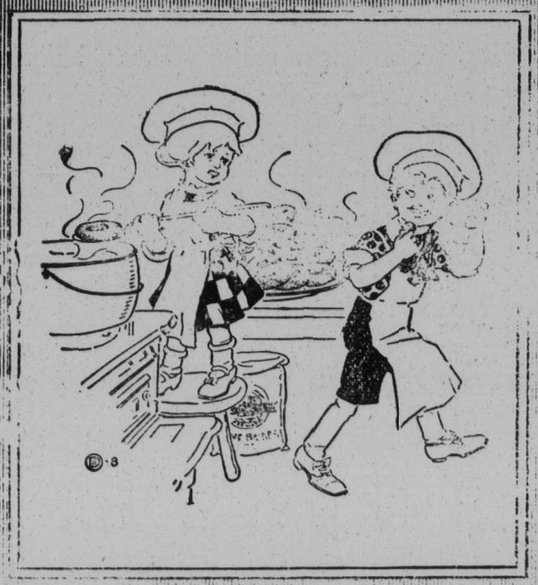
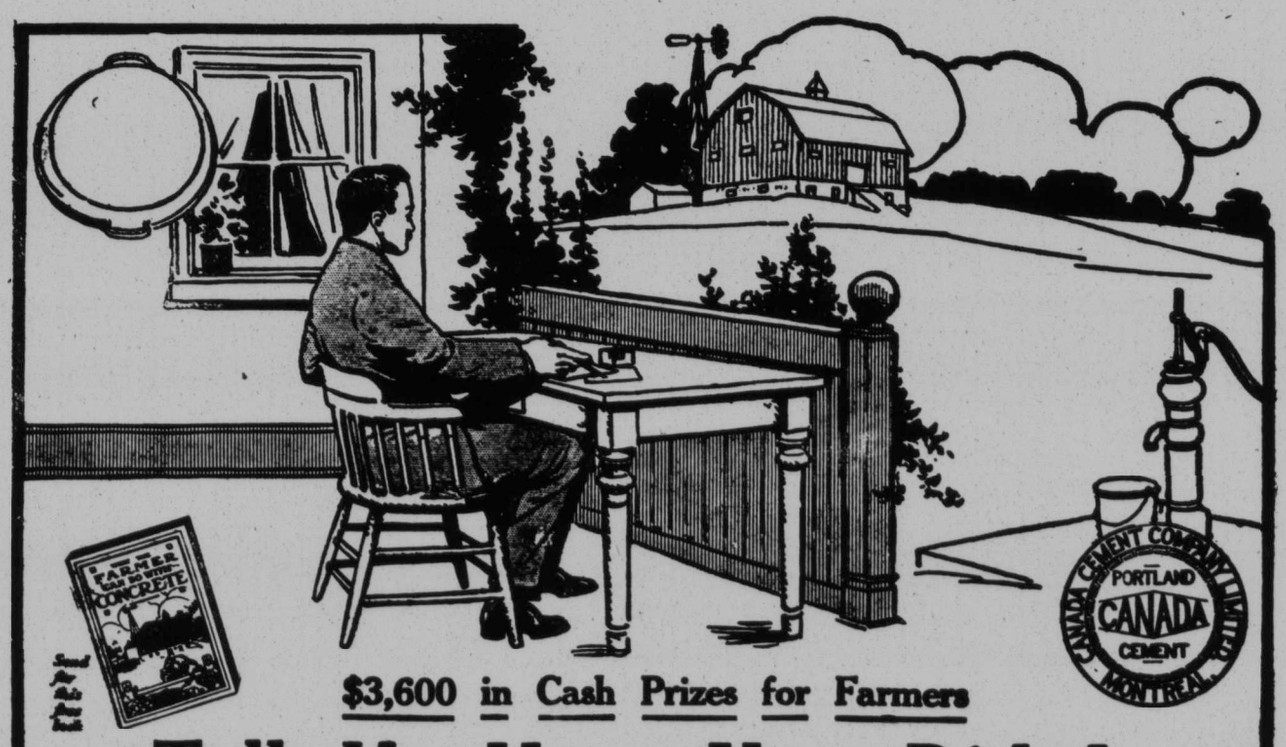


Let's make a Jelly Roll—
With FIVE ROSES flour.
Its *Strength* and *Fineness* hold your batter together in the long well-greased pan.
Bakes *evenly*.
Smooth Texture—soft, golden Crumb, spongy, porous, yielding.
No holes, nor lumps to *vex* you.
And when you turn it out on the damp napkin hot and *savory*, and you spread the under side with "jell"—
It doesn't get *soggy* nor crumbly.
Roll it gently, carefully.
Not a *crack*—not a *break*.
Perfect Smoothness—a Perfect Roll—*Yours*.
Bake anything, make anything.
Use FIVE ROSES—*bread and pastry*.
Melting puff paste—flaky pie crust—crinkly fritters—tooth some rolls.
FIVE ROSES for anything—*everything*.
Be flourwise.

Five Roses Flour

Not Bleached — Not Blended

LAKE OF THE WOODS MILLING COMPANY, LIMITED MONTREAL



$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—isn'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—fill out the attached coupon—or a post-card if it's handier—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 a contestant for one of our prizes or not, you 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 particulars and book.

Name.....

Address.....

Canada Cement Company, Limited, Montreal

Zam-Buk

SURE CURE FOR SKIN INJURIES & DISEASES.

A purely herbal 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—that is Zam-Buk. Remember it is purely herbal—no mineral poisons, no animal fats. Power and purity combined!

All druggists and stores sell it.

THE FREDERICTON EXHIBITION

Once again the Celestial City is in line with New Brunswicks Big Biennial Fair, the Fredericton Exhibition, and its advertisement appears to day in our columns.

The City of Fredericton has always been noted for its attractive and up to date Exhibitions and its many Directors, dating back to the year 1855—fifty six years — seem to have known just how to please the public, get the most out of every thing, give everyone satisfaction, with full value for their money and send them home again with a Ive had a good time feeling and a coming again sentment.

This years Show is looked upon as the greatest effort yet. Cash Premiums of $15,000 are offered and competition is open to Canada and the State of Maine. The former extensive grounds have been enlarged by an additional acquisition of nearly three acres added to the rear and new buildings erected making what s now the finest Exhibition plant in the Maritime Provinces, including an addition to the former Industrial Building of 130 by 80 feet making a total length of 378 feet, the largest Exhibition Building under one roof east of Toronto, giving accommodation for increased Industrial exhibits and relieving the congestion of former years.

In addition to the educational part of the Show the Amusement end has not been overlooked, Special Attractions of an unusual nature have been engaged, entailing an expenditure of several thousand dollars in excess of anything before provided and the new Amusement Hall, seating 1200, will prove a great attraction in addition to the many free acts shown on the enclosed grounds. The Trotting Park adjoins the Exhibition Grounds, and, under the direction of the Fredericton Trotting Park Association, three days Harness Racing, open to the world, will be held, with Cash Premiums of $2,400, addtional to the $15,000 Exhibition Premium List. Special Fares on all Railways and Steamers will be offered during Exhibition week.

Fredericton is always an attractive place to visit, especially at the time of its big Fair, when its a case of Something going on all the time, day and night. There is ample accommodation provided by the several large and well managed hotels for all visitors, and the Exhibition Association have organized a Lodging and Information Bureau to look after all who prefer the quiet of a well conducted private boarding house home during their stay in the Celestial City.

If you have not yet taken your vacation, wait for Fredericton, September 16 to 23; if you have, take another few days, and you wont regret it.

Railroad Ticket Printed While You Wait.

The Lancashire and Yorkshire Railway Company have installed a remarkable automatic machine at Sandhills Station, Liverpool, by which, on dropping a penny in a slot, a ticket is printed, dated and cut. The machine is worked electrically, the power being supplied from the live rail. When the supply of cardboard is running short, the clerks in the office are warned by the ringing of a bell.

Cannot Export Feathers.

Plumage skins or eggs of native birds of Australia and New Guinea can no longer be exported, this having been prohibited by the Australian Commonwealth Government.

Average value in farm crops and fruits in Canada, 1901, $10.33 per acre; United States (including subtropical products), $9.41.

Canada's Fishing Fleet.

Canada has a fishing fleet of 1,723 vessels, and 41,170 boats, manned by 68,663 men. 21,694 employed on shore. Total, 90,357.

A Big Investment.

Capital employed in manufacturing industries, 1900, $446,916,487; 1905, $486,585,023; 1911, estimated at $1,000,000,000.

He raised only $12, and everybody's wondering who the other 12 boobs were who gave a dollar apiece.

The weary poet now endeavors to gather in the elusive dime by rhyming beach and peach together, producing thus a seashore rhyme.

ASK FOR HEWSON'S Unshrinkable UNDERWEAR

Find the Finder

If you found a purse your first impulse would be to look in the "Lost and Found" columns of our paper.

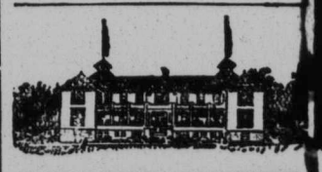
If you have lost a purse don't you think the finder would do the same.

If you wish to find the finder use our Classified Want Ads.

Would You Provide for the Care of Canada's Needy Consumptives?

"NEW SEND YOUR CONTRIBUTIONS TO THE

MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES



MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES, MAIN BUILDING FOR PATIENTS.

A national institution that accepts patients from all parts of Canada. Here is one of hundreds of letters being received daily:—

John D. McNaughton, New Liskeard, Ont.: A young man not belonging here, and suffering from, it is [illegible] consumption, is being kept by one of the hotels here. He has no means and has been refused admission to our hospital. The conditions where he is offer him no chance. Could he be admitted to your Free Hospital for Consumptives? If not, could you inform me where he can be sent, and what steps are necessary to secure prompt admittance?

NOT A SINGLE PATIENT HAS EVER BEEN REFUSED ADMISSION TO THE MUSKOKA FREE HOSPITAL BECAUSE OF HIS OR HER INABILITY TO PAY.

Since the hospital was opened in April, 1902, one thousand five hundred and twenty-four patients have been treated in this one institution, representing people from every province in the Dominion.

For the week ending November 20th, 1909, one hundred and twenty-five patients were in residence. Ninety-six of these are not paying a copper for their maintenance—absolutely free. The other twenty-nine paid from $2.00 to $4.90 a week. No one pays more than $4.90.

Suitable cases are admitted promptly on completion of application papers.

A GRATEFUL PATIENT

Norah P. Canham: Enclosed you will find receipt for my ticket from Gravenhurst, hoping that you will be able to oblige me with the fare. I was at your Sanatorium ten months, and I was sent away from there as an apparent cure. I am now working in the city, and I am feeling fine. I was most thankful for the care I got from the doctors and staff, and I must say that I spent the time of my life while I was there.

TAKING THE CURE IN WINTER AT MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES.

The Muskoka Free Hospital for Consumptives is dependent on the good-will and gifts of the Canadian public. Money is urgently needed at the present time to make it possible to care for the large and increasing number of patients that are entering the institution.

Will you help?

Where greater urgency?

Truly, Canada's greatest charity.

Contributions may be sent to W. J. Gage, Esq., 84 Spadina Ave., or J. S. Robertson, Sec'y-Treas. National Sanitarium Association, 347 King St. W., Toronto, Ont.