

Canadian Farmers Who Won \$100 Cash Prizes

Announcement of the winners in 1911 contest for farmers, conducted by Canada Cement Company—Two women among successful contestants

NOW PLANNING SIMILAR CONTEST FOR 1912

THE most successful, as well as the most unique contest in which the Farmers of Canada were ever asked to participate, closed on November 15th, 1911, when the last entry was filed with the hundreds of others in the head office of the Canada Cement Company at Montreal.

The Winners

In prize contest for Canadian farmers, each of whom received
\$100 in cash

<p>ALBERTA.</p> <p>Prize A.—Hays Brothers, Carstairs. " B.—Tomfohr Brothers, Milk River. " C.—George Jackson, Cheadle. " D.—Herbert Elwell, Blackfolds.</p> <p>MANITOBA.</p> <p>Prize A.—William Elliott, Silver Plains. " B.—Mrs. Jonathan Blake, Bradwardine. " C.—N. Harrap, Woodlands. " D.—R. B. Chapman, Brandon P.O.</p> <p>NOVA SCOTIA.</p> <p>Prize A.—Edgar Fillmore, Amherst. " B.—S. Terris, River Phillips. " C.—Robert Malcolm Brule. " D.—T. W. Keillor, West Amherst.</p> <p>PRINCE EDWARD ISLAND.</p> <p>Prize A.—Charles Godfrey, North Wiltshire. " B.—Richard Creed, Albion. " C.—Frank C. Beaton, East Point. " D.—J. H. Crasswell, Clyde Station.</p> <p>BRITISH COLUMBIA.</p> <p>Prize C.—Seth Davidson, Peachland. " D.—W. O. Walker, Chilliwack.</p>	<p>NEW BRUNSWICK.</p> <p>Prize A.—Sir Wm. Van Horne, St. Andrews. " B.—G. E. Steves, Hillsboro. " C.—Mrs. D. McQuarrie, Newcastle. " D.—E. J. Sullivan, Grand Anse.</p> <p>ONTARIO.</p> <p>Prize A.—Ira M. Millory, New Dublin. " B.—W. P. Allison, Chesterville. " C.—Geo. Bennington, Prescott. " D.—Herbert Bowles, Randolph.</p> <p>QUEBEC.</p> <p>Prize A.—William McIntyre, St. Anne de Bellevue. " B.—Thos. L. Irving, North Georgetown. " C.—Joseph Courtols, Montreal. " D.—R. & A. Kollmyer, Cowansville.</p> <p>SASKATCHEWAN.</p> <p>Prize A.—Charles Orchard, Borden. " B.—Charles Blish, Lajord. " C.—D. A. Purdy, Lumsden. " D.—P. M. Lye, Frys.</p>
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The Conditions :

PRIZE "A"—Given to the farmer in each Province who used during 1911 the greatest number of bags of "CANADA" Cement for actual work done on his farm.

PRIZE "B"—\$100 given to the farmer in each Province who used "CANADA" Cement on his farm in 1911 for the greatest number of purposes.

PRIZE "C"—\$100 given to the farmer in each Province who furnished us with a photograph showing best of any particular kind of work done on his farm during 1911 with "CANADA" Cement.

PRIZE "D"—\$100 given to the farmer in each Province who furnished the best and most complete description of how any particular piece of work shown by photograph sent in was done.

The Judges :

Prof. Peter Gillespie, Lecturer in Theory of Construction, University of Toronto; W. H. Day, Professor of Physics, Ontario Agricultural College, Guelph; and Robert C. McLean, Editor of "Construction."

Early in December the judges, disinterested men thoroughly qualified to act in that capacity, met in Toronto, carefully considered the entries, and awarded the prizes of \$100 each.

Cheques, each for \$100, were accordingly mailed to the successful contestants, in time to reach them at Christmas. The letters of acknowledgment proved that the time of mailing cheques was particularly well-chosen.

The names of the prizewinners, of the judges, and the requirements for the various prizes are printed herewith.

The purpose of the contest was two-fold. First, to stimulate new interest in concrete as the best material for all varieties of farm improvements; and, second, to learn of new uses for cement that Canadian farmers have discovered, so we might suggest these uses to other farmers who have not yet thought of them.

How entries were judged

The entries were judged solely from the standpoint of ideas—neither the literary merit of description nor artistic beauty of photographs being allowed to influence the awards.

The contest proved conclusively that Canada's progressive farmers are taking full advantage of concrete as a means for making their farms more convenient, more healthful and more valuable. Almost without exception the contestants showed remarkable understanding of the uses and manner of using cement. This information in every case was gleaned from our book, "What the Farmer Can Do With Concrete."

Why no one lost

Of course the great majority of contestants did not win cash prizes. No one who entered was unrewarded, however, because every one learned more about the use of cement in preparing to enter the contest. This knowledge cannot fail to result in greater profit for every man or woman who submitted a description or photograph. Improvements of concrete, no matter how small, add much greater value to the farm than they cost. Therefore, if the contest had done no more than to encourage the contestants to make improvements of concrete, it was nevertheless very profitable to them.

Two women won \$100 each

Two women, Mrs. Johnathan Blake, of Bradwardine, Manitoba, and Mrs. D. McQuarrie, Newcastle, New Brunswick, were among the winners of the \$100 cash prizes.

And women were among the leaders in contests for prizes in other Provinces.

Many new uses for concrete on the farm were described by those competing for Prize "B." In one Province the farmer who won this prize described 81 different uses to which he had applied cement. The entries showed that concrete is being used for small improvements quite as extensively as for those which require a large expenditure of time and money.

The following are excerpts from several letters received from winners of \$100 prizes, after cheques had been mailed to them:—

The Canada Cement Co., Limited:

Dear Sirs:—

"Please accept my best thanks for your cheque for \$100.00, which I received today. It came as a very pleasant surprise to me, as I did not expect that I would win, as I thought there would have been many larger users of your cement than myself; but as you did not charge anything to enter I decided to do so. I expect to use more cement as each summer goes by; and it is scarcely neces-

sary to say it will be "Canada" Portland Cement. Again thanking you and wishing you a happy and prosperous New Year, I beg to remain,

Yours very truly,
CHARLES GODFREY,
North Wiltshire,
P. E. Island."

"I must say that I found your Cement very satisfactory, and next year hope to build a dairy and a root cellar of your cement, as this last year I have been testing it, but in future I will use a considerable quantity of it.

"Again thanking you for the prize, I remain

Yours very truly,
RICHARD CREED,
Albion, P.E.I."

"I might say also that the cheque has not pleased me any more than the results I have obtained by the use of Canada Cement.

"Thanking you a thousand times, and wishing you a Merry Christmas and a Happy New Year, I remain,

Yours very truly,
EDGAR FILLMORE,
Amherst, N.B."

The 1912 Contest

Now a word about the 1912 Contest, details of which are now being arranged. It will be similar to the one for 1911, except that there will be more prizes. As soon as arrangements are completed, they will be announced in "Farm Improvements," a quarterly magazine which we are sending free to all farmers who are interested in concrete.

This magazine is devoted to new suggestions for the use of concrete on the farm. It is sent free to those who ask for the handsome book, "What The Farmer Can Do With Concrete." The book was published to sell at 50 cents, but is also sent free, postpaid, upon request.

In addition to the quarterly and the book, we have published a number of pamphlets, describing various special uses of concrete, and we maintain a thoroughly-equipped Information Department, which is always at the service of the farmer seeking more knowledge of concrete.

About Cement

The success of concrete work naturally depends upon the quality of cement used. Canada Cement is always of the very highest quality, and this high standard is maintained by a rigorous system of inspection by trained chemists. The other point that should guide you in choosing your cement is that of certain delivery. Our mills are located in all parts of Canada, and our dealers are in nearly every town, so we can supply you quickly with fresh, high-quality cement no matter where you live.

A Reminder

If you haven't already done so, write now, for the book "What The Farmer Can Do With Concrete," and you will also receive the magazine telling about the 1912 contest for Farmers.

CANADA CEMENT COMPANY, LIMITED
National Bank Building, MONTREAL