

Which of These Pictures Represents Your Stable ?

If your stable is of wood, you'll do well to tear down those old, decrepit and unsanitary stalls and mangers and build new ones of Concrete.

In fact, to be properly ventilated and sanitary the entire stable—inside and out—should be built of Concrete.

Because of the continual dampness which prevails in the stable, lumber soon rots away and requires almost constant patching and repairing, besides the expense of renewing it every few years.

Lumber, too, because of its absorbent nature, soon becomes impregnated with the odors and filth of the stable and forms a prolific breeding ground for disease germs of every kind. Then rats will infest a timber-built stable and another dangerous source of disease is developed.

To build your stable of Concrete is to have it as modern as it is possible to make it.

Concrete stables are cheaper than lumber, viewed from the standpoint of ultimate cost. They are germ-proof, free from vermin, durable, sanitary, fireproof, and are easily kept clean.

There is no insurance necessary on a Concrete stable. No agent could figure out the risk, because there is none. This assurance of security is more valuable than the saving of expense. There is little satisfaction in receiving a cheque from an insurance company to compensate you for loss. Concrete positively defies destruction.

The cost of a Concrete stable is less than you think and is more than made up by its lasting durability.

If you would know something of the possibilities of Concrete, fill out the coupon and send it to us. By return mail we will send you free a copy of our new illustrated book, "What the Farmer Can Do With Concrete." This book is just off the press and is

priced at 50c, but we intend to distribute them free for a while and charge up the expense to advertising.

"What the Farmer Can Do With Concrete" gives you complete instructions for the construction of almost everything you can think of in the way of farm utilities, such as stables, mangers, feeding troughs, and so forth.

There is nothing technical or hard to understand in this book. It is written in plain, simple language, easily understood by the layman. It tells you how to mix and use concrete, make the necessary preparations, forms, molds and the like, so that you can do much of this work yourself or have it done under your direction.

Sign and mail this Coupon now, because if there is any possible way of lessening the cost of farm construction and at the same time adding to its value and durability, you certainly ought to know about it.

Clip the Coupon, or use a Postal—mail it to us now and you will know promptly.

FREE—Our new illustrated book,

"What the Farmer Can Do With Concrete."

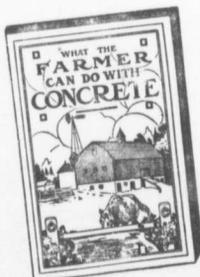
Tells you how to use Concrete in constructing:

Barns	Feeding Floors	Poultry Houses	Stalls
Cisterns	Gutters	Root Cellars	Steps
Dairies	Hens' Nests	Silos	Tanks
Dipping Tanks	Hitching Posts	Shelter Walls	Troughs
Foundations	Horse Blocks	Stables	Walks
Fence Posts	Houses	Stairs	Well Curbs
			Etc., etc., etc.

You may send me a copy of "What the Farmer Can Do With Concrete."

Name

Address



Canada Cement Co., Limited

71-80 National Bank Building, Montreal