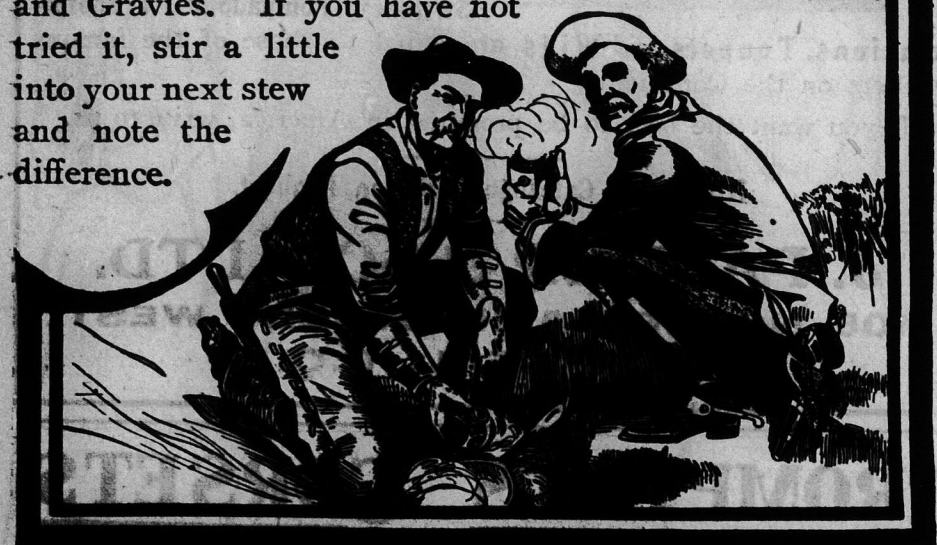


There is only one

BOVRIL

It contains the whole of the valuable qualities of beef and greatly enriches Soups and Gravies. If you have not tried it, stir a little into your next stew and note the difference.

**Butter Direct From Milk**

The Ideal Butter Separator will take Butter direct from Sweet Milk in Seven Minutes. It will also take it from Sour Milk and Sweet and Sour Cream. It costs but \$24.00 for 7 gal. size; \$35.00 for 15 gal. size. If you are interested write for particulars. This Butter Separator does away with the Cream Separator and Churns of all kinds. It separates the butter direct from the Sweet Milk in less time than a Cream Separator separates the Cream from the Milk. Our Ideal Butter Separator combines both the working qualities of the Cream Separator and the Barrel Churn at a less cost than either one or the other.

EVERY SEPARATOR GUARANTEED TO DO AS REPRESENTED.

The Iroquois Manufacturing Co., Limited, Iroquois, Ont.

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The steel combustion chamber in an ordinary furnace is not nearly so durable as the cast iron combustion chamber, so heavy as to be practically a continuation of the firepot, in the

Hecla Furnace

There is no possibility of gas, dust, or smoke escaping through the registers. Its patent fused joints, found alone in the Hecla, prevent this.

Write for Catalogue to Winnipeg Branch.

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Velvet Gowns. It seems early to be talking fall frocks, but Exhibition week always brings out a few of the most exclusive fall designs, and there is an advantage in knowing what to get in good season. To the woman who made her last fall suit do for spring, the purchase of a fall suit this year must be made just that much earlier.

Chiffon velvets will be the suits par excellence for fall, and as they are light in texture they can be worn on a cool day in August or early September without looking out of the way. They are extremely handsome, are shown in mouse grey (exactly the color of a mouse's back), golden and almost seal brown, sage and myrtle green, leather color, very deep garnet, plum color and black. Nearly every suit has a pleated skirt, small box pleats fastened down about 18 inches from the waist band and then let fly. Many of the skirts have no trimming, but a number are decorated with soutache braid, put on in straight bands or geometrical designs. All the coats are short, many of them cut away in front, and all have vests of contrasting colors, though white and cream lead.

There is no manner of doubt that the dressy suit will be velvet for this fall and winter, and as the chiffon velvets do not crush, they are very serviceable. There is nothing definite about cloth suits as yet, but by September issue there will be something to say along that line. The summer was so late coming that there is no doubt it will be prolonged as far as possible, and, indeed, it is more than likely we will have a hot fall, as that so frequently follows a cold, late spring.

White Dresses. I have attended the Winnipeg exhibition ever since there has been one, and I do not think I ever saw so many white frocks before. Fully seventy-five per cent. of the women on the grand stand were in white.

There is every indication that white embroidered linens and white wool gowns will be worn right through the fall and winter for afternoon teas and the like. Indeed, a dressy combination that promises to be very popular is an embroidered linen gown and a long loose coat of colored velvet lined with fancy silk. It is very smart, and the linen gowns have the blessed recommendation of being always new when washed.

Ribbons. The majority of people thought the ribbon bows on hats had reached the limit of size this summer, but such is not the case. Paris announces that she has just got her hand in on the ribbon questions, and, whereas there were six and eight yards in the bows on summer hats, there will be twelve and sixteen yards in the bows on the winter hats. This, of course, is the ultra extreme of Paris fashion, but it means that profusion of ribbon will be worn for fall and winter, and really the ribbons that are being shown are the loveliest designs that have ever come out. Even in plain ribbons the shading seems to grow more delicate and more illusive than ever before. There is a growing tendency to decorate dresses with ribbon. Three and four long points of velvet or taffeta ribbon reaching from the waist and finished with butterfly bows below the knee are seen on many gowns, and the changing of the ribbons is almost equal to a new gown.

Long Gloves. There are many anxious inquiries as to whether or no long gloves will be in vogue for fall and winter. It is safe to say they will. The three-quarter sleeve is more popular for afternoon gowns than the very short one, and the five-eighth sleeve is seen on a few of the more extremely new velvet coats, but the long glove and short sleeve will be with us for another summer—that is assured by the enormous orders placed with the houses that make fabric gloves. It will be all right to purchase even very expensive gowns with short sleeves, that is, three-quarter sleeves, without fear of their being out of style by the spring of 1908. One well-known Canadian dry-goods house has placed an order for twenty-five thousand dozen long gloves with the Chemnitz manufacturers, so that does not look as if long gloves were going out in a hurry.

Neckwear. There is nothing new to talk about. Just at present every woman has as little on her neck as she can possibly manage to get along with and not look naked, and there is nothing new offering in the stores. July is a general off month, and there is little to talk about in any line. For the girl who wants a hat to finish the season, I would recommend a red poppy hat, as they will be much effected for the early fall. Indeed, flower hats of all kinds are very good and are useful for dressy occasions all winter.

Mark Twain on Advertising

Mark Twain says: "When I was editing the Virginia City Enterprise, writing copy one day and mining the next, a superstitious subscriber once wrote and said he had found a spider in his paper. Was this good or bad luck? I replied to him in our 'Answers to Correspondents' column as follows:

"Old Subscriber—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door, and lead a free and undisturbed existence for ever after!"

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