

THE CANADIAN PACIFIC IRRIGATION COLONIZATION CO., LTD.

CANADIAN PACIFIC RAILWAY COMPANY
COLONIZATION DEPARTMENT

CALGARY, ALBERTA, January 23, 1911.
CANADA

TO THE SECRETARY
AGRICULTURAL SOCIETY

DEAR SIR:

One Thousand Dollars in Gold For 100 lbs. of Wheat

In connection with the **AMERICAN LAND** and **IRRIGATION EXPOSITION** to be held at Madison Square Gardens, New York, next November, Sir Thomas Shaughnessy, President of the **CANADIAN PACIFIC RAILWAY COMPANY**, has announced that he will present **ONE THOUSAND** Dollars in **GOLD** to the farmer who will produce the best sample of Hard Red, Spring or Winter Wheat on the Continent of America, and it is but natural to suppose that this handsome gift will bring together the finest and greatest collection of wheat ever gathered together at any fair in the world.

CANADA

The Dominion of Canada has the name of producing the best wheat on the continent, and this is particularly true of the Western Provinces. Every circular advertising the **WEST**, announces this fact, and not without reason; actual prize winnings at principal exhibitions, both in the Dominion of Canada and the United States, bear out this fact. However, \$1,000.00 is a large stake, and in the coming contest at Madison Square Gardens, Canada must expect to meet the keenest competition she has ever encountered. No effort will be spared across the line to dethrone her from the exalted position she has occupied as Mistress of Wheat. The contest will be a fair one and without favor, but unquestionably, the keenest agricultural intellects will be pitted against Canada.

If Canada loses this contest, it will be a serious blow; we have advertised this Great West by our ability to produce the best wheat in the world, and, if at an exhibition of this kind, we have to take second place, we will be shorn of one of our greatest advertising assets.

Canada Must Win

This letter is being sent to every farmers' organization in Manitoba, Saskatchewan and Alberta, with a view to stimulating an active interest in this important contest and securing the co-operation of every wheat grower in the three Provinces. Whether Canada wins or loses, will depend largely upon the effort and care exercised by the farmer in the handling of his land, grain and crop during 1911. Of course, weather and other conditions are entirely out of his control, but the seed bed, the seeds and subsequent handling of the crop, are largely in his hands, and mean a great deal for the resultant crop.

A QUESTION

**Will You Do Your Best
To Help Canada Win?**

What it Means to Win

To win the \$1,000 in gold offered by Sir Thomas Shaughnessy will mean that we are still Mistress of Wheat; it will mean honor and glory to the farmer individually, and \$1,000 in his pocket. It will mean that both Canada and the farmer who carries off the coveted prize, will receive such advertising as would be hard to secure in any other way. The particular district where the wheat was grown, and the man who produced it, will become famous. Land values in his district will increase as a consequence, and to sum up, the winning of this prize will induce settlement all over the Dominion. **CANADA CANNOT AFFORD TO LOSE.**

What Can be Done

Agricultural Societies, United Farmers' Societies, Boards of Trade, and Town Councils can do much to stimulate an active interest in this great contest, and co-operate in placing in our hands prize samples of wheat from each district fair. The value of being known all over the world as the district producing the finest wheat on the American Continent, is a great one.

To this end, the Canadian Pacific Irrigation Colonization Company, Limited, will donate, for competition at the coming Provincial Seed Fairs to be held at Regina, Sask., January 23 to 28; at Lacombe, Alta., February 8, 9 and 10; and at Winnipeg, Man., February 13 to 17, a silver trophy and \$25.00 in cash for the best 200 pounds of Hard Red Spring or Winter Wheat, and all farmers are earnestly solicited to compete.

In entering the Provincial Seed Fair contests, while apparently the farmer will only be competing directly for the local prize, he will in reality be competing indirectly for the \$1,000 gold prize; if he is successful in one, it follows that he may also be so in the other.

The Company would also like to receive from interested farmers, their best samples of this coming season's crop, for it may be that they will prove of superior quality to the samples exhibited at the Provincial Fairs, and, therefore, worthy of taking part in the New York Exposition competition. These fall samples will require to be in our hands not later than the middle of October.

The Company will expect prize winners to ship to the Calgary office at the conclusion of the Provincial Seed Fairs, their exhibits, upon receipt of which, together with the Provincial Fair certificate and their name and address, the cup and \$25.00 in cash, will be immediately forwarded to them. Exhibits should be double-sacked, carefully tied, and shipped by express, prepaid, to Mr. J. S. Dennis, President Canadian Pacific Irrigation Colonization Company, Limited, Calgary, marked "Sample Prize Exhibit." In addition to the Provincial Seed Fair certificates, they should be accompanied by a certificate from the secretary of the Local Agricultural Society of which the farmer is a member.

Upon receipt, the exhibits will be carefully stored until the opening of the American Land and Irrigation Exposition next November, when they will be entered in the contest under the name of the farmer, and his district, along with any subsequent samples of this coming year's crop which he may in the meantime remit us. To the farmer winning the contest, the \$1,000 in gold will be forwarded as soon as the New York Exposition closes.

Yours very truly,

J. S. Dennis
President