

You've thought about trying PURITY FLOUR Now Act!!

FOR some time there has dwelt in your mind the thought of trying PURITY FLOUR—the flour that consists wholly of the high-grade portions of the best Western hard wheat.

That's a good thought. It indicates a desire for improvement in your baking-talent—an ambition to increase the deliciousness of your bread and pastry.

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PURITY FLOUR

"More bread and better bread"

REMINDER: On account of the extra strength and extra quality of PURITY FLOUR, best pastry-results are obtained by adding more shortening than is necessary when using the ordinary Ontario or blended flours. Also add more water when making bread.



Add PURITY FLOUR to your grocery list right now

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ELASTICA FLOOR FINISH

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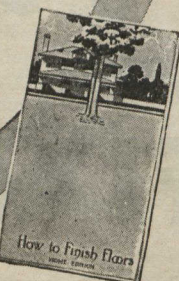
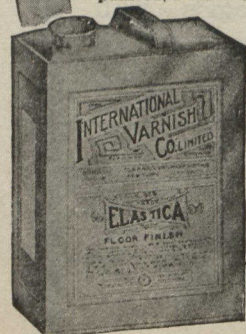
Whether your floors be old or new, of soft wood or hard wood, painted or unpainted, stained or unstained, Elastica will preserve them with an elastic, bright, durable, waterproof finish. Elastica can be used just as well over linoleum or oilcloth.

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but should acknowledge the opinions of other members.

Numbers are good, but quality is more important than quantity. The Institute is not gauged by the number of members, but by the interest taken by these members. Some members think they are just to fill seats. They should feel their responsibility as much as the officers. Every member is a unit of the whole. Institute members should feel that the Institute is made for the pleasure of each one. There should be no associate members in connection with the Institute. The roll call is good to get every voice heard in the meeting. Members should act as scouts in bringing other members. When you go to the Institute meeting, why go alone? Members can do much in reminding others that it is the Institute day. The telephone can be used to splendid advantage for this purpose.

The Discouraged Institute

MRS. LAURA ROSE STEPHEN, who believes thoroughly in the Institute work, gives this word to the discouraged Institute. She says, "Discouragement sometimes comes from want of change. It is well to change all the officers except the secretary. This refers, of course, to the secretary who is doing her work well. I would suggest that no president hold office more than two years. The president may be a very nice lady, but sometimes does not push the work, and the members do not like to make a change for fear of giving offence. Do not be afraid of criticism in this regard. A cooking demonstration is a good thing for a discouraged Institute—every woman loves recipes. Then have a picnic, or an entertainment—anything in which all the members can work together toward a certain end."

The Institute During Summer

A GOOD number of the Institutes do not hold the regular monthly meetings during July and August; and it sometimes requires considerable rallying to get the members together again in September. Would it not be wise for such an Institute to make some plans that will keep the members in touch with each other during these vacation months. An Institute picnic is always a good thing, and would encourage the spirit of neighborliness which is found in the successful Institute. Then, just at this time, the Fresh Air Fund of the cities is asking for the practical sympathy of the people. Why could an Institute not arrange to give a week or two of the glorious country to some one or more of the poor kiddies who are not having half a chance in this world of ours. A work like this should appeal to the mother heart in the Institute.

Something done by the Institute during the summer will mean an interest already created for the meetings to be held in the fall and winter.

American Farmers' Wives' Club

IN a recent number of the *Ladies Home Journal*, Mrs. Harriet Wallace Ashby outlines the constitution and work of a club for farmers' wives, which has been organized in one of the states in the Union. The work of this organization is very similar to that of our Institutes. The members are very much interested in the rural schools; they not only talk the matter up, but get busy and help to make the schoolhouse sweet and clean for the children. The members are also practical, in the way of having a sewing day occasionally for one of the mothers who has been too busy with other matters to get this work done. Co-operative buying of flower and vegetable seeds is one of the principles of these clubs.

Some rather interesting rules of their constitution are, that the annual fee must be paid at the first regular meeting of the year, and that, if any member absents herself from three consecutive regular meetings without a reasonable explanation she is dropped from the membership. We are not sure that we would advocate this latter rule for our Women's Institute in Ontario, but we believe that it would be an advantage to have some rule whereby more importance would be attached to the membership and attendance at meetings.

Institute's One Lecturer Visited

ONE of the lecturers in reporting the first week of the summer series, writes as follows regarding several of the Institutes visited:—

INVERARY.—Twenty-five present. I

think this Institute raised a lot of money in the short time since organization. They paid \$40 on the debt of the Agricultural Hall and in return, have the use of the hall for their meetings free of charge. They are now considering the purchase of a second-hand piano for the building and hope to have it placed before the next meeting. They expect to pay \$75 for it, and already have \$25 of the necessary amount. They held "At Homes" during the past winter at the homes of the members, providing entertainment and refreshments and making a charge of 10 or 15 cents. During the summer they expect to hold some lawn socials. They also have a vacuum cleaner which is rented to the members at 50 cents per day, and to non-members at \$1.00 per day, or ten cents an hour.

WESTBROOKE.—Sixty-six present. They have a large territory to draw from. People were present from Cataraque, Collin's Bay and Glenvale. This place has found that the Institute has helped the church. People who did not attend before, or who attended but once in months, are now regular in their church attendance. Both Inverary and Westbrooke have re-elected their presidents for a third term of office.

STELLA.—Forty-five present. The library of this Institute continues to be a source of pride and they have added Mrs. Rorer's New Cook Book to it and they are now "trying it out." The members look it over, try any recipe they fancy, and bring to the meeting the dish and their ideas concerning it, such as economy of time and materials.

CONWAY.—Twenty present. Some good workers in this branch. The library is a helpful feature in this Institute and a number of new books are being added at the present time.

ADOLPHUSTOWN.—Thirty-eight present. This Institute also has a fine library. It was found here that the "unlimited" lunch at the monthly meetings did harm and had to be rectified. Now the rule is just three things, for example, sandwich, cake and tea. This Institute provided the linen for one room in the Kingston hospital. They also gave a \$5.00 prize to each school section last year for the pupil who would take the highest marks on the entrance examination. They are now raising money to put a fence around the old burying ground where the U. E. Loyalists lie. The Historical Society is meeting in Napanee this week, and the Women's Institute of Adolphustown has undertaken to provide dinner for 175 at forty cents each.

The lecturer adds, "The women throughout the country are developing so rapidly, they are receiving the lecturers so warmly and talking so much more freely than they used to in the earlier days."

Distribution of Seeds to Children

REFERENCE was made in the June issue to the distribution of seeds to school children, and the secretary of the Colville Institute gives us the following information regarding their plans in this matter.

"We bought the seeds and gave them to all the children who would promise to try and raise them. Of course, we hope the parents will be interested in this. Our choice of seeds were those most easily grown—two kinds of vegetables and four of flowers."

"The boys all wanted 'just the vegetables' and the girls 'all' the flowers. We had planned to give the smaller children fewer varieties, but will this year divide them into classes according to age."

"We will hold the school fair when the flowers and vegetables are at their best and will arrange that each child who exhibits will receive some little prize."

"In addition to this, we will get the older girls to make exhibits of biscuits and salads and possibly buttonholes and darning."

"We will ask the minister, two teachers and some outsiders to act as judges to let the children feel that it is worth while. Music and a picnic will add to the occasion."

Peel Institute Annual Meeting

THE third annual meeting of the Women's Institute of the County of Peel was held in the Oddfellows Hall, Streetsville, on Saturday last. The attendance was the largest in the history of the Institute, delegates being present from nearly every part of the county. The greatest harmony prevailed and the work of the coming year was entered upon with confidence and enthusiasm.

At the morning session at which E. G. Graham, county president, presided, reports from the different Institutes were read and adopted. The report of the district secretary-treasurer proved that the Institute has never been more prosperous, nor the work undertaken so varied.