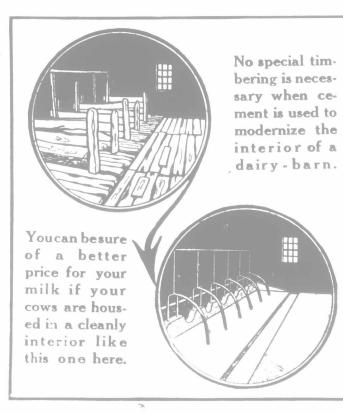
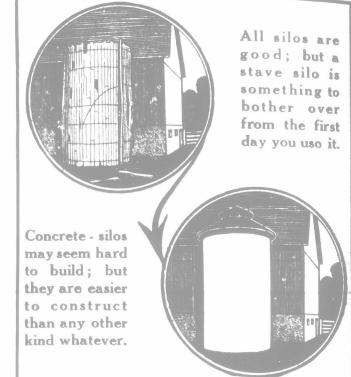
THE FARMER'S ADVOCATE

Write to Alfred Rogers for free facts about cement's value to you



1548

HERE is your op-portunity to get, for nothing, the inside truths about cement-how little it costs compared with 'lumber—how to use it so you will be satisfied with the result where to buy itwhat kind to buy. I will tell you all you want to know about cement, and I will not charge you one cent for telling you. I earn all about cement free. Write now.

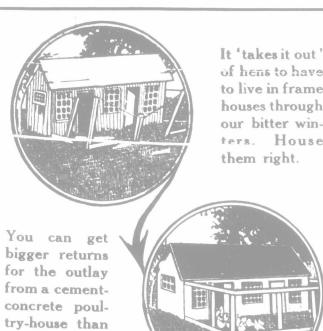


Cement Is Easily Handled

There is nothing intricate nor difficult about handling cement. Write me, and I will show you just how to mix and use concrete (which means a mixture of cement, sand and broken stone). If you are 'handy' at all, you can quickly learn how to build almost anything with cement-from a fence-post to a cattle-barn. I will tell you how to go about renovating your house, wagon-shed, barn-any building on your place. And I will save you money, too. Yet you need pay me nothing at all for my helpful advice.

Fireproof and Decay-Proof

Fire cannot destroy a concreted surface. Decay does not affect it. Structures exist to-day, in Great Britain, Italy and elsewhere, that were built of cement more than two thousand years ago. Dampness cannot penetrate a concrete wall. It is an armor against heat and against cold—so a building even thinly overcoated with the right kind of cement is warmer in winter and much cooler in summer than even a solid stone building can be. Yet its cost is trifling.



of hens to have to live in frame houses through our bitter winters. House

Cement Cheaper Than Lumber

SEPT: SER 22, 1910

Even in first cost, a concrete house, barn, henhouse, shed - or any other structure-is actually cheaper than a cheap lumber construction. In the long run cement is ever so much cheaper —because it **needs no repairs—you** don't have to paint it—it just lasts and lasts, and does not deteriorate from ageor from any other cause. You will be mighty well satisfied with anything you build of cement, whether it's a mansion or a watering-trough for the cattle.



Moreover, it is seldom necessary to hire high-paid mechanics to do any cement work you want done. The probability is that I can quickly teach you how to do the work yourself, with no outlay for skilled labor. Get the right cemen -I will tell you about that, too. Use common sense and follow my plain-English instructions, and I can almost guarantee a satisfactory job on any. thing you want to use cement-concrete for. Just write me and get the facts.

My Knowledge Freely At Your Service

This advertisement is intended simply to educate you about cement, to tell you a few facts about the building material every farm ought to use for almost any purpose lumber is used for now. I offer you my expert advice and instruction entirely free of cost or obligation to you. You are welcome to it.

> Won't you write me before you build?

you perhaps now imagine.

FREE Instruction On How To Build Any Of These Farm Necessities :---Silos Corn Cribs Cow Sheds Stables Watering Troughs Cesspools Slop Tanks Ice Houses **Box Stalls** Cisterns **Barn** Floors Feeding Yards **Dairy Barns Poultry-Houses** And Many Other Farm Structures

Just Write And Ask Me

Inform Yourself Upon Cement — Do It Now

Simply tell me your name and address, and give me an idea of what you might possibly use cement for. I will do all the rest-inform you fully upon this important money-saving, satisfactiongiving building material. You can have all the facts freely. Don't hesitate to write me because you are not quite ready to build. You will be ready some day.

> Ask me now for the facts you ought to know. 3

ALFRED ROGERS THE 323 Elias Rogers Blag. CEMENT MAN TORONTO, ONT.