



Give me a chance to PROVE my flour

I WANT folks to know what a splendid flour Cream of the West is. I want you to buy a bag at your grocery store. Use it for a couple of bakings and see the result.

Cream of the West Flour is guaranteed for bread

With Cream of the West you will have success or your money back. Your bread will do you credit or you don't pay one cent for the flour. Bring back what you have left in the bag and your grocer will refund your money in full.

It's an absolutely straight guarantee, madam, and all the best dealers co-operate. A strong, nutritious, light-rising flour, unbeatable for bread. That's Cream of the West. Try it.

Guarantee

WE hereby affirm and declare that Cream of the West Flour is a superior bread flour, and as such is subject to our absolute guarantee—money back if not satisfactory after a fair trial. Any dealer is hereby authorized to return price paid by customer on return of unused portion of bag if flour is not as represented.

The Campbell Milling Co. Limited, Toronto.
Archibald Campbell, President

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"EAGLE" STEEL LAWN SWING For Only \$13.50

This swing has never before been sold for less than \$15.00, but as long as the present stock lasts you may buy one for \$13.50.

The frame work is all of solid steel and is so constructed that it cannot rust or break. It is an ideal article to keep the children happy and in the open air.

It may be used as a couch or seat, and can be taken down in five minutes and stored in the house all winter.

Write for our booklet fully describing these swings.

The Ontario Wind Engine & Pump Co., Toronto

REAL SCOTCH WINCEY



—LAWRIE & SMITH— have for many years manufactured this fabric, which has been much appreciated, and goes on increasingly so. The excellent quality of the material, which is practically unshrinkable, makes it most adaptable to those who make up garments for day and night wear in their own homes.

PRICES— 1/- to 3/6 per yard.

Write for Free Samples to Lawrie & Smith, Ayr, Scotland.

fashion lead in order to be conspicuous; their example is gradually followed, until the fashion is established, when every woman has to adopt it for the opposite reason, in order not to be conspicuous.

Our personality should be considered. To follow fashion blindly is no sign of good taste, but to adapt fashions to your own needs, and to express your own personality through them will show both thoughtfulness and good taste.

What a woman lives, she will express. That a gown is really an indication of character, innocence and beauty cannot be uppermost in the minds of those who are following some of our present extreme fashions; for these call attention to the physique—a thing no really modest woman desires to do. It was said, when the directoire gowns were in fashion that Queen Alexandra would not allow her court ladies to wear them. And one who has made a study of French fashions, says that exclusive French ladies do not wear what are known to the world as Paris fashions.

We should have our own standard as to what is right and fitting for our own particular sphere of life. If our wardrobe must of necessity be limited, we should be all the more particular to avoid extremes of fashion, and to choose colors and styles best suited to our face, form and age. Simplicity is always in good taste, and can never be overdone. Besides, we do not tire of a simple, suitable costume so quickly as of something in a more extreme style. Where there are many demands on the pocketbook this is a consideration. It scarcely pays to spend time and strength in filling the pocketbook, only to empty it at fashion's shrine.

Our health and comfort are also to be considered, and some of the freaks of fashion would almost necessitate a change of our anatomy every season, which cannot be either healthful or comfortable. Any physician would tell us of the danger of compressing the organs by tight lacing, and throwing the body out of its natural poise by high-heeled shoes.

We have given the matter of fashion altogether too important a place in our lives, to the exclusion of higher, better things. We appreciate the advantage of labor-saving inventions in the home in order that we might have more time to devote to the cultivation of the mind. But how much time and physical and mental energy do we spend studying and discussing the various fashion magazines, the catalogues and the clothes of all the women we meet, and in planning, buying, making or having made, our own clothes? Of course, it is our duty to ourselves and to others to look as well as we can on the means we possess, only bearing in mind the admonition, "Be ye temperate in all things." After all, we can make no hard and fast rules, but each must be a law unto herself.

Book by Laura Rose

MISS LAURA ROSE, of Guelph, is the author of "Farm Dairying," which should be in every country household. Miss Rose is demonstrator and lecturer in dairying at the Ontario Agricultural College of Guelph, and is therefore eminently qualified to write such a volume. The fifty-two chapters deal comprehensively with the various topics included under such a heading, from "The Cow Stable" to "Diseases Common To Cows." While this book is of especial interest to those on the farm, it contains many good hints for the city home also, and the chapter on milk dishes may be read with advantage by all. The book is thoroughly and attractively illustrated, is up-to-date in the scientific sense, and is written in a clear and terse style, which puts the reader in possession of the desired information without waste of time or terms.

It is published by A. C. McClung, of Chicago, and may be obtained by writing to Miss Rose, at Guelph. The price of the volume is \$1.25, with ten cents for postage.

Special Announcement

SERIES OF SUMMER MEETINGS, 1911.

FOR the benefit of the general membership of the Women's Institutes we are this month printing the full list of meetings to be held during the summer series. While the officers will be expected to thoroughly advertise the meetings by sending our special announcements and through the local press, we beg to request that the mem-

bers generally notify those who have not yet become identified with the work to attend the meetings.

Afternoon sessions will, for the most part, be held at 2 or 2.30 o'clock, and evening sessions at 8 o'clock. The officers of the Institutes concerned, however, have the privilege of choosing the exact hour, and making local announcements accordingly. "Aft." indicates an afternoon session only; "Eve." an evening session only. At other places it is expected an afternoon session will be held, and possibly an evening session. Readers are referred to local announcements for full particulars as to speakers, subjects, hour of meeting, etc.

Division 1.—Mrs. W. B. Ferguson, Stratroy, May 29 to July 4; Miss E. Robson, Ilderton, May 29 to June 7; Miss R. A. Walsh, Orono, June 19 to 23.

WELLAND—

Stamfordaft.	May 29
Allanburgaft.	" 30
Quaker Roadaft.	" 31
Wellandaft.	June 1
Crowlandaft.	" 2
Willoughbyaft.	" 3
Bowen Roadaft.	" 5
Ridgewayaft.	" 6
Humberstoneaft.	" 7

MONCK—

SmithvilleJune	8
Rosedeneaft.	" 9
Fenwickaft.	" 10
Wellandportaft.	" 12
Wingeraft.	" 13
Canboroaft.	" 14
Dunnvilleaft.	" 15

HALDIMAND—

Canfieldaft.	June 16
Yorkaft.	" 17
Caledoniaaft.	" 19
Cayugaaft.	" 20
Decewsvilleaft.	" 21
Gillaft.	" 22
Clanbrassilaft.	" 23
Springvaleaft.	" 24
Garnetaft.	" 26
Jarvisaft.	" 27
Erieaft.	" 28
Sanduskaft.	" 29
Nanticokeaft.	" 30
Cheapsideaft.	July 3
Selkirkeve.	" 3
Rainham Centreaft.	" 4

Division 2.—Dr. Margaret McAlpine, Toronto, May 29 to June 7; June 12 to 22; June 26 to July 4; Dr. L. S. M. Hamilton, Toronto, June 8, 9, 10, 22, 23, 24.

LINCOLN—

Niagara-on-the-LakeMay	29
Queenstonaft.	" 30
Jordanaft.	" 31
Beamsvilleaft.	June 1
Grimsbyaft.	" 2

SOUTH WENTWORTH—

Winonaaft.	June 3
Stoney Creekaft.	" 5
Hannonaft.	" 6
Binbrookaft.	" 7
Blackheathaft.	" 8
Glanfordaft.	" 9
Tapleystownaft.	" 10
Ancasteraft.	" 12
Jerseyvilleaft.	" 13
Mt. Hamiltonaft.	" 14

NORTH WENTWORTH—

Waterdownaft.	June 15
Millgroveaft.	" 16
Kirkwallaft.	" 17
Freetonaft.	" 19
Sheffieldaft.	" 20
Orkneyaft.	" 21
W. Flamboroaft.	" 22

NORTH BRANT—

St. Georgeaft.	June 23
Glen Morrisaft.	" 24
Paris Newaft.	" 26
Tranquilityaft.	" 27
Cainsvilleaft.	" 28
Onondagaaft.	" 29
Langfordaft.	" 30
Brantfordaft.	July 3
Middleportaft.	" 4

Division 3.—Miss Helen McMurchie, Harriston, May 29 to July 4; Mrs. E. B. McTurk, Lucan, June 9 to 14.

WEST ELGIN—

Ionaaft.	May 29
Duttonaft.	" 30
Rodneyaft.	" 31

EAST KENT—

HighgateJune	1
Guildsaft.	" 2
Botanyaft.	" 3
Thamesvilleaft.	" 5
Crotonaft.	" 6
Wabashaft.	" 7
Kent Bridgeaft.	" 8