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Why should I use Canada Cement?

NO FARMER who has used Canada Cement asks that question, because his first trial answered it to his complete satisfaction. Yet it is only natural that a farmer who has never used concrete—perhaps yourself—should require convincing reasons before deciding to use it himself.

If we knew where you lived, and knew your name and the names of your neighbors, we could tell you of many men in your own locality who would be glad to tell why they are using Canada Cement. Since that is impossible, this advertisement will try to give you an answer to your question.

"WHAT IS CONCRETE?"

CONCRETE is an artificial stone. It is a mixture of cement, sand and stone, or of cement and gravel, with water. The proportions of the various materials vary according to the purpose for which the con-



THE mixing and placing of concrete is simple, and is easily learned. No elaborate tools are needed.

crete is to be used. This mixture hardens into an artificial stone. This hardening process is rapid at first, and in a few days the mixture is as hard as rock. After that, time and weather, instead of making it crumble, actually makes it stronger.

Since stone, sand and gravel may be found on nearly every farm, the only cash outlay is that required for cement. Cement forms only a small part of finished concrete, and this expense is relatively small.

Concrete may be mixed and placed at any season of the year (in extremely cold weather certain precautions must be observed) by your-

self and your regular help. This allows you to take advantage of dull seasons, when you would otherwise be idle. The mixing and placing is simple, and being full directions are contained in

the book which we will send you free.

"WHAT CAN I USE CONCRETE FOR?"

CONCRETE can be used for all kinds of improvements. By having a small supply of cement on hand you will be able to turn many an otherwise idle afternoon to good account by putting a new step

on the porch, or making a few fence posts, or repairing an old foundation wall. It is a mistake to suppose that you have to be ready for a new barn or silo to be interested in concrete. Besides, it is just as well to become familiar with the use of concrete for small jobs, for then you will be better able to handle big jobs later on.

First cost is last cost when you build of concrete. Concrete improvements never need to be repaired. They are there to stay, and every dollar put into them adds several dollars to the cash value of your farm, and in many cases improvements of this everlasting material are actually cheaper in **FIRST COST** than if they were built of wood. The cost of lumber is constantly increasing, and it will not be many years before its cost will be prohibitive.

YOU should use concrete, because by so doing you can make your farm more attractive, more convenient, more profitable and more valuable.



OUR mills are located all over Canada, so that no matter where you live you can get Canada Cement without paying high prices caused by long freight hauls.

"Why Should I Use Canada Cement?"

WE were the first cement company to investigate the farmer's needs, and to point out to the farmers of Canada how they could save money by using concrete. We conducted an exhaustive investigation into the subject, learned the difficulties they were likely to encounter, and how to overcome them, and published a book, "What the Farmer Can Do With Concrete," containing all the information that the farmer could need. We have made a special effort to give the farmer

ers of Canada not only the best cement that can be made, but also every possible assistance in the use of concrete. Our free Farmers' Information Bureau is at the service of every farmer in Canada. All questions con-

cerning the use of concrete are answered at once, and the Bureau is always glad to receive suggestions from farmers who have discovered new uses for cement. Last year we conducted a \$1,000 Cash Prize Contest, in which farmers in every Province participated. A second contest, in which three times as many prizes are offered, has been announced for this year.

You can easily see why a company that is devoting this much attention to the farmers' needs is in better position to give you a farmer-satisfactory service. Canada Cement will always give you satisfactory results. Every bag and barrel must undergo the most rigid inspection before leaving the factory.



THIS sign hangs in front of nearly all our dealers' stores. Let it guide you to the place where the best cement is sold.



YOU should use "CANADA" Cement because its makers offer you not only the best cement made but also careful, conscientious, personal assistance in making use of it.

THIS book of 100 pages, handsomely bound and illustrated with photographs, was the first, and is the best work describing the farmers' use of concrete ever published. See free offer on this page.

IF you haven't received a copy of "What the Farmer Can Do With Concrete," write for it at once. It will be sent absolutely free, without obligating you in any way. Use a post card or clip out the coupon. We will also send particulars of the 1912 Cash Prize Contest. Address:

CANADA CEMENT COMPANY
Farmers' Information Bureau Ltd.
550 Herald Bldg. MONTREAL, Que.

CANADA CEMENT COMPANY, Ltd.

550 Herald Building, Montreal

Please send me, free, your book: "What the Farmer Can Do With Concrete," and full particulars of the 1912 Cash Prize Contest.

My name is _____

Address _____