

# CEMENT FACTS For Farms

My  
services  
are  
free  
to you

The companies which sold **millions of barrels of cement last year** in Canada want to get every farmer in this great land of ours awakened to the value cement has for him as a building material. So they pay me to tell you anything you want to know about cement. You **pay me nothing**.

Consult me  
without  
cost

I will show you why cement is cheaper than lumber for any farm use—from fence-posts to mansions or dairy-barns. I will tell you in plain, understandable English just how to choose and use it to get the kind of **money-saving** results you ought to get when you build **anything**. All you are to do is to send me your name and address and state what you might think of building for **less money** if I show you how.

Write and  
ask questions!

I am here to answer any question you want to put concerning cement as a building material. Just write me **no charge**.

**Cement—the one building material without a fault.**

The right cement—I will tell you how to know it—used right—I will tell you how to use it as well as any expert—lacks every fault of **every** other building material and has merits **no other material** can pretend to at all. You should learn all about it. I will post you on it absolutely without cost to you.

Enduring — Economical — Efficient

Cement is the most durable of all known building materials. Structures are standing to-day that were built of cement when Cæsar ruled in Rome. Man, and not the elements, have harmed them a little; yet they could be cheaply restored to-day. And the ancient cement did not begin to compare with the cement of 1910. Not even granite or marble will stand the weather and the tooth of Time as will this wonderful artificial stone. Not even steel will stand the strains a cement structure will stand—built right. I tell you how to do the building—and I charge you nothing for the instruction.

Cheaper than lumber by far

Yet, for all this amazing durability, this matchless efficiency and strength, cement construction is **cheaper than the cheapest lumber**. That is as true if you want to make a score of fence-posts as though you were building a fine residence or a dairy-barn. Less costly than lumber! Think of it! Doubt it—as you do, perhaps; but let your doubts sleep until I send you the **free proof** I have ready to mail when I hear from you.

Fireproof — Damp-defying

And remember while you are making up your mind to write me for my **free advice**, that a cement structure of **any** kind, is **fire-proof**; cannot decay; cannot dry-rot; needs no painting nor repairs; and **keeps out every trace of dampness** from the interior. It is the **one** perfect **protection against heat and cold**. It shelters better. It looks better. It is the **one practical building material**—and the **only** really **economical** one.

Easy to handle — Learn why

You may think cement needs a high-priced expert to handle it right. I will make a skilled cement worker of **you**—if you will just ask me about it. There is not room here to tell you; but I will **prove** it to you—and I will not charge you a cent for the **proof** nor for the valuable cement-wisdom I am waiting to impart to you. There is no 'catch' about this. I will not canvass you to buy anything. I simply want you to **know cement**. And there are many reasons why you should.

WRITE AND ASK ME

**ALFRED ROGERS** THE CEMENT MAN

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