



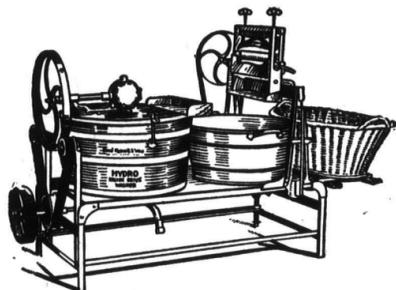
**In Women's
Circles—**
where food
problems are
intelligently
settled—

**Redpath
SUGAR**

meets with well-deserved approval. Women prefer it because they have always been able to depend absolutely on its purity and uniform quality. It never disappoints.

"Let Redpath Sweeten It" 26

Made in one grade only—the highest.



**Let your Gas Engine or Electric Power
Lighten the Labor of Wash Day**

THE Maxwell Power Bench Washer is a wonderful boon to your wife when washday comes round. It can be operated equally as well by gas engine or electric power. It is made in one, two or three tub machines. Easy to operate. Simple but strong in construction and the mechanism is as perfect as science can invent.

Maxwell

POWER BENCH WASHER.

MADE IN CANADA BY MAXWELLS LIMITED, ST. MARY'S, ONT.
Write to-day for further particulars. Dept. N

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When writing advertisers, please mention The Western Home Monthly

In every respect, variety of country, beauty of scenery, wealth of resource, character of people and traditions of history, it is fitted to be a further ornament in what someone has called the "constellation of Canada."

The primary industry of Newfoundland is, of course, its fisheries, which yield a revenue of something over \$10,000,000 a year. Codfish and seals figure most largely in that output, and altogether the ancient colony has a fishing industry which in proportion to the size of the country is not equalled anywhere else in the world. The history of the industry is marked with disputes and treaties that were very important at the time, but are now uninteresting. What is of more present concern is that the Newfoundland fisherman should be awakened to a better understanding of his own interests and capacities.

Agriculture has not yet come to its own in Newfoundland. About 100,000 acres are under cultivation, but there are thousands of acres more that only await the farmer. An output of \$4,000,000 is taken off the land now being farmed. Large tracts are very suitable to dairying, and the climate of the interior would make such an industry quite practicable.

Minerals and forests are the other resources of the island. A million tons of iron ore are taken every year from one mining district alone. Copper deposits spread over 5,000 square miles of mineral

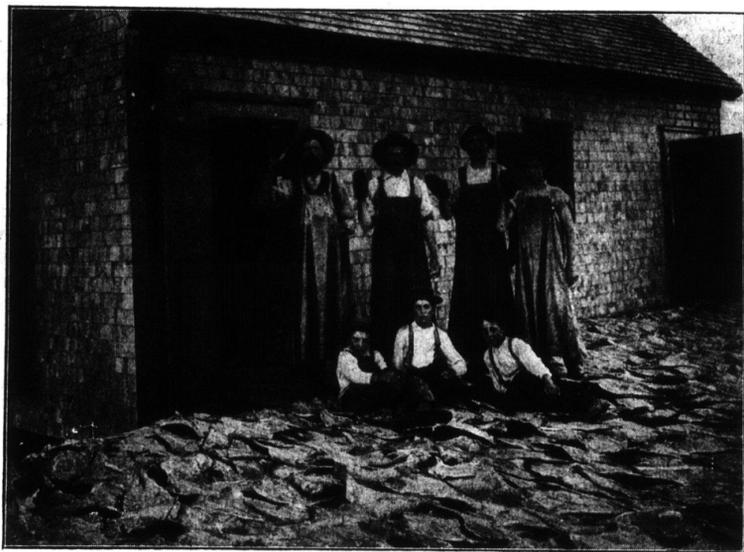
"Fight, Work, Pay"

Keynotes of Country-wide Advertising Campaign to Promote National Service

Ottawa, May—At the offices of the National Service Board of Canada it is announced that plans are complete for a systematic advertising campaign, beginning at once, to arouse in Canada something of the win-the-war earnestness now dominant in Great Britain and France.

Though the war has been going on nearly three years, and though our gallant Overseas contingents have won undying fame for Canada, it is beginning to be realized that most of us here at home have hardly yet waked up to the nature of the struggle in which we are engaged. Like Great Britain herself, we are slow to be aroused—slow to shake off the "Business as Usual" complacency. We are following the Motherland's progressive changes of attitude—but because we are in the path of no zeppelins, suffer no bombardments, and are weeks instead of hours from the firing line, we are months behind in evolving that grim, single-minded determination that is ready for any service—any sacrifice.

Our public men returning from overseas are deeply impressed by the detached attitude of the average Canadian toward the war, as compared with the Briton or Frenchman. It is just this detachment which has prevented Canada's whole weight from being felt behind our divisions



Curing fish, a typical industry of the Island

land, and nearly \$25,000,000 in copper has been shipped away in the last fifty-three years. There are also important areas of coal, slate, zinc, marble and asbestos.

Newfoundland's timber resources are estimated at 14,000 square miles of forest and a value of \$600,000,000. The wood is mixed spruce and hardwood. An important pulp and paper industry, in which the Harmsworth interests are largely concerned, has been built up in recent years.

In square mileage Newfoundland proper is a little less than Nova Scotia and New Brunswick combined, and with the Labrador coast, which is a dependency of the island government, it is not far short of half the size of British Columbia. The island is a rude triangle, finishing off the seaboard of British America with picturesque effect, and physiographically is a part of Canada. On this easternmost outpost of empire there is a population of not quite a quarter million people, who live a life distinctive in its way, and not without a rugged charm. That brave and hardy men are bred in Newfoundland is shown by the admirable part the colony has taken in the war and the way in which its native sons have fought and died. The government retains a measure of old-fashionedness, consisting of two houses, a legislative council and a house of assembly. Otherwise the system is much the same as that of our own Western provinces, and when Newfoundland joins the family one of these days the governmental changes that will be involved will not be a serious or disturbing matter from either a political or a legislative point of view.

in France—and it is from this attitude that the National Service Board plans to arouse us, using straight-from-the-shoulder appeals in newspapers as a potent means to this end.

Never has the power of national publicity been so convincingly demonstrated as in the British campaigns, first for recruits, then for supplementary supplies and equipment, and later for thrift and the purchase of War Savings Certificates.

It is along the latter lines—and the allied one of production which is so applicable to Canada—that the first series of National Service advertisements have been designed. To produce more—to waste less, particularly of food—to eliminate extravagance of every kind—to save intelligently and systematically—and to lend the savings to the nation—these are the key-notes of the calls to service which will be made to every Canadian. There is nothing academic about these national messages—nothing overdrawn or melodramatic. They are plain, straightforward, intensely practical, and in deadly earnest, telling why, and particularly how, everyone can help instead of perhaps unconsciously hindering.

Inference

A teacher in the factory district of a New Jersey town had been giving the children earnest lectures upon the poisonousness of dirt.

One morning a little girl raised her hand excitedly and pointed to a boy who seldom had clean hands.

"Teacher," she said, "look quick! Jimmy's committin' suicide! He's suckin' his thumb."