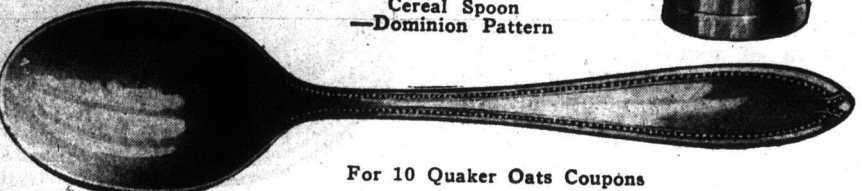


Quaker Oats Premiums

Silver Plate
Jewelry, Aluminum

We are offering many premiums to Quaker Oats users, in Silver Plate, Jewelry and Aluminum Cooking Utensils. A circular in each package illustrates them.

This takes the place of large advertising, and gives all the saving to you. Each 10c package contains one coupon. Each 25c round package contains two coupons. Each coupon has a merchandise value of 2c to apply on any premium. We make very attractive, very liberal offers. Note them in the package.



Cereal Spoon
—Dominion Pattern

For 10 Quaker Oats Coupons

What's Beauty?

Its Nine-Tenths Vivacity
Its Bubbling Spirits, Snap and Glow
It is Often Oat-Fed Vim



The very joy of life
—the love of beauty—
urges Quaker Oats.

Not placid beauty.
That's a gift, and little to
be envied.

The charm lies in life
and sparkle. It lies in
bounding energy.

It comes from fires
kept burning. And they

must be fed by food.

One is never unattractive who
lives life to the full.

That's one great reason for
Quaker Oats in plenty. It is
animating food.

It's a mine of stamina, endurance,
vigor, force.



To "feel your
oats" means joy, success and charm.
Oats are not for young folks only. At
fifty they are more important than
at ten.

It's a vast mistake, at any age, to neglect
the morning oat dish.



Quaker Oats

The Luxury Dish

We have made a luxury dish
of oats—a dish that is always
delightful.

We do it by discarding all the
puny oats—by using queen
grains only. We get but 10
pounds from a bushel.

But these big, plump grains

Regular Package, 10c.

monopolize the flavor. And they
make large, luscious flakes. From
all the world over, true lovers of
oats send to us to get them.

Every package branded Quaker
Oats contains this extra quality.
Yet it costs the usual price. You
owe it to yourself to get it.

Large Round Package, 25c
Except in Far West

The Quaker Oats Company

Peterborough, Ont.

(1312)

Saskatoon, Sask.

New Round 25c Package

This season we bring out a new large package of Quaker Oats. It is a round package, insect-proof. A permanent top protects it until the last flake is used. This package contains two premium coupons with a merchandise value of 4c. Ask for it—price 25c.

Woman's Quiet Hour

The Western Home Monthly has passed through "the ordeal by fire," and surely like the Phoenix is "rising from the ashes of the old."

The May issue, which appeared slightly late, had a most adventurous career as part of the forms of the type fell through the flames from the top to the bottom of a five storey building, and were rescued from the debris and used for running off the paper.

Possibly this may not seem as wonderful to the uninitiated as it does to those who are familiar with all that goes in connection with the forms of type, but all appreciate that it was very wonderful for the publishers of The Western Home Monthly to be able to get it out after the almost total destruction of their great plant, and their brothers in the trade are unbounded in their admiration for the pluck and enterprise of the company.

"New and better in every way" is to be the order of the new building and equipment, and in the meantime everyone is putting their shoulder to the wheel in order to keep things going until the new building and plant are completed.

Perhaps there is no other business which suffers as much as a printing plant in sudden destruction by fire. All the files of information, the cuts, the illustrations, the endless detail that has been the slow and steady accumulation of years, and which is needed in the turning out of a first class magazine, is suddenly swept away, and the whole structure, with its thousands upon thousands of parts, has to be built up from the ground once more.

There is an old saying that three moves are as bad as a fire. The writer has assisted at three moves of the Manitoba Free Press, and can testify that they mean all manner of confusion and loss of time and material, but so far as newspapers and printing plants are concerned, six moves could hardly be as destructive as such a fire as overtook the publishers of The Western Home Monthly.

This is just by way of giving my readers some idea of what the magazine has been through in the interval of publication. It will enable them to more fully appreciate the magazine when it reaches them.

During the month a letter reached me from a reader who is a hunter in the mountains of British Columbia. Late last fall this man had written me to know where he might obtain Nellie McClung's new book, "In Times Like These," having read my review of it in the Quiet Hour. I sent him a copy and the letter this month was to acknowledge that book and to speak of how much he had enjoyed the reading of it. Not only he but his comrades had read it, and now it is on its way to his sister in Norway.

It is always a great pleasure to the Editor of the page to get letters such as this. We cast our thoughts and ideas out into the great void, as it were, and if even one of the many thousand subscribers to the magazine remembers to write and express their appreciation, it is a great help.

It seems to me that a thousand books might be written about the problems that are confronting the world "in times like these." I was sorry to find that my article on the "war widows" in last issue had given great offence to the officers of the Salvation Army. I think their offence was uncalled for as there was no attack made on the Army itself, but only a criticism on certain methods with regard to placing war widows in Canada which they proposed to make use of.

I am glad to make a partial correction of one statement in my article. I spoke of them leaving part of the widows' children in England and bringing out only the oldest and youngest. This separation, the officers assure me, is only intended to be temporary.

They claim that it is to be only a matter of months and at the most not more than two years. This is, of course, better than a permanent separation, but I still continue to think that the principle of separation at all is unsound. As I tried to point out last month, it is not so much even to defend ourselves against the matter of an added burden as on account of the women themselves that the proposed form of immigration should be objected to.

The Army officers assured me that they are receiving applications for these widows to work in farm homes. I did not succeed in pinning them down to any very definite details but from what they told me and from my own knowledge of farm conditions it would seem to me that the women would have small chance of caring for their children by the time they got through the house work and cooking which would be expected of them on the farm.

No loyal citizen of Canada has any desire to turn down immigration that is English speaking. We know already something of the terrible difficulties of assimilating non-English speaking immigrants.

The drainage on Canadian manhood by the war will unquestionably limit the birth rate of English-speaking children in Canada for a couple of decades at least. In the past in Canada, and more particularly in Western Canada, the number of men has been very materially in excess of the number of women, but we cannot hope that the end of the war will find us with any such conditions; in fact the evidence is all the other way. The chances are that by the close of the war the women may be slightly in excess of the men, even in the West, while in Eastern Canada the discrepancy will be even more serious and many of the returning soldiers will be incapacitated and unable to maintain homes. This means that many of the young women of Canada will be unable to marry and have families. There has been no corresponding drain on the manhood of the foreign nationalities resident in Canada. Their birth rate has always been relatively higher than our own, and marriage and the bearing of children will go on with them as it has done in the past. This means that a larger percentage of the Canadian citizens of the next generation or two will be the children of non-English speaking fathers and mothers. The task of making good Canadians of these children will fall largely to the lot of the very women who were deprived of husbands and families of their own. It is a very grave task that lies before the women of Canada, both west and east. The question of the foreign child is, of course, more pressing in the west than it is in Ontario or the Maritime Provinces, but to some extent it exists everywhere. To use the pithy old Scotch phrase the task before the women of Canada is "nae lightsome," but that they will face it with high courage there is no manner of doubt. If any means can be devised whereby English speaking children and their mothers can be brought to Canada and placed in such positions and under such conditions as will make it possible for the children to grow up into good citizens, I am sure that the women of Canada, both west and east, will welcome such immigration, but that this can be accomplished by any such methods as suggested by the Salvation Army I am still wholly unconvinced.

There are individual cases, of course, where such war widows can be brought out, and become a real help and benefit to the community, as well as having an opportunity for themselves and their children;

The Individual for example, there is a small town in Alberta which is badly in need of a seamstress. The women's societies of that town have offered to take a war widow with several children. They have a small house ready for her and are planning themselves to see that she has work, and to help her in growing