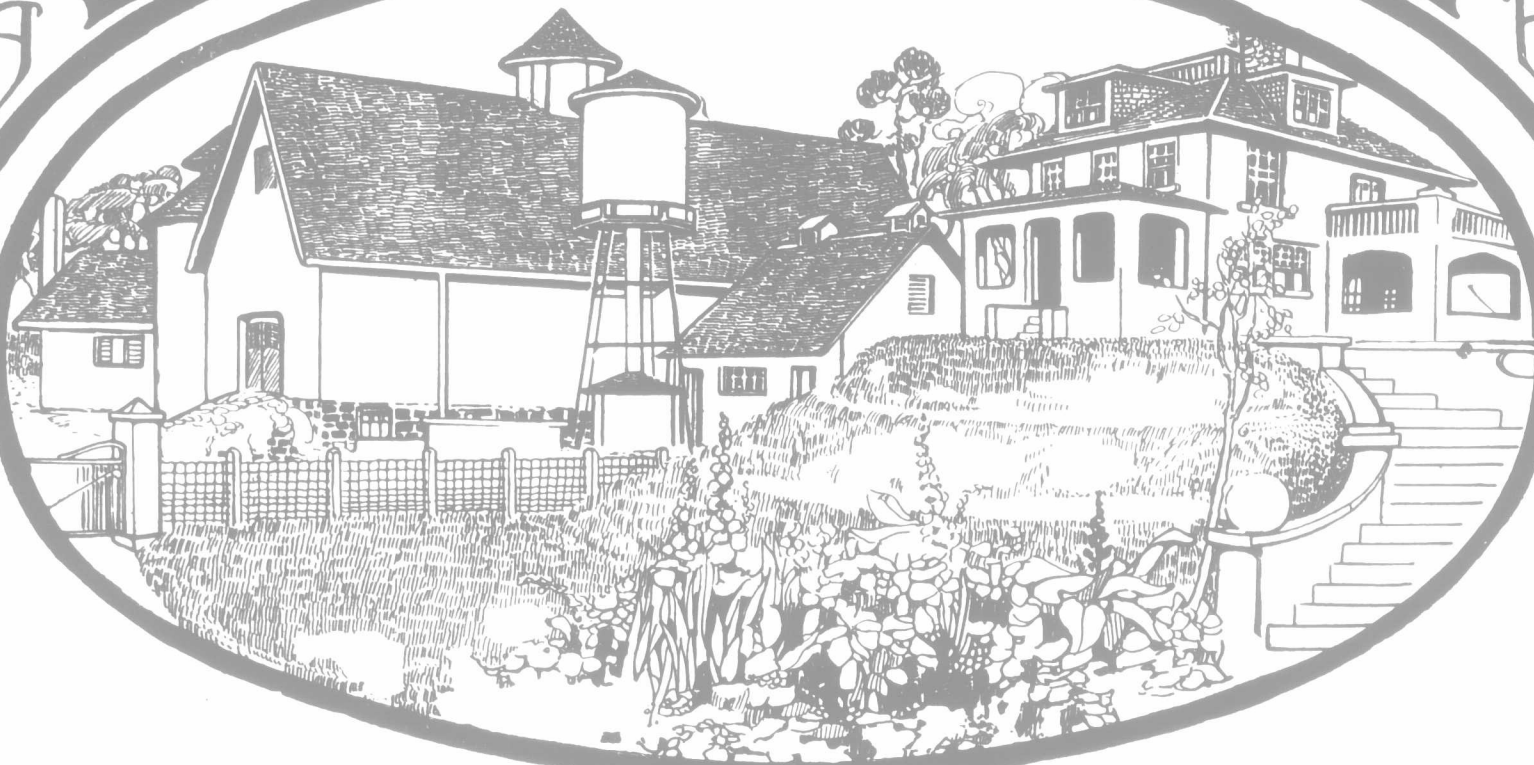


You Should Know All About Cement



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.

Cement Is Cheap

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

Cement Is Lasting

have a structure that is MORE DURABLE than MARBLE. For cement-concrete, used as I will FREELY tell you how to use it, almost outlast 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!

Write Me
To-day

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

Cement Is Fire-proof

I charge you nothing for the telling. You can make everything you 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. Ce-

Cement Is Damp-proof

mented buildings are ALWAYS DRY INSIDE. Wet cannot get 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.

I Will Tell You All About It

—how to choose it—how to use it—everything!
You pay me nothing. Just ask me.

ALFRED ROGERS

THE
CEMENT MAN

333 Elias Rogers Building

TORONTO