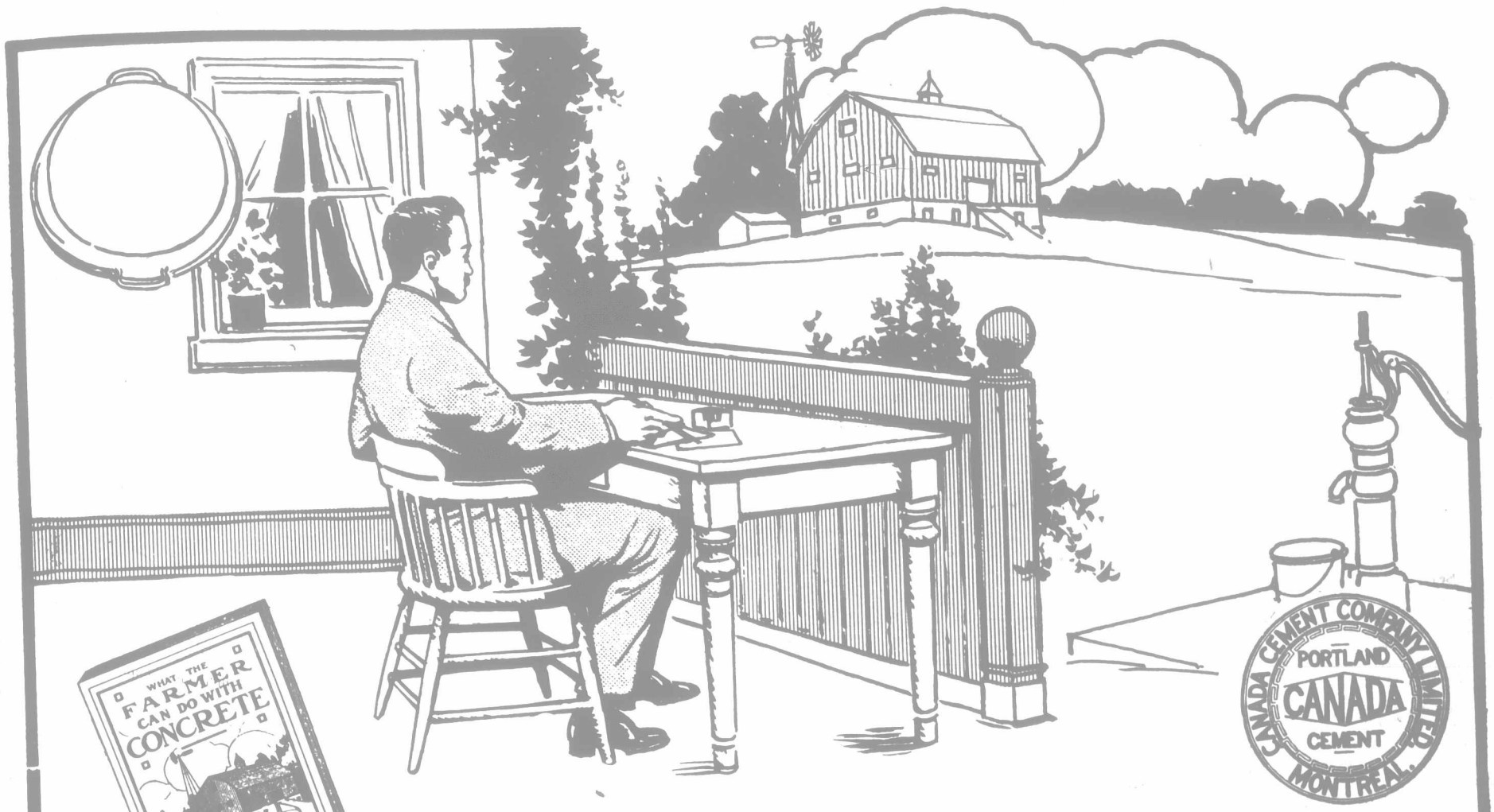

Send for this free book

$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 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.

Fill in coupon and mail to us.

Canada Cement Company, Ltd., Montreal

Please send full particulars and book.

Name .....

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Address .....

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