



\$3,600 in Cash Prizes for Farmers

ARE you one of the thousands of Canadian farmers who have used or intend using Canada Cement for the construction of some farm utility? If you contemplate building anything whatsoever of concrete, make up your mind right now to build it with a view to winning one of the prizes we are offering. Read the rest of this announcement and you will learn how you may try for a share in the \$3,600 we are giving away, to encourage the use of cement upon the farm. Throughout Canada the farmers have taken such a keen interest in our campaign that has inspired us to go further along these educational lines. We have decided, therefore, to offer a series of four \$100.00 prizes to each of the nine Provinces, to be awarded as follows:

PRIZE "A"—\$100.00 to be given to the farmer in each Province who will use during 1911 the greatest number of bags of "CANADA" Cement for actual work done on his farm.

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 a photograph showing 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 furnishes the best and most complete description of how any particular piece of work shown by photograph sent in, was done.

In this contest no farmer should refrain from competing, because of any feeling that he may have

little chance against his neighbor who he thinks might use more cement than he does.

For it will be noted that Prizes "C" and "D" have no bearing whatever on quantity of cement used. The man who sends us the best photograph of so small a thing as a watering trough or a hitching post, has as much chance for Prize "C" as a man who sends a photograph of a house built of cement—and, the same with Prize "D" as to best description.

Canada Cement is handled by dealers in almost every town in Canada. Should there not happen to be a dealer in your locality, let us know and we will try to appoint one.

Contest will close on November 15th, 1911, and all photos and descriptions must be in our office by that date. Awards will be made as soon as possible thereafter. The jury of award will consist of: Prof. Peter Gillespie, Lecturer in Theory of Construction, University of Toronto; W. H. Day, Professor of Physics, Ontario Agricultural College, Guelph; and Ivan S. MacDonald, Editor of "Construction."

Now, you cannot hope to do concrete work to the best advantage unless you have a copy of our free book, entitled, "What the Farmer Can Do With Concrete." This book tells how to construct well-nigh anything on the farm, from hitching post to silo. Whether you enter the contest or not, you'll find this book most helpful. A post-card asking for the book will bring it to you promptly. Send for your copy to-night. From your cement dealer or from us, you can obtain a folder containing full particulars of contest. If you send to us for it, use the coupon provided in this announcement.

The Canada Cement Co.
LIMITED
MONTREAL, QUE.

Please send me full particulars of Prize Contest. Also a copy of "What the Farmer Can Do With Concrete."

Name.....

Address.....