



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 your bread is most appetizing, *unusually* attractive in appearance.  
Looks good.  
And is good.  
Bake this purest unbleached flour.

# Five Roses Flour

Not Bleached



Not Blended

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL



## \$3,600 in Cash Prizes for Farmers

ARE you one of the thousands of Canadian farmers who have used or intend using, Canada Cement for the construction of some farm utility? If you contemplate building anything whatsoever of concrete, make up your mind right now to build it with a view to winning one of the prizes we are offering. Read the rest of this announcement and you will learn how you may try for a share in the \$3,600 we are giving away, to encourage the use of cement upon the farm. Throughout Canada the farmers have taken such a keen interest in our campaign that it has inspired us to go further along these educational lines. We have decided, therefore, to offer a series of four \$100.00 prizes to each of the nine Provinces, to be awarded as follows:

**PRIZE "A"**—\$100.00 to be given to the farmer in each Province who will use during 1911 the greatest number of bags of "CANADA" Cement for actual work done on his farm.

**PRIZE "B"**—\$100.00 to be given to the farmer in each Province who uses "CANADA" Cement on his farm in 1911 for the greatest number of purposes.

**PRIZE "C"**—\$100.00 to be given to the farmer in each Province who furnishes us with a photograph showing best of any particular kind of work done on his farm during 1911 with "CANADA" Cement.

**PRIZE "D"**—\$100.00 to be given to the farmer in each Province who furnishes the best and most complete description of how any particular piece of work shown by photograph sent in, was done.

In this contest no farmer should refrain from competing, because of any

feeling that he may have little chance against his neighbor who he thinks might use more cement than he does.

For it will be noted that Prizes "C" and "D" have no bearing whatever on quantity of cement used. The man who sends us the best photograph of so small a thing as a watering trough or a hitching post, has as much chance for Prize "C" as a man who sends a photograph of a house built of cement—and the same with Prize "D" as to best description.

Canada Cement is handled by dealers in almost every town in Canada. Should there not happen to be a dealer in your locality, let us know and we will try to appoint one.

Contest will close on November 15th, 1911, and all photos and descriptions must be in our office by that date. Awards will be made as soon as possible thereafter. The jury of award will consist of: Prof. Peter Gillespie, Lecturer in Theory of Construction, University of Toronto; W. H. Day, Professor of Physics, Ontario Agricultural College, Guelph; and Ivan S. Macdonald, Editor of "Construction."

Now, you cannot hope to do concrete work to the best advantage unless you have a copy of our free book, entitled, "What the Farmer Can Do With Concrete." This book tells how to construct well-nigh anything on the farm, from hitching post to silo. Whether you enter the contest or not, you'll find this book most helpful. A post-card asking for the book will bring it to you promptly. Send for your copy to-night. From your cement dealer or from us, you can obtain a folder containing full particulars of contest. If you send to us for it, use the coupon provided in this announcement.

**The Canada Cement Co.**  
LIMITED  
MONTREAL, QUE.

Please send me full particulars of Prize Contest. Also a copy of "What the Farmer Can Do With Concrete."

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

### INSULTING ROYALTY.

Torture and Death Used to Be the Price For This Pastime. People who went out of their way to libel their sovereign in days gone by did not usually get off so lightly as did the defendant in a recent notorious case.

For instance, Leigh Hunt, the famous essayist and poet, was sent to prison for two years—exactly twice the length of Mylius' term—for calling George IV. "a fat Adonis of fifty." And George was not even king at the time, only regent.

Going back further still, we find John Stubbs, a student of Lincoln's Inn, arrested for libeling Queen Elizabeth. He was sentenced to have his right hand cut off, and the barbarous punishment was inflicted in public in the market place at Westminster by driving a cleaver through the wrist with a mallet.

Then there was that unhappy Walter Walker, grocer, at the Sign of the Crown, who said he would make his son heir to the crown. When Edward IV. was told of this merry jest he ordered Walker to be arrested and put to death for treason.

Almost as hard was the fate of the Buckinghamshire churl who, drinking one day in a village ale house, spoke disrespectfully of Henry VIII. "King Hal," he hiccupped, "is no true king. Would I had his crown here that I might play football with it." The libeler was hanged, drawn and quartered, and pieces of his body were distributed as a warning among the market towns of the county.

In the reign of Charles I. an individual published a seditious libel concerning his majesty. The book containing the libel was burned before his face by the common hangman, while its author stood in the pillory in two places, having an ear cut off at each. He wore a paper on this head describing the offense, was ordered to pay a fine of £5,000 and suffer perpetual imprisonment.

A libeler of King Alfred suffered the loss of his tongue.—Pearson's.

### DIDN'T KNOW BEETHOVEN.

The Ignorance That Exists in Russian Official Circles.

The following amazing story illustrates how deep is the ignorance of Russian officials on some matters and how bitter is their hatred of even the mere mention of the name of the late Count Tolstoy.

It is required by the Russian law that whenever a concert is to be held the police shall be notified of the fact. Recently a club complying with this injunction also forwarded a copy of the program, wherein appeared the item "Kreutzer Sonata." Across this the chief of police wrote, "Tolstoy prohibited." However, the program was proceeded with unaltered, and hearing this, an infuriated chief of police summoned the directors of the club before the governor. "How dare you disobey orders!" they were asked. "You were told that Tolstoy was prohibited." Light dawned on the concert promoters, and they quickly explained that the "Kreutzer Sonata" which appeared in their program had no reference to Tolstoy's book of that title, but to a musical work composed by Beethoven. "Everybody knows Tolstoy," snapped the governor, "but who knows your Beethoven?" It was only by a telegraphic appeal to M. Stolypin, who assured the governor that there was such a person as Beethoven and that he had written a "Kreutzer Sonata," that the club officials were able to convince the governor that he had jumped to a hasty and wrong conclusion.

### How to Arrange the Garden.

Put the small fruits and permanent vegetables (asparagus, rhubarb, herbs) at one end of the garden. Put strawberries nearest the plowable land.

Run the rows north so that the sun will shine on both sides of every plant. Make a path three feet wide or more along two sides of the garden at right angles to the rows. Have no path in the center. Make a path a foot wide between every five rows of small vegetables.

Put the tall vegetables (corn and pole beans) where they will not shade the small vegetables—that is, at the north end of the garden.

Use the warmest, highest and best drained spot for the earliest crops—viz., the first sowing of peas, with spinach, lettuce and radishes between the rows.—Country Life in America.

### Historical House Crumbling.

One of the most important landmarks in southern California, the old adobe house southeast of the Raymond hotel, South Pasadena, Cal., is crumbling, and efforts are being made to keep the structure intact. It was in this house that General Fremont met the warring Mexican chief General Andres Pico at dinner on a July evening in 1846. Here the treaty was signed giving over to the Americans the whole of California. This house is the oldest one in South Pasadena or, in fact, the whole valley in this section.

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