

Farming

has become a specialized
business



It's no longer a "hit-or-miss" occupation, where "any old way" is good enough. Farmers are buying pianos and automobiles as never before. They're *living* as well as *working*.

The farmer has learned that it *pays* to employ progressive methods. That's why he is ever ready to receive helpful suggestions for improving his crops, his land and his home. It's also the reason that more than fifty thousand Canadian farmers are enthusiastic about our handsome book,

"What the Farmer Can Do With Concrete"

It isn't a catalogue, nor an argument for you to buy something. It is clearly-written, interesting, profusely illustrated. It describes the various uses to which concrete can be put on the farm. Not theories, but facts, based on the *actual experience* of farmers all over the continent. It is the most complete book on the subject ever published, fulfilling the

purpose behind it, which is to help the farmer take advantage of concrete's possibilities. The list of subjects covers every conceivable use for concrete on the farm. The book's actual value to you will far exceed the list price of fifty cents, but if you will send us your name and address at once we'll be glad to

Send it to You Absolutely Free

Send a post card for it—do it to-day. The book will be sent by return mail.

Canada Cement Company
LIMITED

National Bank Building, Montreal

