

It's a money-saver— this book we send you free

It's no exaggeration to call this book—

"What the Farmer can do with Concrete"—

a money-saver. It makes money by saving money—for every farmer who reads it and who acts on the advice and instructions it contains. How does it save money? Simply by telling how to build farm improvement of Concrete.

The farmer nowadays realizes that he is under a terrible handicap in his efforts to make money, if he has to be constantly sinking profits in repairs. Only by using Concrete can he have buildings that do not call for repairs and painting. Only with Concrete for his building material can he have his farm fire-proof, waterproof, watertight, repair proof, vermin

proof and sanitary.

In our 100-page book, there are directions which enable the farmer to construct all sorts of improvements of Concrete, in odd times—with the help of his man. Send for this remarkably useful, money-saving book. Mark on the coupon the subjects which are of immediate interest to you.

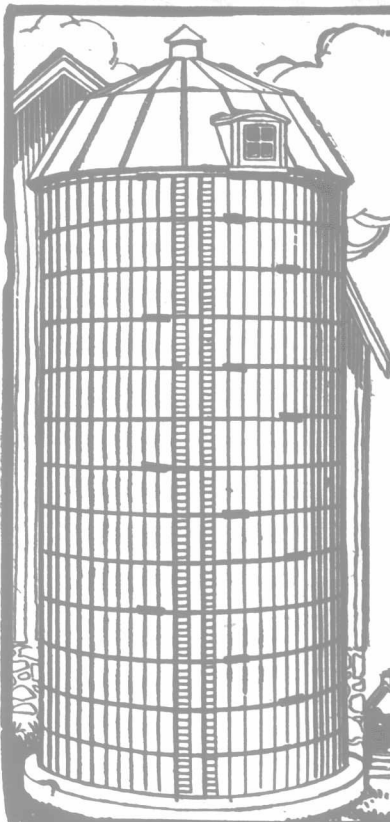
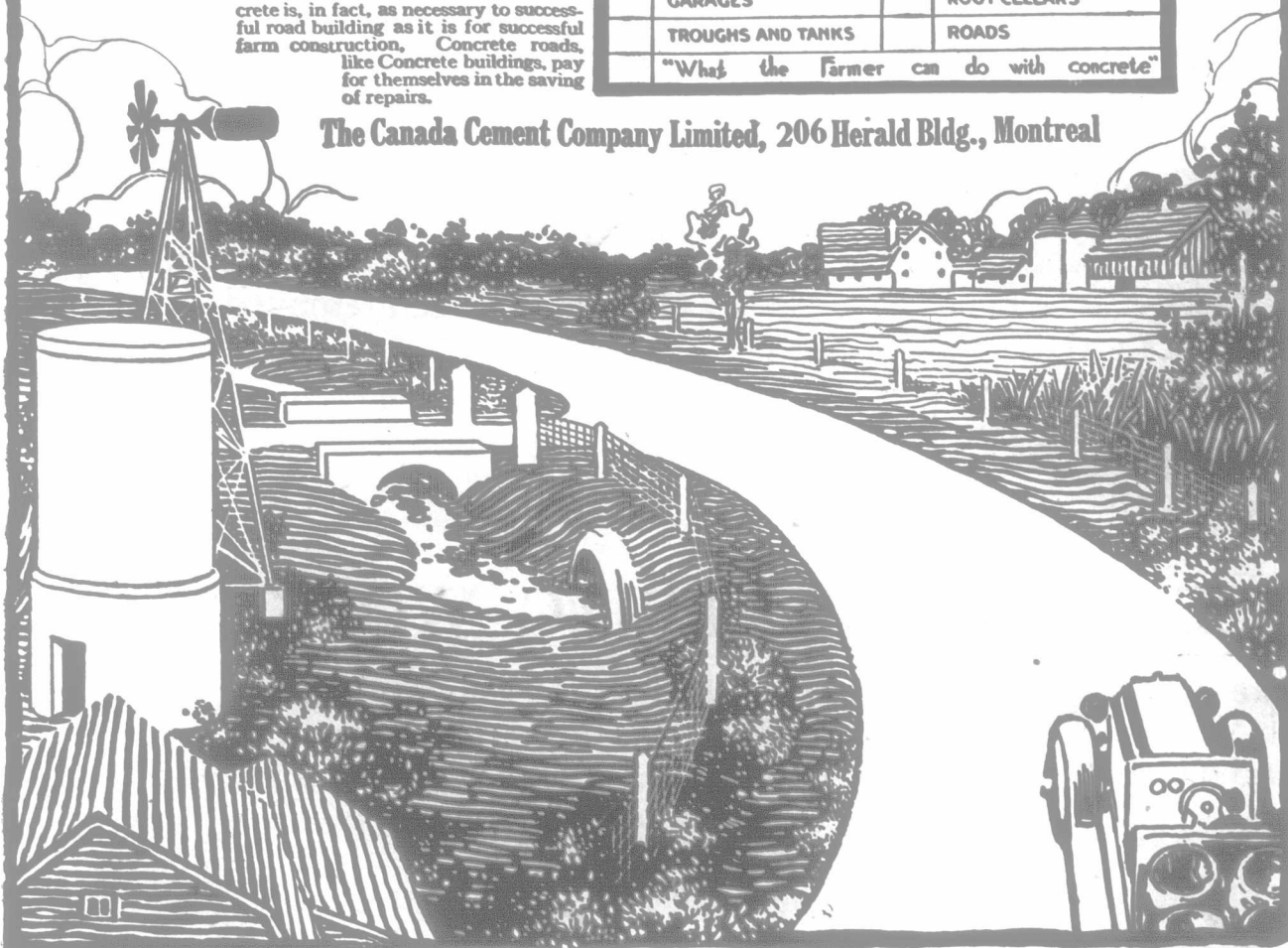


By building Roads of Concrete we can reduce the cost of living, and at the same time increase the farmer's profits on everything he sells or buys.

The welfare of the farm demands Permanent Highways of Concrete. Our farmers need them for the hauling of garden-truck, fruits and dairy products into town. On Concrete alone can this hauling be done economically. It provides the only surface that resists the wear and tear of modern traffic. Concrete is, in fact, as necessary to successful road building as it is for successful farm construction. Concrete roads, like Concrete buildings, pay for themselves in the saving of repairs.

Specify what you want information about	
FLOORS	DAIRY HOUSES
CONCRETE BLOCKS	BARN
SILOS	FENCE POSTS
GARAGES	ROOT CELLARS
TROUGHS AND TANKS	ROADS
"What the Farmer can do with concrete"	

The Canada Cement Company Limited, 206 Herald Bldg., Montreal



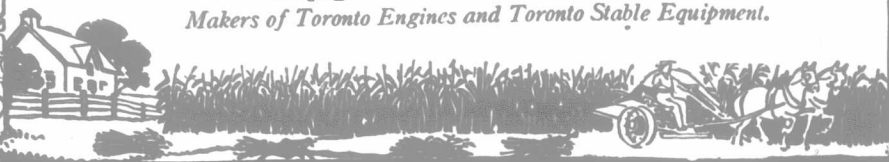
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