



**Add water to milk—  
You weaken the milk.  
Add soft wheat to flour—  
You weaken your flour.  
Cheapens it too.  
Soft wheat costs less—worth less.  
Soft wheat flour has less gluten less nutriment.  
Your bread is less nutritious, sustaining, economical.  
Soft flour has less strength, less quality gluten.  
Giving less good things for your money and things less good.  
Use Manitoba flour—Manitoba hard wheat flour.  
Having everything the soft stuff lacks.  
Five Roses is all Manitoba.  
Without a grain of cheaper wheat.  
Strengthen your food values.  
Use FIVE ROSES.**

# Five Roses Flour

Not Bleached  Not Blended

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

**ARE you going to build that new horseblock, sidewalk or dairy house of cement? Then insist on your dealer supplying you with the "CANADA" Cement.** Not only will this ensure your getting a pure, uniform and strictly high-grade cement, that will guarantee the lifelong permanency of the thing you build, but it will also entitle you to enter our Prize Contest. And in this contest you stand a good chance of winning a prize that will perhaps more than pay you for the cost of the work. Every farmer in Canada who uses "CANADA" Cement is eligible to compete. Four prizes will be awarded in each Province and these prizes will be divided as follows:

**PRIZE "A"**—\$100.00 to be given to the farmer in each Province who will use during 1911 the greatest number of barrels of "CANADA" Cement.

**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 the photograph showing the best of any particular kind of work done on his farm during 1911 with "CANADA" Cement.

**PRIZE "D"**—\$50.00 to be given to the farmer in each Province who submits the best and most complete description of how any particular piece of work shown by photograph was done.

Notice how we have purposely planned and imposed certain necessary conditions in order to give large and small users of cement an equal opportunity. As an illustration of this: in prizes "C" and "D" the quantity of cement used has no bearing whatever on the result. The farmer who sends us the best photograph of as small a thing as a watering trough or a gate post, has as much chance for prize "C" as a man who sends a photograph of a house—and the same applies to prize "D."

Don't hold back from entering because you think you don't know anything about concrete work. It's very simple. Besides, we have a 160-page book that we will send you free on request, which tells you all about concrete and how to make and use it. In this book, you'll find complete instructions for the making of almost everything you can think of in the way of farm utilities, floors, vats, troughs, stairs, posts, etc.

This free book—entitled "What the Farmer Can Do With Concrete"—will not only inform you—it will also greatly interest you. So send for it anyway, whether you intend to try for one of the prizes or not.

**The Canada Cement Company, Limited, Montreal, Que.**



### OUR CLUBBING LIST.

THE GUIDE-ADVOCATE AND

Family Herald and Weekly Star with premium	\$ 1 85
Weekly Mail-Empire with premium	1 85
Weekly Farmers Sun	1 85
Weekly London Free Press	1 85
Weekly London Advertiser	1 65
Weekly Globe	1 85
Northern Messenger	1 40
Weekly Montreal Witness	1 85
Hamilton Spectator	1 85
Weekly Farmer's Advocate	2 35
Toronto Saturday Night	3 50
Daily News	2 50
Daily Star	2 50
Daily World	4 00
Mail and Empire	4 00
Morning London Free Press	4 00
Evening London Free Press	3 00
Daily London Advertiser	3 00

**Power of Praise.**  
There is one thing which no man however generously disposed, can give, but which every one, however poor, is bound to pay. This is praise. He cannot give what is dependent for its very existence on something in another can never become to him a possession, nor can he justly withhold it when the presence of merit claims it as a consequence.

**First Wind Gauge.**  
An instrument for measuring the force of the wind was first contrived in 1667.

**A Dog's Age.**  
The age of dogs ranges from twelve to fourteen years when they receive proper care.

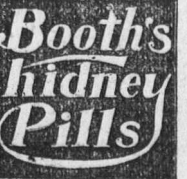
**Noble Lives.**  
Every noble life leaves the fiber of it interwoven into the fabric of the world.—Ruskin.

### Simple Remedy

FOR BACKACHE AND KIDNEY TROUBLE

The simplest and most effective remedy for sick kidneys is Booth's Kidney Pills. If there is weakness, congestion, inflammation or soreness, Booth's Kidney Pills quickly relieve it. They gently stimulate, tone and strengthen sick kidneys, drive away backache, rheumatic pain and dizziness, clear up and regulate the urine and restore a perfect filtering of the blood. Best of all, this relief is permanent.

All druggists sell and guarantee Booth's Kidney Pills, 50c. box. Money back if they fail to relieve. Write to The R. T. Booth Co., Ltd., Fort Erie, Ont., for a free trial.



### THE SPREADING PLAGUE.

**It Has Become, in a Measure, a World-wide Menace.**

The terrible bubonic plague, which appeared in Hongkong in 1894, spread from there to Bombay and in the next twelve years carried off more than 6,000,000 victims, has been almost quiescent for the past few years, but in 1910 it appeared in a virulent form in Harbin, has since spread to other cities and is now a worldwide menace.

More alarming than the reappearance of the disease in Manchuria is the discovery of the disease in the eastern coastwise counties of England, where several deaths have occurred.

Until 1906 little was known regarding the mode of propagation of this terrible disease, although the disease itself is as old as history. In 1906 the Indian plague research commission definitely traced the spread of the epidemic to the fleas on the black rats of the country. The rats themselves have the disease. A flea which sucks the blood of the rat takes the germs into its stomach. If the flea bites a human being within a period of three weeks the germs are transferred and the human being contracts the disease.

Until recently it had been supposed that only the black rat is susceptible to the plague and that only the flea known as *Pulex cheopis* could transfer it. Later discoveries, however, have shown that the common brown or Norway rat is also liable to the disease and that it may be transferred by the ordinary rat flea.

Still another matter of great interest has been disclosed by the cases in England, which are not the bubonic, but the even more deadly and more dangerous pneumonic plague. The bubonic form, in which the lymphatic glands swell and suppurate, is transferable only through some such medium as the rat and the flea. The pneumonic form, on the other hand, is directly infectious.—Youth's Companion.

### FELLING BIG TREES.

**The Great Waste That Comes With Making Up Their Beds.**

In logging operations the felling of one of the big trees requires much skill in order that it may not be broken in the fall, as such an accident means perhaps the loss of fully \$500, owing to the value of the wood. As yet, however, the old method prevails of cutting it part of the way through with the crosscut saw worked by two men, the ax being used for an incision on the opposite side, the trunk being felled by means of wedges.

In felling the tree, a number of smaller ones are frequently cut down to form a bed on which it may fall so that it will not break on account of its weight. Here is a great waste, since the felling of a fir 150 tons in weight may require the sacrifice of a group of other trees which at maturity would equal it in size. In the "clearings" may be seen thousands of the young trees which have been cut down merely for "beds."

Undoubtedly a mechanical system could be utilized in the work, such as a portable power derrick, the top of which could be attached to a tree by the block and tackle system, thus allowing the trunk when cut through to be lowered gradually by means of ropes of steel cable without the timber being injured and the crushing of the smaller trees near it.—W. A. Day in *Cassier's Magazine*.

## Catarrhozone

**Cures Permanently  
BRONCHITIS, COUGHS,  
COLDS, ASTHMA,  
CATARRH**

Throw medicine to the dogs. At best they are unpleasant, often useless. You are suffering from some disease of the throat, nose, or lungs. Doctors call it Bronchitis, Asthma, or Catarrh, or it is a slight or severe cold. Germs cause these diseases—they have a common root.

Catarrhozone destroys disease germs, but it does more, it heals disease tissue.

CATARRHOZONE is little drops of healing carried by air to the exact place where Catarrh exists. Observe, Catarrhozone not only destroys the cause, but immediately repairs the result of diseased condition.

Catarrhozone means little drops of healing carried by air and placed over the lungs, throat, and nasal passages. Catarrhozone is endorsed by doctors, druggists, and by thousands of Canadian people who have used it.

## Catarrhozone

Yes, Sir, it is taken in air. "Little drops of healing" carried by air to weak places in the lungs, throat, and nasal passages.

Three sizes: 25c, 50c, and \$1.00, at druggists, or by mail postpaid from The Catarrhozone Co., Buffalo, N. Y., and Kingston, Ont.

### The Preponderance of Evidence.

"Sorry," said the constable, "but I'll have to arrest you. You been drivin' along at the rate of fifty miles an hour."

"You are wrong, my friend," said the driver. "I say I wasn't, and here's a ten dollar bill that says I wasn't."

"All right," returned the constable, pocketing the money. "With eleven to one against me, I ain't goin' to subject the county to the expense of a trial."—Harper's Weekly.

### The Dead Sea is Spreading.

The Dead sea is encroaching upon the land about it so rapidly in this decade that whole forests of trees which formerly grew at some distance from its banks are now partially submerged. Maps of the sea made twenty years ago show an island near the northern extremity of the lake which was not found during a recent survey, and it is supposed that this has been lost in the rising waters. The Turkish government sold the mining rights on the shores to a syndicate for about \$350,000, and if the sea for some unknown reason continues to rise these holdings will be almost unattainable.

### Cards For the Puppies.

A novelty in Paris is the lap dog visiting card. Poms and pugs which go visiting with their mistresses in fashionable circles have their own tiny pasteboards tucked away in little pockets of their outdoor coats. Such dogs have two sets of cards, which are duly left on other dogs at the houses where they are calling with their mistresses. One card gives the dog's real name and its race, while the other records its pet name joined to the family name of its owner. Cards are left according to the pedigree of the dog visited.

### Australia and Our Canal.

The advantage of the Panama canal to Australia is thus referred to in a Melbourne paper: "It means that in another three or four years we shall have to rearrange our mail service to Europe and our whole oceanic transportation service. The Suez route to Britain will go by the board—must go—because the Panama canal will shorten the journey to and from Britain by several days and thus put all users of the new route in possession of an incomparable economic advantage over users of the old."

### A Famous War Fleet.

The battleships of the Atlantic fleet which sailed out of Hampton Roads in December, 1907, on the famous around the world cruise—the Alabama, Illinois, Maine, Missouri, Ohio, Kearsarge, Kentucky, Wisconsin and New Jersey—have passed from the first fighting line. Today every one of them is listed "in reserve," and their places in the fleet have been taken by newer and more powerful ships.—Argonaut.