



"Listen, Rose."
Bud reads:
"Madam, your own white hands are the first to touch FIVE ROSES."
"For nearly one mile it travels through hygienic automatic processes—more and more spotless."
"Till in a clear creamy stream it flows into clean new packages, filled full-weight by infallible machinery—sewed automatically."
"Goodness!" said round-eyed Rose.
Bud reads eagerly:
"Hand-proof, germ-proof. Every littlest bit of machinery is bright—polished like those piano keys of yours. FIVE ROSES is healthy flour, wholesome, none like it. Unbleached, too."
"Nobody touches my flour—but me!" said Rose.
Imagine such purity—get FIVE ROSES.

Five Roses Fl

Not Bleached



Not Bleached

D. N. SINCLAIR

The Sterling

\$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.

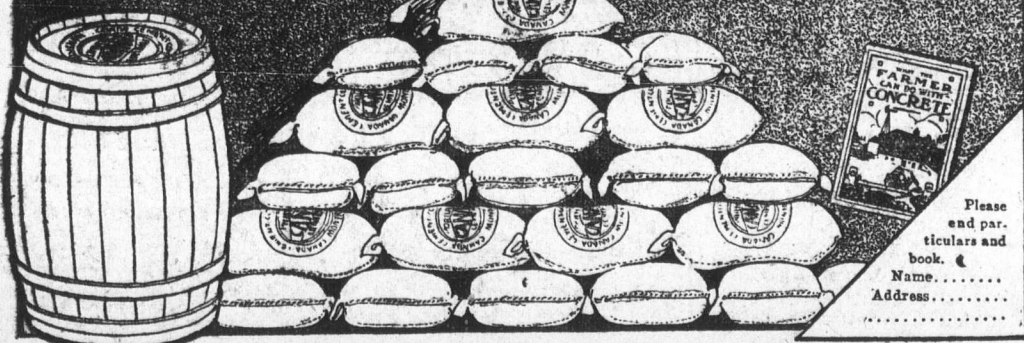
PRIZE "D"—\$100.00 to be given to the farmer in each Province who submits the best and most complete description of how any particular piece of work shown by photograph was done.

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.



ROUGH AND DRESSED LUMBER

Lap and Matched Siding,
Doors, Sash, Lath, Mouldings,
Shingles, Posts &c.

GEORGE CHAMBERS
WATFORD.

Custom Matching, Dressing and Turning done on Short Notice.

Electric Light Plant in Connection
Order Your Coal Now.

Her Unalterable Decision.

To the new cook Mrs. Cross elaborately explained a certain method of preparing potatoes greatly approved of by the family. The cook listened to the directions with apparent attention.

"And now, do you quite understand, Della?" asked Mrs. Cross in conclusion.

"I do, mum," was the response, and then, in a firm tone that admitted of no contradiction, she added, "But it's blined potatoes ye'll eat."

"Happy the man who learns the very wide chasm that lies between his wishes and his powers."—Goethe.

Worms cause feverishness, moaning and restlessness during sleep. Mother Graves' Worm Exterminator is pleasant, sure and effectual. If your druggist has none in stock, get him to procure it for you.

If you trade in Watford you go home satisfied.

It Grows Hair But Not After the Hair Foot is Dead.

T. B. Taylor & Sons will tell you that they sell a great many bottles of Parisian Sage because it gives satisfaction. They guarantee it to eradicate dandruff, stop falling and splitting hair and itching scalp, or money back.

Parisian Sage will make hair grow if the hair root is not dead; it puts life and luster into dull and faded hair, and is the most delightful hair dressing in the world. Only 50 cents a large bottle.

Parisian Sage is the best hair grower and beautifier, dandruff cure and scalp cleaner known. Try it on our money back plan.

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.

Field Crops in Canada.

A bulletin of the Census and Statistics Office issued June 10th, states that the season this year has been favourable for field crops in all parts of Canada, and excellent reports have been received from all the provinces. The lowest percentage of condition is made for fall wheat, which suffered from inadequate protection in the winter months, and also to some extent from spring frosts. The areas of fall wheat are greater than last year by 4.50 per cent. and of spring wheat by 13.70 per cent. The total area in wheat is 10,503,400 acres, as compared with 9,294,800 in 1910, and 7,750,400 in 1909. The per cent condition of fall wheat at the end of May was 80.63, and of spring wheat 96.69. The area in oats is 10,279,800 acres and its condition 94.76, as compared with 9,864,100 acres and 93.95 per cent. condition last year. Barley and rye each show a small decrease in area, but the condition is higher than at the same period last year. Slight decreases are also reported for areas of peas, mixed grains, and hay and clover, with per cent. condition of over 90. Hay and clover have a reported condition of 91.45 for the Dominion, being practically 100 in Manitoba, Saskatchewan and Alberta. The area of the field crops named is 32,051,500 acres in 1911, compared with 30,554,200 acres for 1910 and 28,194,900 acres for 1909. In the provinces of Manitoba, Saskatchewan and Alberta, the area in wheat, oats and barley was 3,491,413 acres in 1900, 6,009,389 acres in 1905, 11,952,000 acres in 1909, and 13,809,300 acres in 1910, and it is 15,355,500 acres this year. The increase of these crops from 1900 to 1911 was 2,663,699 acres in Manitoba, 7,364,315 acres in Saskatchewan and 1,846,073 acres in Alberta.

TESTED BY TIME.—In his justly-celebrated Pills Dr. Parmelee has given to the world one of the most unique medicines offered to the public in late years. Prepared to meet the want for a pill which could be taken without nausea, and that would purge without pain, it has met all requirements in that direction, and it is in general use not only because of these two qualities, but because it is known to possess alternative and curative powers which place it in the front rank of medicines.

Two more big mergers have been organized—the paint merger and a consolidation of the large bakeries. The paint merger will have a capital of \$7,000,000 and takes over the Sherwin-Williams business, Lewis Berger & Sons, of London, England, and the Canada Paint Co. The bread merger includes three large bakeries in Toronto, one in Montreal and one in Winnipeg.

Fred Peck, son of William Peck, of Marcellus, N. Y., was taken out of an iced car of oranges at Canadian, Texas, with his hands and feet so badly frozen that he will die, according to word received to-day by relatives. Peck had been visiting an aunt in Pasadena and told a friend that he was going to steal a ride home in a refrigerator car.

A GOOD NAME IS TO BE PRIZED.—There have been imitations of Dr. Thomas' Electric Oil which may have been injurious to its good name, but it is the injury has only been temporary. Goodness must always come to the front and throw into the shadow that which is worthless. So it has been with Electric Oil; no imitation can maintain itself against the genuine article.

When a girl is fancy free she is usually too homely to attract anybody's fancy.

CURE THAT COLD

This is Quickly and Pleasantly Accomplished If You Use

Catarrhazone

Catarrhazone will relieve colds almost instantly and in a few hours will cure completely. If it is old-standing asthma or bronchitis its quick and curative results will astonish you.

Catarrhazone is little drops of healing medicine carried by air to the sore and diseased parts. You breathe them through the Catarrhazone Inhaler and they spread throughout all the air passages.

It is sense as well as healing, because Catarrhazone is a germ killer, a healer and restorer of weak tissues, because it is so prompt and certain in its results, better than any other remedy for diseases of the throat, lungs and bronchial tubes, and it is neither alcohol, morphia or cocaine—all dangerous.

Tens of thousands have used Catarrhazone without reporting a single case of failure to cure diseases of the throat and lungs and nasal passages. Remember, CATARRHAZONE is taken in air, and is little drops of healing medicine for the throat, lungs and bronchial tubes, and it is neither alcohol, morphia or cocaine—all dangerous.

Price 25c., 50c., and \$1.00 at all druggists or by mail, post paid, from The Catarrhazone Co., Buffalo, N.Y., and Kingston, Canada.