



Come again, Pie Time, and often. For wholesome, digestible "eats" — give us PIE.

At its very best wrapped in a **FIVE ROSES** crust.

Upsets Pie Prejudice without upsetting the Eater's insides—**FIVE ROSES** flour.

Great for Pie Crust—top and bottom. And Puff Paste and Difficult Things.

Close-grained—melting—even textured. Flaky, too, and crinkly—crisp yet tender.

Put into your bake things the rare nutlike sweetness of *Manitoba* wheat kernels.

All soppy with the rich red juice of the cherry—or lemon pie—or apple—or healthy custard—meat, may be, or mince—


Put the **FIVE ROSES** "crust end" about 'em. See the hungry wedges fade behind busy milk teeth.


At Pie Time—
Use **FIVE ROSES**.

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 occasion, "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—fill out the attached coupon—or a post-card if it's handy—and write for this 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

THE BABY WEIGHED 150 POUNDS.

His Name is Flip-Flop and He is a Walrus in a Zoo.

There is in the New York Zoo an interesting specimen of the Atlantic walrus which was caught in Kane Basin. He is yet a baby only six months old, and for homeliness and comical facial expression he is not to be equalled. For every one but his keeper he has nothing but hatred; but for him he will go anywhere and do anything. His affections began to show itself by his Gopping in his awkward way after his keeper every time he moved. For this the keeper called him Flip-flop, and this has been shortened to Flip.

The keeper was anxious to weigh him one day. This would have been something of an undertaking under the circumstances as the weighing-machine was some distance away, but the gate was opened, the keeper went out, saying: "Come on, Flip," and out came the young walrus, and allowed him not only to the scales, but on the scales, where, by giving him one or two clams, he was kept long enough to be weighed.

Flip weighed at the time of his capture 150 pounds. Since then he has gained enormously, as he has a huge appetite. He eats over 30 pounds of "sh" daily—three meals a day—the shape of clams, codfish and butterfish, from which all the bones are first carefully removed. He always seems to be ravenously hungry and eats greedily, with many growls, and flips and sighs.

BURGLAR ALARMS

Every rentier has his own idea of what constitutes a desirable neighbourhood, said the renting agent. "A man hung back from signing a lease or six hours the other day because I could not tell him whether anybody in the block was taking the fresh-air cure. He was so insistent that I finally made inquiry and learned from the janitor at No. 22 that a man on the third floor of his building peeps every night with his head stuck out of the window, and then the man signed the lease.

"His precaution was due to fear of burglars. He has learned, he says, that the best burglar alarm ever invented is the fresh-air cure. Not even the doctors who advise it know so well as the second-story men how many people sleep with their heads out of the window. They know because the habit interferes with their business. Whole blocks that used to be profitable hunting grounds for burglars are now so much waste space because two or three persons in the block go to bed with the upper half of the body protruding beyond the window sill. Outdoor sleepers may sleep comfortably, but they sleep lightly. The second-story man cannot make a noise half a block away without waking them and giving the alarm."

PROVED HIS POINT

The reason he wouldn't call up the Connecticut town that night to learn how Aunt Lucinda was, the man said, was because Bill's wife was pretty sure to come to the telephone, and he couldn't stand it to talk to Bill's wife. Wait till morning and he would call Bill up at the office and find out.

"What is the matter with Bill's wife?" asked Aunt Lucinda's New York niece.

"She's a fool," said the man, "especially over the long distance telephone. I telephoned up there once, Bill's wife answered. It cost me \$4 for the three-minute conversation, and the only thing I could get out of Bill's wife was, 'Hello, hello. Who is this, please?'"

"At the very last second she understood and said, 'Oh, it is you, is it?' I call that pretty expensive identification. But I will say this for Bill's wife. She is no worse than other women. The most level-headed of them get flirty when suddenly confronted with a long distance telephone message."

The woman's defense of her sex was cut short by a call to the telephone. She stepped into the hall and closed the door.

"Hello," she said. "Hello. Who is this, please. What's that? Yes, that is the right number. Who are you, please? What's that? I can't make it out."

Seconds ticked away and still she reiterated, "Hello, hello. Who are you, please?" Finally, in desperation the man took the receiver from her hand. He talked for five or ten seconds and then said, "Good-bye."

"That was Bill," he said. "He wanted to tell me something about Aunt Lucinda, but time was up and he didn't get a chance."

JIM'S WIFE.

After the report had been current for a week that Jim's wife, whom Jim had met and married and was still secluding in Chicago, was ugly as sin, a friend who had Jim's interests at heart ran down the author of the rumor with the intention of making her retract.

"How do you know she is ugly?" he asked. "Have you ever seen her?"

"No," said the experienced gossip. "I never have, neither have I seen her picture, nor anybody who has seen either her or her picture, but I know she is ugly, because I had it straight from a person who lives in Chicago that when she ordered a dozen pictures taken just a while before the wedding the photographer made her pay in advance, and a photographer never does that unless the subject is so ugly that she is apt to be discouraged when she sees the pictures and refuses to pay for them on the ground that he hasn't done good work. If you don't believe me ask any photographer."

But Jim's champion let the matter drop.

Such is Fame

It was a Bostonian, according to Rollin Lynde Hart, in an article called "Fanny Boston," in the Metropolitan Magazine, who unveiled the Longfellow cemetery by blurring. "Say, that guy makes me sick! He'd never been here if he hadn't married Alice Roosevelt."

A DISCOVERY THAT IS BENEFITING THE WHOLE WORLD

CANADIAN PHYSICIAN MADE IT

Wonderful New Substance Formed By Combining Fruit Juices

It takes Canada to do the really big things that are being done. For thousands of years, people have known that fruit was good for them without knowing exactly why. A Canadian physician experimented until he found out.

Fruit juice is about nine-tenths water and one-tenth solid matter. And this solid matter is eight-ninths sweet and one-ninth bitter. It is the bitter principle that is the curative part of fruit. To get the full benefit of fruit, one must eat great quantities of fresh fruit. By the discovery of this Canadian physician, the bitter or curative part of fruit juice is so combined that it is made to grow or increase many times. In other words, a stronger fruit juice is created. This is made into tablets which are known all over Canada under the name of "Fruit-a-tives". "Fruit-a-tives" is the only medicine in the world that cures Constipation. JAMES PROUDFOOT, Esq. of Vankleek Hill, Ont. says "If it were not for 'Fruit-a-tives' I am satisfied I could not live."

CHRONIC CONSTIPATION means Paralysis of the Bowels. There are two layers of muscles in the bowels which during constipation become thin and weak and cannot act. In severe cases, people go three and even ten days without the bowels moving. N. JOUBERT Esq. of Grande Ligne, Que. says "I heartily recommend 'Fruit-a-tives' to all who suffer with Constipation'."

Bile, a liquid secreted by the liver, is the purgative of the body. Two pints of bile should be poured into the bowels every day. In severe constipation only about half a pint is secreted. With the muscles of the bowels weak and little bile, it is impossible for the bowels to move regularly. A. G. WILLISTON Esq. of Hardwick, N. B. says "I tried 'Fruit-a-tives' and now I am well from Chronic Constipation from which I suffered for many years."

To cure Constipation, the liver must be stimulated to pour out more bile and the weak muscles strengthened.

Mr. and Mrs. J. W. Fox of Newburgh, Ont. say "Our daughter was cured of Appendicitis by 'Fruit-a-tives' after doctors said only an operation could save her life."

"Fruit-a-tives" is not merely a relieving agent but actually cures Constipation. It tones up the liver and bowel muscles and increases the flow of bile.

Wm. Parsons Esq. of Ottawa, Ont. says "I am eighty years of age and find 'Fruit-a-tives' do me more good than any other remedy. Remember—chronic Constipation cannot be cured in a day, but 'Fruit-a-tives' will quickly relieve the trouble and certainly cure you if taken a reasonable time."

Senator JOHN COSTIGAN of Ottawa, says "I have been a dreadful sufferer from Constipation for over thirty years. After taking 'Fruit-a-tives' for a few months, I feel I am well from this horrible complaint."

"Fruit-a-tives" will cure you. 50c. a box, 6 for \$2.50, or trial size 25c. At all drug stores, or from Fruit-a-tives Limited, Ottawa.

The steamer Ethelhilda when clearing from Campbellton last Sunday morning ran on the bank. With the assistance of the Casco and Princess she was towed off at the afternoon tide and proceeded down the river undamaged.

A distressing accident was reported on Wednesday from Oak Bay whereby the young son of Chas. Dugay lost his life. The child was playing around the yard, and by some means had tumbled head first into a water barrel. When extricated life was found to be extinct.

Zam-Bulk

SURE CURE FOR SKIN INJURIES & DISEASES

A purely herbal balsamic ointment for the tender skin of children, yet powerful enough to heal an adult's chert-sore, highly contagious, and often fatal skin disease. It is the only ointment that is sure to cure. It is the only ointment that is sure to cure. It is the only ointment that is sure to cure.

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