

## Concrete Fence Posts Like These are Sightly, Strong and Permanent

Note the contrast between CONCRETE and WOOD, as shown in the two pictures.

Concrete fence posts in many localities are cheaper than wood. In addition, they are more durable than those of stone, brick or iron. These latter materials are subject to change and decay, while Concrete fence posts will last for generation after generation—just as strong and as serviceable as the day they were first put up.

Our new illustrated book,

### "What the Farmer Can Do With Concrete"

is sent FREE

to every farmer sending us his name and address. It gives all the necessary particulars about how to erect Concrete fence posts. Shows how to make the Forms and mix the Concrete. Everything is explained in plain, direct language so that you can do much of this work yourself.

You will be literally surprised at the great improvement Concrete fence posts will make in the appearance of your farm, besides providing more efficient protection for your fields.

Poor fencing is about the worst source of trouble to a farmer. Its insecurity is going

to bring about an intolerable condition of affairs. To turn cattle into pasture, go to bed or drive to town and find when you wake up or return that they have "broken bounds" and are straying all over the concession and your neighbor's property, is to place yourself in an uncomfortable position, requiring apologies, explanations and possibly the paying of damages to straighten things out.

If lawsuits over wills by dissatisfied heirs have been many, it is safe to assume that disputes over poor boundary fencing have precipitated collisions equally as numerous and costly.

Concrete in the fence gives an air of prosperity and stability to the entire farm. It looks like success. It adds a definite value to the place.

Things constructed of Concrete need no repairs, nor painting. Insurance is unnecessary. Concrete is fireproof and wear-resisting. Its first cost is small, but its lasting durability makes it the most economical and most all-round satisfactory building material to be had anywhere.

Any farmer who has ever used Concrete—and the number is growing vastly all the

time—is enthusiastic about its economical, slightly and sanitary qualities. He will tell you that, from his silo to his hitching-post, he prefers it to any other material.

Let us show you by a straightforward, practical talk on Concrete exactly how it will benefit you as a farmer. Suppose you ask us to-day for your copy of "What the Farmer Can Do With Concrete"? It will tell you how to use Concrete in construct-

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

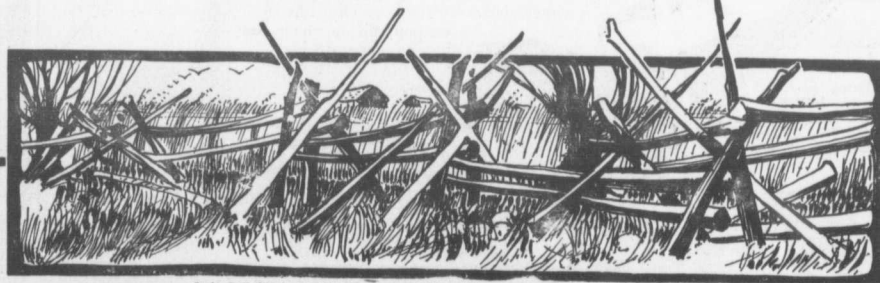
Send for this book. Read it and prepare to do some concrete work this fall. Cut off the coupon or use a postal if it's more convenient. Mail it to-day and you will get your copy promptly by return post.

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

Name .....

Address .....

Canada Cement Company, Limited, 71-80 National Bank Building, Montreal



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