

# Farmer's Advocate and Home Journal

WESTERN CANADA'S AGRICULTURAL WEEKLY

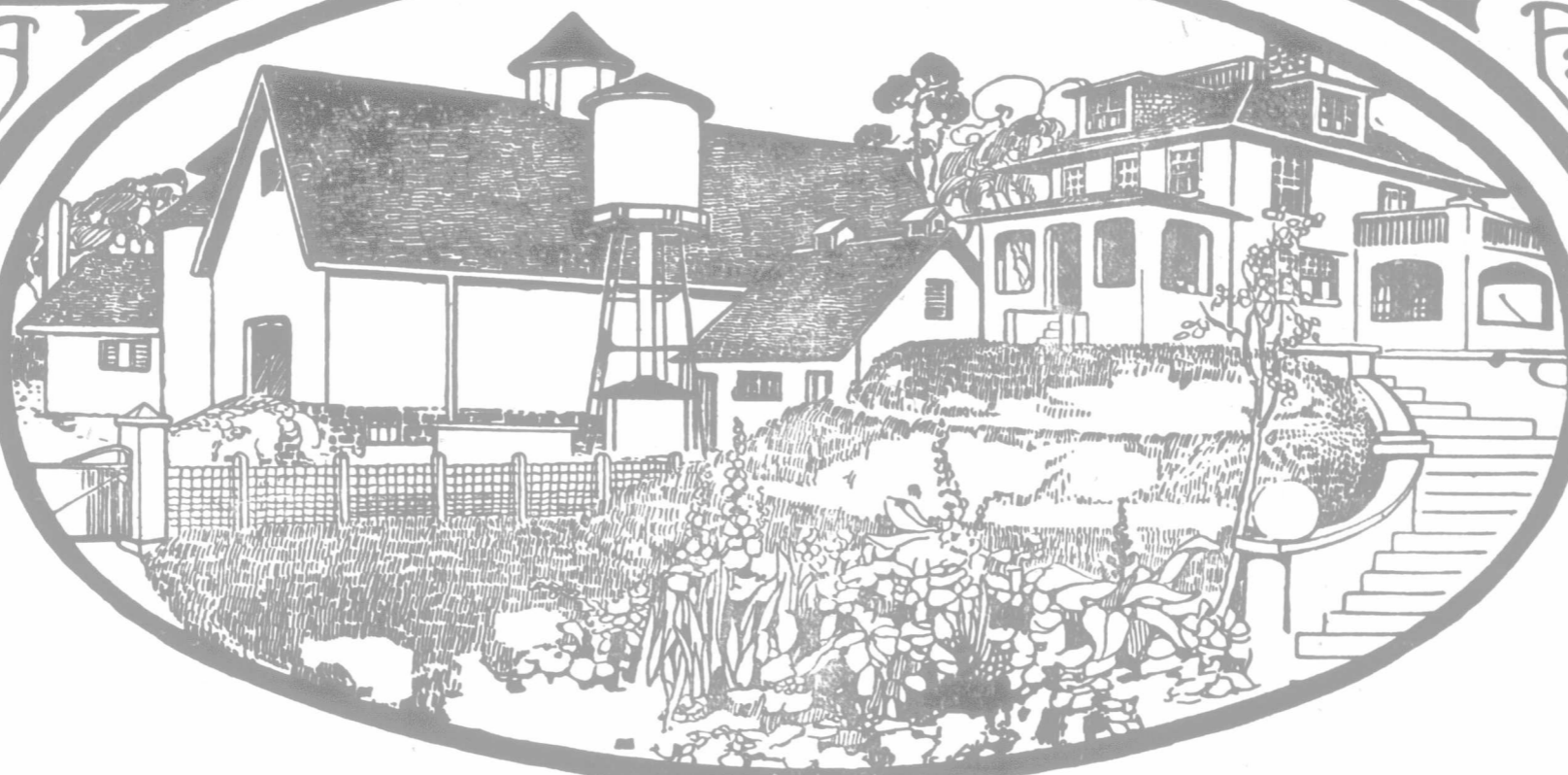
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## You Should Know All About Cement



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