## The Passing of the Hoop Skirt

skirts are Full and short, but Limp, Depending Upon width and Material For Bouffancy

### Collars and Sleever Imporrnt Details

The hoop-skirt scare has entirely passed. There is no denying the charm of the hoop, but in this day and age it has no place except in the most frivolous of dance and evening gowns, and even from these, it is being ripped out. This does not mean, however, that we are going back to the narrow skirt ;no, indeed, merely limp skirts.

The dainty midsummer voiles and organdies are as full and bouffant as ever, but their fulness falls softly about the figure, and their bouffancy



and Striped Voile in





The Old-time Painter Says:-

"You can't judge paint by the can,

When I see MAPLE LEAF the outside I know there's mething pretty fine in the paint

You can tell a good carpenter the shavings he makes.

and you can tell a good eint and a good painter by the ength of time between jobs.

The longer they have to stay away from repainting an old job the better they are. It's a long time between jobs

Maple Leaf Paint

MADE IN CANADA ee it wears well and keeps looking good all the time.

For Sale by
ENOCH MILLS - Aylmer, Ont.

Collars and Sleeves.

Having finished with skirts as far as width, shortness and trimming are concerned, Fashion has now turned her attention to the bodice, laying especial stress on collars and sleeves. Any little becoming idea which strikes one may be used in both of these, affording charming possibilities of showing individuality. From the dainty, picot-edged turnover or frill on the dark taffeta frock, the collar ranges to the deep broad collar extending to the waistline and below. There are many of us who favor the high collar, even in summer, but this is fashioned of net or organdy, and is open in front, so i is really not a high collar after all. but a very becoming detail of frock or blouse. The wide cape-like collars are most popular this summer. For summer evenings, with light frocks, there are becoming ruffs of net, chiffon, or malines, and the chic little shoulder capes of Georgette trimmed with fur or marabout.

Sleeves are transparent, or semitransparent, of crepe, net or chiffon to match the color of the material of the frock; and are both long and short. The closely cuffed sleeve i favored, and also the flowing sleeve. These latter are very easily made, being finished around the lower edge with a bias fold, or the effective icot edge.

Underfittings for Sheer Frocks.

Although not as conspicuous, equally as important as the frock are the dainty underfittings designed to complete it. Combinations, envelope chemises, camisoles, petticoats, and knickerbockers are being fashioned of pale pink or blue cotton crepe or voile, the barred and striped cottons, wash satins, and the daintiest possible of sprigged silks with pale ton-

The pink or blue crepe or voile is usually finished around armholes and lower edges with bias folds of contrasting color attached with hemstitching. The flowered lks are also bound with white, or plain color, or are finished with ace. The envelope chemise is one of he most popular of garments, being shirred, smocked, tucked, or box pleated. For general wear, glove-silk knickerbockers and a plain camisole are most practical.

Shantung Used in Simple Dresses.

The summer muslins are exceptionally dainty and charming in their combinations this season maize, rose, the palest of pinks and blues being papular, and also white. Shantung and pongee are modish, too, being used in many of the imported frocks and suits. These Shantungs come in charming colorings, in stripes, dots, conventionalized designs and plain tones. They are most practical for street dresses and suits of the sports type. Plain natural pongee is being trimmed with vivid, contrasting touches of rose, emerald green, which is one of the most popular of shades this season, orange and the other popular shades. Shantung and pongee are also modish and coats for general wear over light frocks and for motoring.



Taffeta and Organdy in Afternoon Dress.

Speaking of separate coats, they

dresses. Some of the most attractive Hale.

have been more in demand these last

few seasons than for some time, ow-

ing to the popularity of one-piece

of these coats are being made of

dark blue Bedford cord with collar

and cuffs of white broadcloth or

ing them, or no linings at all. Some

of the new lining foulards and voiles are particularly effective.

LUTON.

s the guest of Miss Gladys Harrett.

in St. Thomas.

Bruce.

ing a week in Aylmer.

vening on Tuesday last.

Miss Pauline Soper, of New Sarum,

Mr. and Mrs. W. W. Harrett and Mrs. Fred E. Dunn spent Friday last

Mrs. John Richardson and Mrs.

The Epworth League had a literary

Miss Winnifred Dunn spent Wed-

Miss Mabel Raymond has returned

Mr. and Mrs. Herman Ralph and

after spending a week in Lakeview.

Ethel Raymond spent Sunday at Port

The July meeting of the Women's

noon last at the home of Mrs. Fred

Institute was held on Thursday after-

E. Dunn, with an attendance of 27.

The following programme was given

after the usual business meeting:

nesday with Miss Ruby Summers, of

Kinsey have returned after spend-

YEAR ON SEPTEMBER

TWELFTH: NINETEEN

HUNDRED & SIXTEEN

During the Hot Weather.

Winifred Dunn.

Mrs. Oscar Chase.

Roll Call-Hints on Labor Saving

Current Events, by Miss Frances

Duet-Kathleen McKnight and

Paper-"Our Responsibilities and

Privileges as Canadian Women," by

on Thursday, August 10th, at the

home of the President, Mrs. Eugene

Great Slaughter Sale

of Geraniums and Salvia at

We also have some fine Asters

Lobelia an d Verbena, Cabbage

REMEMBER

We are headquarters for Fune-

ral and Wedding designsand

The Aylmer Green House

J.JOHN FISHER - PROP

supplies. Give us a trial.

and Celeryplants now ready.

the Greenhouse all this week.

Solo-Miss Gladys Thayer.

Closing-"God Save the King." The August meeting will be held

For calendar and terms: R I. Warner, M. A., D.D., Alma College, St. Thomas, Ont.

We want 500 dozen fresh Eggs this week, we pay 25c a dozen

# YOUELL & WRONG

The Store that Satisfies. Compare our prices then You will know.

## Saturday Specials

500 Yards English Crepes at 9c.

In a pretty range of designs-Sprigs, Floral, Spot, and Stripe-with White or Tinted grounds, in Blue, Pink, Mauve, or Grey; small and medium patterns. Spots and Stripes in Black and White, Blue and White, Pink and White, Mauve and White, also Ombri Stripes. A splendid range of patterns suitable for Dresses, Waists, Gowns, and Children's Wear; also for Comforter Coverings; 25 Patterns to choose from.

Regular value, 15 and 20 cents a yard Saturday, 9.30, per yard

#### One Table of Hats at 50c.

The Millinery Department has laid out for quick selling One Table of Hats-This Season's Styles. Hat Shapes that sold earlier in the season at \$2.00. On Sale This Week at ....

Hosiery and Gloves

A Good Assortment to Choose From

Colored Shantung Silks at 48c.

All the season's shades, 36 inches wide. :.. Saturday Sale Price

## Saturday Specials

Saturday Sale of Remnants

Thousands of Remants and Oddments selected from every Department throughout the Store. Prints, Muslins, Shirtings, Cottons, Linens, Flannelettes, Towellings, Dress Goods, Silks, Hosiery, Gloves - Remnants of everything at

-Saturday Bargain Day Prices-

#### 100 yds. Black Pailette Silk at 95c.

36 inches wide, bright Pure Silk, and a good weight. Suitable for Dresses or Waists.

Specially Priced for Saturday Selling...

36 inch Costume Linens at 15c.

Natural and Saxe Blue Specially Priced at ...

#### The Ladies' Ready-to-Wear Department

Is showing New Waists, Skirts, and Children's Dresses. Women's Dresses at Cut Prices.

Come for Bargains Now

For Potato Bugs ALMA LADIES' COLLEGE OPENS ITS THIRTY-SIXTH And all Foliage eating Insects—We are prepared

Bug Death

is the best. Sticks to the foliage, acts as a fertilizer, used dry, and for potatoes prevents blight, keeps the tops green longer and increases the yield 15 to 25 per cent In 1 lb. packages 15c; 3 lb. packages 35c.; 12 1-2 lb. packages \$1,00.

Lead Arsenate

and lime sulphur spray is especially good too and costs only 2c a gallon to make. It will stick to the foliage through several rains-on this account it should not be used on any foliage or fruit that is to be used soon. Full directions to prepare and use it if you buy here.

#### Church's Bug Finish

A mixture apparently of Paris Green and plaster in powder form, used dry. Some like it well. We have it in 1 lb and 5 lb. packages.

Paris Green

is very high in price this year and is not as good as any of the above preparations.

DRUG

ERN. A. CAUGHELL Druggist and Stationer AYLMER, ONTARIO

Children Cry FOR FLETCHER'S CASTORIA

Children Cry FOR FLETCHER'S CASTORIA

Barnecott & Mo

It is better to have yo Heaven than to have y in a bank.-Anon.

ST. PAUL'S CHU Avlmer, Ontari A. E. M. THOMSON,

SUNDAY, JULY 3 COMMUNION SER 10 a.m.-Love Feast and

-Regular Service Sacrament of L p.m.-The Pastor.

MUSIC. 3 p.m.—SUNDAY S Men's Leagu

Epworth League, Mor

Let everyone be THE BAPTIST C Aylmer, Ontar THOS. J. MITCHELL

SUNDAY, JULY 11 a.m.-The Pastor. 7 p.m.-The Pastor.

Mrs. Patterson, of De pected to sing at 7 p.m.-Solo, Miss Myr

Organist-Mrs. E. H. S Choir Leader-Mr. E. C

Young People's !

Monday, 8 MONEY TO I

LADIES' INST

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week-at Charlton's.

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medicine on earth, from Roots and Her obtained by Dr. Moi son Bay Company for Northern Ontar spent thirty years in cure and never knee directions on wrapper directions on wrappe per bottle, or 6 bottl Monks' Medicine Co