THE FARMER'S ADVOCATE. JUNE 5, 1913 1051 **DO YOUR BUILDINGS LOOK** LIKE THESE P Ex T The buildings illustrated above will last for scores of years. You will ask : "How can they last so

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long ?" The answer is that the concrete used in all these buildings is made from

## **ROGERS PORTLAND CEMENT**

Ask a man who knows, and he will tell you that there is no other cement just as good as ROGERS.

Read what Thomas A. Edison says of "PORTLAND CEMENT CONCRETE"

"Men are lunatics to keep on building in brick and steel. Reinforced concrete is better and cheaper than either. Builders who stick to brick and steel are behind the times.

"Men who put up wooden structures are worse lunatics. It is because we use such building materials that the fire losses in this country amount to almost \$500,000,000 a year. Think what a waste of material and labor this represents. It is all unnecessary. Reinforced concrete is not only cheaper than brick and steel, but it is fireproof. "A reinforced concrete building will stand practically forever. Within 30 years all construction will be of reinforced concrete, from the finest mansions to the tallest sky-scrapers."-[THOS. A. EDISON, in the Cosmopolitan.

We have a valuable book o 128 pages, entitled, "Portland Cement on the Farm," the regular price of which is \$1.00, which you can obtain free in connection with our special offer, as follows : Send us \$1.00 for the Rogers Book, and we will mail you with the book an order for \$1.00 worth of Rogers Cement on the nearest Rogers dealer. If there is no Rogers dealer in your vicinity, send us 50c., and we will send you the book by return mail. The information contained in it is worth hundreds of dollars to you. With the aid of this book you will be able to make all your own cement improvements yourself.

Alfred Rogers, Limited, <sup>28 King St.,</sup> Toronto