

June 8, 1910

Best

AND

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Makes

# Farmer's Advocate and Home Journal

WESTERN CANADA'S AGRICULTURAL WEEKLY

REGISTERED IN ACCORDANCE WITH COPYRIGHT ACT 1875

Vol. XLVI

WINNIPEG, CANADA, JUNE 15, 1910

No. 925

## You Should Know All About Cement



Every utility you see in the picture is cement-concrete built. And every one of these is proof against fire-damage, decay-damage, damp-damage. The house and the barns cannot burn; the silo contents will not get mouldy and sour through seepage in or out; the fence-posts will not rot. Yet each and all of these important farm necessities COSTS LESS BUILT OF the right cement-concrete than if they were built of even the CHEAPEST LUMBER. But they are more durable than if built of granite---if you choose the RIGHT cement and TAKE MY ADVICE about building them. That advice is free. Build ANY farm convenience right, from a watering-trough to a dairy-barn, and you have a structure that is MORE DURABLE than MARBLE. For cement-concrete, used as I will freely tell you how to use it, almost outlasts time itself. Buildings are standing to-day that were built of this marvellous ARTIFICIAL STONE fully TWO THOUSAND YEARS AGO. And still a modern cement structure COSTS LESS than any similar building of ANY OTHER KNOWN MATERIAL. And it is EASY to build---expert labor is very rarely required....ASK ME ABOUT IT.

**Cement has a hundred uses on your farm. Let me teach you them all FREE!**

You who dwell on farms have the fire-danger ever with you. But you NEED NOT FEAR FIRE if you have chosen concrete as your building material and USE IT AS I TELL YOU TO---remember I charge you nothing for the CEMENT IS telling. You can make everything you FIRE-PROOF build SAFE AGAINST FIRE---from fence-posts to corn-cribs. So, you see, if concrete had no other argument for your ears, its FIRE-PROOF VALUE alone should persuade you to at least LISTEN to the story of it. Of course it has many other arguments---its ECONOMY, for one; and the EASE with which it can be used, for another. Still another argument---and an important one in most regions---is the fact that concrete is DAMP-PROOF. Cemented buildings are ALWAYS CEMENT IS DRY INSIDE. Wet cannot get DAMP-PROOF through their walls. Thus they are warmer in winter---cooler in summer---healthier always for man and beast. And you need hire no high-priced help to handle cement---not after I have told you how to use it. I WILL MAKE YOU A CEMENT EXPERT, without a cent of cost. Shouldn't that induce you to send for the information I am waiting to give you ?---FREE.

**Write Me To-day**

You pay me nothing. Just ask me **I Will Tell You All About It** ---how to choose it---how to use it---everything!

**ALFRED ROGERS** THE CEMENT MAN  
326 Elias Rogers Building TORONTO



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