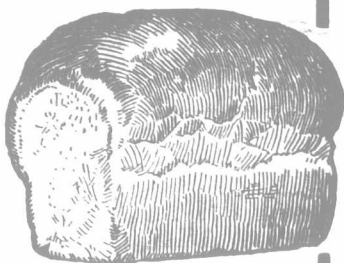


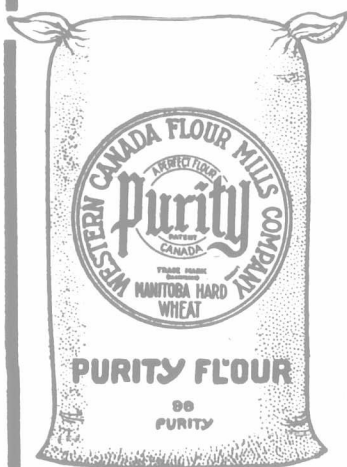
You will be proud of the bread you'll make with PURITY FLOUR

AFTER seeing a batch of big, golden-cruised, snowy-white loaves, that you have baked from PURITY FLOUR, you will, indeed, be proud of your cooking-ability—and proud of your wisdom in deciding to pay the little extra it costs to procure such high-class flour. You will admit, too, that we are justified in the pride we take in milling this superb flour.



PURITY FLOUR

"More bread and better bread"



PURITY FLOUR is milled exclusively from the best Western hard wheat—the world's finest. More than that, PURITY FLOUR consists *entirely* of the high-grade portions of the wheat. The low-grade portions are separated and excluded during the PURITY process of milling. Such high-class flour, of course, expands more in the baking. It makes "more bread and better bread."

It makes lighter, flakier pastry, too, if you just take the precaution to add *more* shortening. On account of its unusual strength PURITY FLOUR, for best results, requires more shortening than ordinary flour.

Progressive dealers, everywhere, sell PURITY FLOUR and take pride in recommending it.

Add PURITY FLOUR to your grocery list right now. 106

THE EIGHTH ANNUAL ONTARIO
Horticultural Exhibition
ST. LAWRENCE ARENA
TORONTO Nov. 14th to 18th
ONTARIO'S BEST FRUIT, FLOWERS, VEGETABLES, HONEY.
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Another family in this same neighborhood gave similar proof of the wise example and leadership of a mother who was also a wise general. They had started on a rented farm, and worked up, till all the children now preside in good homes and own farms of their own, and are leaders in Christian and moral advancement in their own community. When young they were trained in Sunday School and the Mission Band, in both of which their mother was a responsible and wise leader. Later they helped her in temperance and Christian Endeavor work. Tactfully and wisely she both led and followed her husband's desires, and he grew up to her ideals and cheerfully co-operated, where at first he could not "see the use" of certain movements.

When I knew that country church, there was not one young man properly belonging to the goodly congregation who used tobacco. Now that neighborhood is helping to support one of the most successful village High Schools in the Province. I attribute this to the large number of superior mothers to be found in those farm homes. That High School is in the same village with the foundry mentioned in the beginning of this article. In that township, local option has been successfully sustained for sixteen years. It might have been repealed once, had not the mothers rallied, and, by a wisely-circulated "Women's Petition" at the last hour, carried the palm of victory.

May the mothers in both city and country unite now, and overcome the twin evil of the legalized liquor, viz., unlegalized social vice.

MARGARET BRUCE.

Bruce Co., Ont.

Women's Institute Convention.

The annual convention of the Women's Institute for Ontario will be held in the Guild Hall, 21 McGill St., Toronto, on the 15th and 16th of November, with evening sessions in Convocation Hall, University of Toronto. A most interesting programme has been prepared, including addresses by Hon. Adam Beck, Dr. Helen McMurchy, Dr. W. T. Connell, of Queen's University, Kingston, and others. Special railway rates will be provided.

Notice to Roundabout Club Members.

We hope that none of the Roundabout Club members missed the notice regarding the opening of the Literary Society, which inadvertently appeared, last week, much farther back in the pages than we had intended. It is not yet, however, too late to refer you to that number.

Something about The Aberdeen Association.

This year, 1911, sees the coming of age of a society which has sent its messages of good-fellowship throughout the length and breadth of the Dominion of Canada ever since it was organized at Winnipeg, twenty-one years ago, by Her Excellency Lady Aberdeen, whose ever-ready sympathy had been moved by what she herself had personally noted of the lonely lives of so many of the pioneers of the far West. With her, to recognize a need was to find a remedy for it, if it were possible to do so.

In the finding of this remedy, she had the immediate help of the Women of Winnipeg, and later on the organized interest and support of the women of several centers in Canada, followed by the valuable co-operation of the sympathizing women workers of the Mother Country. Let it be well understood that the Aberdeen Association is not a charitable institution. It does not ask for or offer alms or patronage. It is a beautiful channel for the pouring forth of many streams of practical sympathy.

It calls for a devoted personal service, a service freely and gladly rendered by those who "have" for those who "have not"; by those who, recognizing the value of good books and literature, both grave and gay, within their own homes, seek to send it to relieve the monotony of lonely lives in the remoter districts of the Dominion.

The mission of the Aberdeen Association is to help make boys and girls and men and women stronger and better, for all alike must deteriorate if their minds suffer from a starvation diet of mental food. The gospel of good literature is a gospel worth providing for the pioneer homes of Canada, and it is in the carrying out of the details of this good and most beneficent work that its members assemble in their several centers to collect literature, make up their parcels, write their letters, and thus take their share in the nation-building of their country.

At the annual meeting of the Association, held at Ottawa a few months ago, His Excellency Earl Grey spoke of its objects "as being not merely philanthropic, but patriotic, in the broadest sense of the term; and the late Minister of Agriculture, after words of hearty commendation, added: "The people of Canada owe a great debt to the workers, whose efforts are a vitally human phrase of personal work, bringing sympathy and friendship to many a lonely family." But perhaps, even at the risk of some repetition, I had better offer a more detailed extract from the published report:

"Of the many charitable and philanthropic organizations throughout the length and breadth of Canada, none is more distinctly and commendably patriotic than the Aberdeen Association. Its object, which is to collect good and attractive literature and to distribute in parcels monthly to settlers who apply for it from outlying parts of Canada, seems a simple enough matter on the surface, and is faithfully carried on by the members of the Association, but there is a deeper and more personal side to the work, which is really the spirit of the work, and which gives its peculiar personal value to those who receive the benefit of it. Anyone may contribute literature, but it is only the workers in the Association who do the personal, the spiritual side of the work, in this way: Each member in the various branches (the real workers are all women) was assigned a certain number of names, and thenceforth these people were her special charge. She entered into correspondence with her own little group of readers, with no deeper motive in the first instance than to ascertain their tastes and preferences as readers, but out of this has grown what is in many respects the most vitally human phase of the work. Just consider what this means, especially to women, out on the frontier, to receive a friendly, sympathetic letter from someone in this new land, with its unfamiliar surroundings—someone who would listen to the tale of hardship and drudgery, and would understand the homesickness, the longing for some spot beyond the seas. Many of these letters are too intimate to go on official file, but those that have been preserved throw an extraordinarily vivid light on the causes and conditions of settlement in a new country. Many a comedy and many a tragedy lie revealed in these human documents. There is in them the material for a score of novels of life on the ragged edges of the great Northwest. It is safe to say that this purely incidental work of the Association has been of deeper service, from a national, as well as an individual standpoint, than any of its other activities. A glance over the variety of literature which is requested for this work shows that it is not only the settlers of Canadian birth who are benefited, but the other numerous nationalities which are represented by the new set-