



**Note the Color of your flour—
And the Bread it makes for you.
Delicately creamy is FIVE ROSES flour.
Because it is not bleached, don't you see.
Clear—Immaculate—Desirable.
A pure Manitoba wheat flour—FIVE ROSES.
And the healthy sun-ripened spring wheat berries are naturally of a golden glow.
And the meaty heart of the polished kernels is creamy.
Milled from this cream, FIVE ROSES is delicately "creamy."
The only natural flour from Manitoba's prime wheat. Which gets whiter and whiter as you knead it.
And yet its bread is most appetizing, unusually attractive in appearance.
Looks good.
And is good.
Bake this purest unbleached flour.**

Five Roses Flour
Not Bleached



\$3,600 in Cash Prizes for Farmers
Tell Us How You Did It
You may win a prize by doing so

Suppose your friend Bob Wilson, on the next concession, "pulled up" at your front gate on the way back from market and asked about that silo or barn foundation you built, you would be glad to tell him, wouldn't you? And it wouldn't take you long, either, would it? And, as a matter of fact, you'd find as much pleasure telling him as he would in listening—ain't that right?

First you would take him over to view the silo or barn foundation. Then you would start to describe it—its dimensions—the kind of aggregate used—the proportions of cement used—number of men employed—number of hours' working time required—method of mixing—kind of forms used—method of reinforcing, if any—and finally, what the job cost. So that by the time you finished, neighbor Wilson would have a pretty accurate idea of how to go about building the particular piece of work which you described.

Now couldn't you do the same for us, with this difference—that you stand a good chance of getting well paid for your time?

In Prize "D" of our contest, open to the farmers of Canada, we offer \$100.00 to the farmer in each Province who will furnish us with the best and most complete description of how any particular piece of concrete work shown by photograph sent in was done. The size of the work described makes no difference. The only important thing to remember is that the work must be done in 1911 and "CANADA" Cement used.

In writing your description, don't be too particular about grammar or spelling or punctuation. Leave that to literary folk. Tell it to us as you would tell it to your neighbor. What we want are the facts, plainly and clearly told.

Sounds simple, doesn't it? And it is simple. And surely it is well worth your while when you think of the reward in view.

Now sit right down, take your pen or pencil—all out the attached coupon—or a post-card if it's handy—and write for the circular which fully describes the conditions of this, the first contest of the kind ever held in Canada.

Every dealer who handles "CANADA" Cement will also be given a supply of these circulars—and you can get one from the dealer in your town, if that seems more convenient than writing for it.

Contest will close on November 15th, 1911—all photos and descriptions must be sent in by that date, to be eligible for one of these prizes. Awards will be made as soon as possible thereafter. The decisions will be made by a disinterested committee, the following gentlemen having consented to act for us, as the Jury of award: Prof. Peter Gillespie, Lecturer in Theory of Construction, University of Toronto; Prof. W. H. Day, Professor of Physics, Ontario Agricultural College, Guelph; and Ivan S. Macdonald, Editor of "Construction."

Having decided to compete for one of the prizes, your first step should be to get all the information you can on the subject of Concrete Construction on the Farm. Fortunately, most of the pointers that anyone can possibly need, are contained in our wonderfully complete book, entitled "What the Farmer Can Do With Concrete." A large number of Canadian farmers have already sent for and obtained copies of this free book. Have you got your copy yet? If not, you'd better send for one to-day. Whether you are content for one of our prizes or not, you're really ought to have this book in your library. For it contains a vast amount of information and hints that are invaluable to the farmer.

Please send full name, address and book.

Name.....
Address.....

Canada Cement Company, Limited, Montreal

Zam-Buk
SURE CURE FOR SKIN INJURIES & DISEASES.

A purely herba' balm; best thing for the tender skins of children, yet powerful enough to heal an adult's chronic sores; highly antiseptic; eases pain and smarting soon as applied. It is purely herba'—no alcohol, no poisons, no harmful salts, and perfectly combined!

A PRACTICAL EXAMPLE.
Example of the Effect of Competition with Australia.

On March 15th last, 170 carcases of frozen lamb from Australia were landed at St. John, N.B., and 100 carcases were sent to the Montreal market. The remainder were shipped to Montreal. These lambs were purchased at nine cents per pound delivered in bond at Toronto.

Under existing conditions, the duty was three cents per pound. This made the lamb cost twelve cents per pound laid down in Toronto.

Fresh dressed lambs were selling in Toronto at that time at 12 1/2c to 13c per pound.

Had there been no difference between the price of the Australian and Canadian lamb.

The duty protected the Canadian farmer against the Australian price.

But under the new conditions, the duty on this frozen lamb is only 1 cent per pound, and the price of the lamb is 11 1/2c per pound.

Referring to the price which was paid for the lamb which was landed at 10 1/2c. The Australian lamb was sold at 12 1/2c. The Canadian lamb, therefore, duty paid, the Canadian lamb is presently being sold at 11 1/2c per pound.

Now, if you wish to see the effect upon the live stock market of the importation of this lamb in Montreal, turn up the Montreal papers of March 20th in one or which, for example, the headline was "Sheep Sold Lower in Local Market."

If, with the three-cent duty on frozen meat, the price of the lamb is 11 1/2c per pound, it is almost conclusive that reducing the duty will also reduce the price of Canadian lamb accordingly.

And not only does Australia export frozen meat, but it exports butter as well. It exports annually between fifty and seventy-five million pounds of butter.

Australian butter can be had now in bond at Montreal and 25c per pound. A duty of four cents per pound keeps it out of competition with the Eastern Townships' butter now selling at 26c per pound.

THE REVIVAL OF THE CAMEO
Antique Shops of Europe Do It Good Business.

An early Victorian fashion revival is the cameo, which is being worn on hats or for clasping the belt at the waist or even at the wrist. The antique shops of Paris and London are being ransacked for cameos. The pink and creamy tints of these ornaments are considered wonderfully becoming and as the finishing touch to white evening gowns they are looked upon as indispensable at the present moment.

Jade, too, which has been out of favor for years, has come back in fashion and is to be seen ranging in tint from darkest green to pure white. Jade of a delicate bright green is the most popular and is used in necklaces of rounded beads, usually in bunches, or for earrings and cabochons mounted in various ways along with pearls and diamonds.

A GREAT CAPTAIN OF INDUSTRY
Words of Louis Stevenson Form the Keynote of Great Career.

"To travel hopefully is better than to arrive, and the true success is labor." These words, once written by Robert Louis Stevenson, have since the death of Mr. H. Gordon Schridge, the head of the enormous store in Oxford street, London, who was recently the victim in a motor smash. They provide the keynote of the character of the man who, starting life as a shop-sweeper, made such good use of his opportunities that by the time he was thirty, he was a partner in the Marshall Field store in Chicago—a store which has earned joint fortunes for its owners amounting to over \$96,000,000. Mr. Schridge had retired from business when, growing tired of a life of idleness, he turned his eyes towards London and ultimately founded the large business in Oxford street.

OLDEST RULER OF EUROPE
Prince Regent of Bavaria Ninety years of age.

The oldest ruler in Europe is the Prince Regent of Bavaria, upon whom, on the occasion of his ninetieth birthday, recently, King George conferred the Order of the Garter. He has had the unique experience of acting as regent of the country during the minority of two kings. Twenty-five years ago the Prince Regent's nephew, King Louis II. of Bavaria, was declared insane, and the Prince himself proclaimed regent. Three days after the King committed suicide, and was succeeded by King Otto, who is now sixty-three years of age, and who has been insane since 1875. The Prince is extremely popular in Bavaria on account of his sporting propensities.

Whole Wheat Bread.

Physicians interested in the nutritive value of foodstuffs have issued a document in which they recommend the use of whole meal instead of fine white flour. It is pointed out that there are two parts of mineral matter in whole wheat that nourish the body.

DEVELOPMENT

It is a well-known fact that the development of a country is largely dependent upon the quality of its soil and the amount of rainfall it receives. In the case of Canada, the soil is generally fertile and the rainfall is abundant, which makes it a very favorable country for agriculture.

ORIGIN OF THE NAME

The name of the city of Ottawa is derived from the Algonquian word "Ottawa," which means "to flow." This is because the city is situated on the banks of the Ottawa River, which flows through the city.

FRUIT IS NATURE'S LABOR

Fruit is Nature's labor, and it is a well-known fact that fruit is a very healthy food. It contains a large amount of vitamins and minerals, which are essential for good health. Therefore, it is recommended that we eat a variety of fruits every day.

HOTEL MIRAMICHI
Opened January 1908.

Most Luxurious and Up-to-Date Hotel in New Brunswick.
J. A. D. WHELAN, Proprietor.
Newcastle, Miramichi, N.B.

Features of HOTEL MIRAMICHI:
Telephone Connection to Rich Town.
Artificially Purified Water for Bath.
Building is of Brick with Superior Fire Protection.
Situation—The Heart of the Spacious Paradise.
First Victoria Era Region on the North Shore.
Imported Cheeses.
The Simple Rooms.
Every Stable in Connection.
Rates \$2.00 and \$3.50 a day.

Dr. de Van's Famous Pills

A reliable French laxative, Dr. de Van's Famous Pills are extremely powerful in relieving the most obstinate constipation. They are sold at all cheap drug stores.

Synopsis of Canadian Northwest Land Regulations.

Any person who is the sole head of a family, or any male over 18 years of age, may homestead a quarter section of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-agency for the district. Entry by proxy may be made at any agency, on certain conditions, by father, mother, son, daughter, brother or sister of intending homesteader.

Duties: Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, all of which and occupied by him or by his father, mother, son, daughter, brother or sister.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price \$3 per acre.

Duties: Must reside upon the homestead or pre-emption six months in each of six years from date of homestead entry (including the time required to earn homestead patent), and cultivate fifty acres extra.

A homesteader who has exhausted his homestead right and cannot obtain a pre-emption may enter a pre-empted homestead in certain districts. Price \$3 per acre. Duties: Must reside six months in each of three years, cultivate fifty acres and erect a house worth \$300.

W. W. CORY,
Deputy of the Minister of the Interior.
N.B.—Unauthorized publication of this advertisement is not allowed.

CASTORIA

The Kind You've Always Used