

All of them are non-inflammable.

A number of the above Films may also be hired in the standard (35mm) size, non-inflammable.

The National Association for the Prevention of Tuberculosis
Tavistock House North Tavistock Square London W.C.1
Telegrams—Napotuber Westcent London Telephone—Euston 2577

Prepared by the Central Council for Health Education

R4/16
E.M. 4



(In red and black)

CENTRAL COUNCIL FOR HEALTH EDUCATION

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RUSSELL SQUARE
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E.M.B. 2



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Prepared by the British Social Hygiene Council

E.M.B. 3

THE BRITISH SOCIAL HYGIENE COUNCIL



*VENEREAL DISEASES

SERIOUS BUT CURABLE
TREATMENT
FREE AND CONFIDENTIAL

Apply
HEALTH DEPARTMENT

* Or as an alternative headline
SOCIAL DISEASES

PROMOTE HEALTH

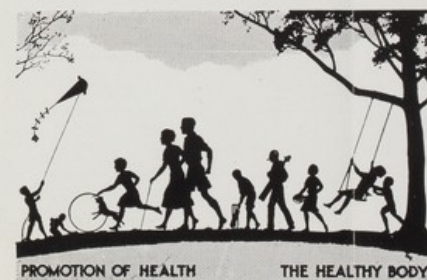
EDUCATE THE CHILDREN
TO MEET
LIFE'S TEMPTATIONS

TEACH THE FACTS
OF LIFE

(In blue and yellow)

Application for any of these posters
should be made direct to the
Central Council for Health Education.
1, Thornhaugh Street.
Russell Square,
London, W.C.1.

Prepared by the British Red Cross Society

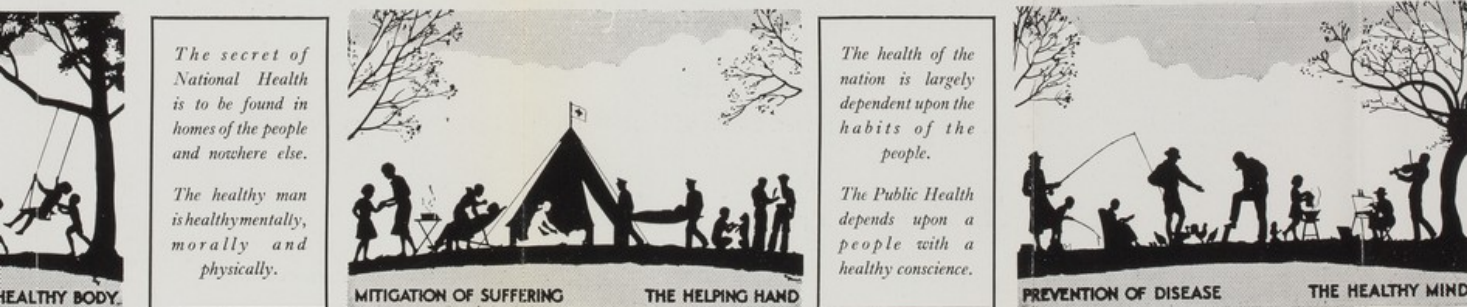


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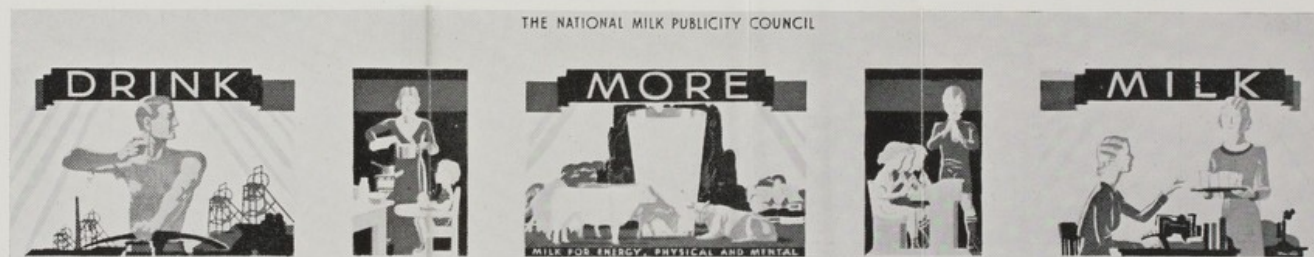
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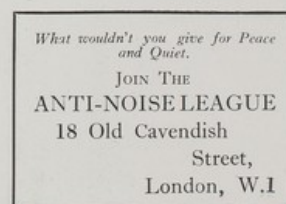
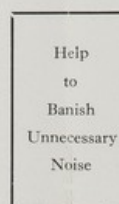
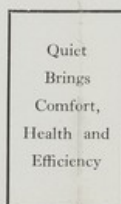
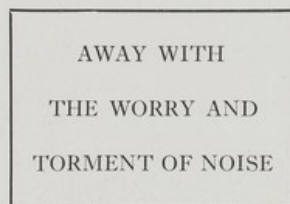
(In pale blue and black)
E.M.B. 8



Prepared by the Anti-Noise League

(In six colours)
E.M.B. 9

THE ANTI-NOISE LEAGUE



(The letterpress sections of the above set are shown in type, as photographs of the actual posters were not available).

How these Posters can be used.

(1) Empire Marketing Board Poster Frames (on sites owned by Local Authorities).

These poster sets have been specially produced for display on the Empire Marketing Board Poster Frames at the request of the Ministry of Health. It will be remembered that frames on sites owned by Local Authorities were presented to them by the Minister of Health for health propaganda purposes. Over 120 Local Authorities are already using these frames in this way.

(2) Empire Marketing Board Poster Frames (on sites in private ownership).

There are also a large number of frames on sites in private ownership, *e.g.*, sports grounds, railways, etc. Some Local Authorities have obtained the use of these at a nominal sum in order to be able to display these striking posters.

(3) Specially Constructed Frames.

The cost of constructing frames to take these posters is small. Most Local Authorities have control over sites where these could be effectively displayed, *e.g.*, outside public baths, public libraries, town halls, clinics, etc., and in parks, open spaces and recreation grounds.

It is suggested that Local Authorities might make use of these educational posters by erecting some poster frames specially for health propaganda purposes. In this case the Central Council would be able to offer to supply, from existing stocks, poster sets without charge, monthly, for a period of six months, and afterwards at about 7/6 per set. As the Central Council, in co-operation with its affiliated societies, hopes to issue these posters monthly for some years, such frames could be in constant use.

(4) In Schools, Welfare Centres, Dispensaries, Clinics, Public Health Departments.

Many of the posters in these sets can be effectively displayed separately in such institutions and the Central Council is willing to break up sets of these posters, making a charge of 2/6 for the larger panels and 1/6 for the smaller panels.

(5) Health Week Exhibitions.

A particularly striking display can be made with these posters on the stands of the Public Health Department at Exhibitions organised in connection with Health Week and Local Government celebrations.

Measurements

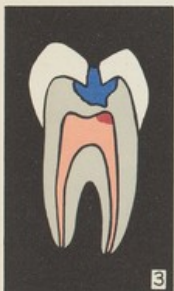
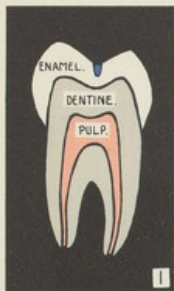
Large poster, 60 in. wide \times 40 in. deep. Small poster, 25 in. wide \times 40 in. deep. Poster frame, 20 ft. wide \times 4 ft. deep.

Price

Set of five posters and headstrip, 7/6. Large single poster, 2/6. Small single poster, 1/6.

THE STORY OF A TOOTH



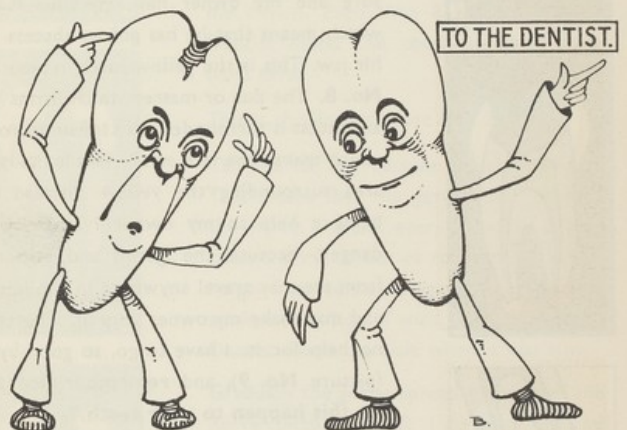


IF one of your teeth could talk, this is the sad story it might tell you. The same story could be told by millions of teeth in the mouths of millions of children.

"I am one of the first permanent teeth.

I started to grow when my owner was born, but did not show in his mouth until he was six years old. During these six years the chemicals were taken from the blood to make my enamel crown, my ivory or dentine body and roots, and my pulp or nerve. You can see what I am like in the first picture, which shows me cut in half like an apple.

I was very happy at the prospect of being able to help my owner all his life, but alas!—there was a tiny pit in the surface of my crown. This pit is shown as a blue mark in picture **No. 1**. Although this pit was very tiny, there was room in it for millions of germs. These germs make an acid which dissolves away enamel just as vinegar dissolves chalk, and this little acid factory soon began its deadly work. If my owner and I had let the Dentist mend the little pit, all would have been well, but it





did not hurt, and we just did not bother or even know about it.

The decay ate away more and more of the enamel until the dentine was reached, and then the germs began to act more quickly, spreading in all directions as they got deeper. A large hole grew in the tooth, although there was only a tiny opening in my crown. Even then if we had let the Dentist mend the tooth it could have been saved.

This is shown in picture **No. 2.**

Can you see the red spot in picture **No. 3** That means that the germs have reached the nerve. I ache every time my owner takes a drink of hot or cold water. When he goes to bed I ache again and keep him awake. Oh, how I wish we had let the Dentist mend the hole when it was tiny.

Gradually the germs spread through all the nerve (picture **No. 4**). I go on aching and aching as badly as ever.

In time some of the nerve or pulp dies. This is the green patch in picture **No. 5.**

Then it all dies, and for a time I feel more comfortable (picture **No. 6**). Perhaps everything will be all right after all.



But No! The germs in my dead pulp escape through the tiny holes at the ends of my roots and make the socket which holds me in the jaw inflamed and sore. This is the red patch in picture **No. 7.** Again it hurts whenever my owner bites.

Then worse things happen. I become very sore and my owner has a swollen face, which means that he has got an abscess in his jaw. This is the yellow patch in picture **No. 8.** The pus or matter which forms in an abscess is surrounded with inflammation, which makes the face swell. This is the red area surrounding the yellow. Instead of being a help to my owner I am now a danger, because the germs and poisons from me may travel anywhere in the body and may make my owner very ill. There is no help for it. I have to go, so good-bye (picture **No. 9**), and **remember not to let this happen to your teeth.**"

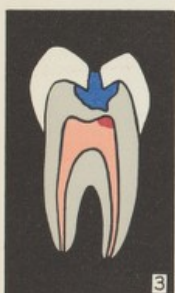
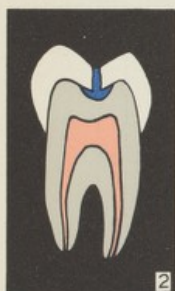
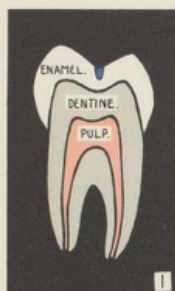
Thus ends the story of a tooth.

If boys and girls would let the Dentist mend their teeth when the holes are tiny, the story would have been very different, and a lot of trouble would be saved.

Issued by
THE DENTAL BOARD OF THE UNITED KINGDOM
44, Hallam Street, London, W. 1.

THE STORY OF A TOOTH



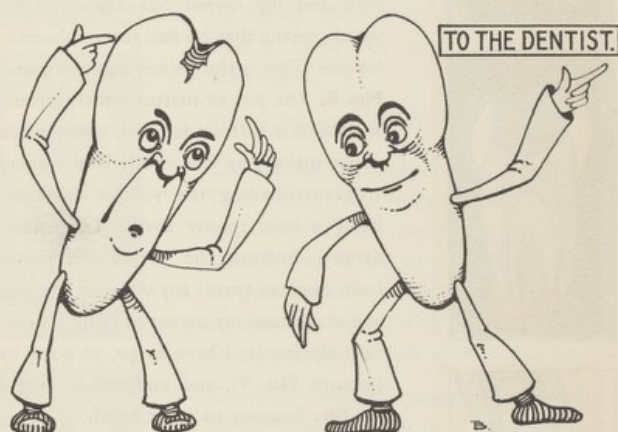


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Issued by
THE DENTAL BOARD OF THE UNITED KINGDOM
44, Hallam Street, London, W. 1.

Free to hA¹⁵

Prevention of Decay of Teeth.

(Leaflet for the Use of Parents.)

This leaflet, which has been approved by the Council of the Society of Medical Officers of Health, reads as follows :

Decay of teeth is caused by the fermentation of food that sticks on or between the teeth after meals. Acid is formed from the food, and this acid eats a hole into the teeth. It is only the "starchy" and "sugary" foods (see below) that form acid in the mouth.

It is most important that the jaws should be well grown and the teeth regular. This is brought about by breathing through the nose from birth onwards and by chewing and gnawing. If the jaws are small and the teeth overcrowded, mastication (chewing) cannot be properly performed, and the food will be left clinging to the teeth after meals and the teeth will decay.

In order that the jaws and teeth shall grow properly and the teeth kept clean and free from decay you should observe the following rules :—

(1) As soon as an infant needs food other than milk (8 to 9 months) give it in a solid form, such as crusty bread, twice baked bread, or crisp toast, thus compelling mastication. Do not give bread soaked in milk or milk thickened with flour or other starchy foods, such as most patent foods. Encourage the child to chew and see that it breathes through its nose. In these ways good habits of mastication will be formed.

(2) As the child grows up you should still give most of the food in a solid form, compelling mastication. Food, other than milk, should rarely be taken in a liquid form. Vegetables and meat should not be minced and soaked in gravy. Bread should not be eaten new, and it should have plenty of good firm crust.

(3) After the first two or three years of life the child should have three meals a day and no food between.

(4) It is not advisable to drink at meal times, but plenty of water should be taken between meals. Milk is a food, and should only be taken at meal times, and must be followed by a tooth cleansing food.

(5) All meals should be finished with a cleansing food (see below).

(6) Sweets, chocolates, and biscuits are very harmful to the teeth, if taken the last thing at night. They should only be taken at meal times, and should be followed by a cleansing food. The custom of giving milk and biscuits the last thing at night should not be allowed.

(7) Correct feeding and chewing are the best means of preventing decay of the teeth, though the intelligent use of the toothbrush will be found helpful.

If decay of the teeth or tenderness of the gums is noticed, the child should be taken to a dentist. Such conditions prevent mastication and bring about further decay. It is important for the sake of the child that the nursing and expectant mother should also go to the dentist if her teeth are in a bad condition.

EXAMPLES OF FOOD REFERRED TO ABOVE.

Starchy Foods.—Potatoes ; rice, tapioca, sago ; bread, biscuits, &c. ; oatmeal porridge ; most patent foods.

Sugary Foods.—All foods to which sugar is added ; sweets of all kinds ; honey, syrup, jams, marmalade ; milk.

Tooth Cleansing Foods.—Fresh fruits ; apples, oranges, nuts ; raw vegetables ; lettuce, watercress, celery, radishes, onions ; crusts¹ of bread, crisp toast, twice-baked bread ; meat, fish, bacon.

¹ The coarse whole-meal flour is best for this purpose.

To be obtained from JOHN BALE, SONS & DANIELSSON, Ltd., 83-91, Great Titchfield Street, Oxford Street, London, W. 1.

1d. each ; 50, 2/- ; 100 3/9 ; 500, 15/- ; 1,000, 20/-.