

FIVE ROSES FLOUR

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 Inside—FIVE ROSES flour.

Great for Pie Crust—top and bottom.

And Puff Paste and Difficult Things.

Close-grained—melting—even textured.

Flaky, too, and crumbly—yet tender.

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


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 7c per lb.—

Use FIVE ROSES.





\$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—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—all out the at-

tached 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 ointment; best thing for the tender skins of children, yet powerful enough to heal an adult's chronic sore; highly antiseptic; cures pain and smarting soon as applied—That is Zam-Buk.

It is purely herbal, contains no animal fat, and is perfectly safe.

CARNEGIE ON GOLF

The Laird of Skibo Castle Tries Writing.

Andrew Carnegie says in his latest essay on "Dr. Golf": "I notice a recent estimate of the money already expended in greens and club houses in the United States is fifteen million dollars. The charm of golf—who can analyze and decide in what it really consists? We are under the sky, worshippers of the 'God of the Open Air.' Every breath seems to drive away weakness and disease. A cough of mine made his first trial one morning on Skibo links, and, as is often the case when taking it all easily and not trying hard, he succeeded wonderfully. He could hardly wait for the morning game. We started and he fended everything, and as fast I heard exclamations, and called out to him: 'What 'tation,' 'Morgan?' He replied appreciatively: 'I know, I know, I feel it, but I don't think I said it.' We have a celebrated professor who was lect from a chair for a time. His lecture at last on the golf and being 'tation,' 'Morgan?' 'tation?' and cut 'tation' along the whole length of the lecture, the reporter on leaving asked him: 'What 'tation' in the 'tation' which you are lecturing on?' He replied: 'I don't know, but I know it is about golf.'"

ASK FOR

HAYSON'S

Unshrinkable

UNDERWEAR

DOCTOR

LAWYER

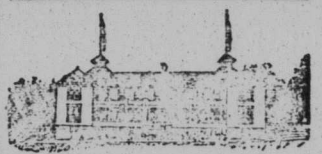
Professional Advertising

The physician has a sign on his door. That is an advertisement to the passer-by. Common sense says few people see the sign anyhow.

Why not carry your sign into all the best homes in town? You can do so by a Classified Want Ad, and without loss of professional dignity too.

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

THEIR GOOD WILL CONTRIBUTIONS TO THE MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES



MUSKOKA FREE HOSPITAL FOR CONSUMPTIVES. MAIN SPRING 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 tuberculosis, 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 admission? 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 1908, 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.

See Muskoka Free Hospital for Consumptives is dependent on the good-will and gifts of the Canadian public. Money is urgently needed at this 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. Galt, Esq., 84 Spadina Ave., Toronto.

The Wrong List.

One of Lady Bony's recollections is of a dinner party at which she had her neighbor Gladstone, in her own parlour. He said her of his experiences and ways of tactics in the House of Commons. The latter always had the names of those doomed to be hanged written down on a slip of paper.

One day, picking up such a list, he called up for dinner the boys whose names were inscribed upon it. Upon such occasions the domestics were permitted to offer explanations, to be after boy was castigated, and the good ones and escape to his seat until the operation was completed. He learned that, instead of the hanging list, he had picked up the slip in which were the names of the boys about to be confirmed.

The Date is Fixed.

And now it is 1915 which is set for the millennium. Religious enthusiasts have been guessing at the end of the world for years, but date after date has passed, and the world still wages on.

Each one of these has had a system of reckoning as certain—and as fallible—as the various systems with which it has been proposed to weak the bank at Monte Carlo. The only effect of their predictions has been to upset nervous temperaments, there is nothing surer than that "no man knoweth the day nor the hour."

A Matter of Training.

The disappointed person carps at everything and makes all those in her vicinity feel ill at ease; if anything can be done to cure her, it should be done in the interest of humanity, so modern rush and worry render it more easy for anyone to lapse into that condition, for our nerves are affected to an extent which our grandfathers neither experienced nor anticipated. The way out of the trouble is a matter of training and, as the child is the mother of the woman, it is well to commence with the little one.

The Making of a Nation

A nation is made powerful, and to be honored in the world not so much by the number of its people as by the ability and character of that people; and the ability and character of that people depend in a great measure upon the economy of the several families, which, taken together, make up the nation. There never yet was and never will be a nation permanently great, consisting for the great part of wretched miserable families.

Another Reason.

Here's a new reason for the abolition of Hansard. An English financial schemer accuses his failure because he was "intimidated" regarding the value of the Canadian railways by reading reports of the Dominion Parliament. What sins these M.P.'s do have to answer for to be sure!

Japan's Budget

The main features of Japan's Budget, which balances at \$29,000,000 yen (\$264,500,000), are the reduction and reform of taxes, the increase of the salaries of Government officials, opening up administrative expenses, and the in shape of a sinking fund.