

Rogers Cement

never cost the farmer less

1918 should be the record money-making year for farmers.

In the history of the world, there has never been a time when the farmer's labor and the farmer's investments reaped such a golden harvest.

Prices of all foods are high. This year, the demands of a hungry world will tend to send them higher.

These prices cannot come down through over-production in Canada, because every pound of surplus grain, every pound of pork, every pound of beef, every bag of potatoes is needed to supply the nations at war.

Under these conditions what farmer with sound business sense will hesitate to spend money to increase his crops?

If a machine of any kind is needed, that machine is cheap at any price. For, it should make un-thought-of profits.

If stable-room is needed to winter stock, that room should be provided at once. For, at the price of beef, it must prove a money-maker.

If a silo is needed for next winter's feeding, this is the year of all years to build.

If any improvement is needed about the farm; if anything can be secured to lessen labor and increase the crops; immediate investment in those improvements should be made.

The time of the farmer's golden opportunity is NOW. The big farm profits are to be made now. How long these conditions will last no one can tell.

To delay is to lose a big opportunity for gain, at least for this year—perhaps, forever.

Farm Produce Never Brought So Much Before

This year the farm can afford every kind of sensible improvement.

It is true building materials are higher in price than they were four years ago.

But, look at the prices of cement as an example. In 1914 a barrel of cement cost the farmer $2\frac{1}{2}$ bushels of wheat. To-day the same barrel costs $1\frac{1}{4}$ bushels! Almost every class of building material can be secured for half the wheat or half the potatoes, that it would have cost four years ago.

The farmer can pay for his improvements this year out of the money those improvements earn. He can increase his money-making capacity for years to come. When the days of lower food prices come he will be better prepared to make money than the man with a poorly equipped farm.

The farmer who can see the sound business sense of preparing, this year, for greater crops; who is ambitious to make big profits; who wants to make his farm a better farm; should get in touch at once with the man in his locality who sells Rogers Cement. This man, who knows the many uses of cement will show him how to install those everlasting improvements that not only add to the beauty and value of the farm, but lessen the labor and drudgery of farm life.

If you don't know the Rogers Cement man write us today and we'll gladly send his name.

ALFRED ROGERS LIMITED
TORONTO

