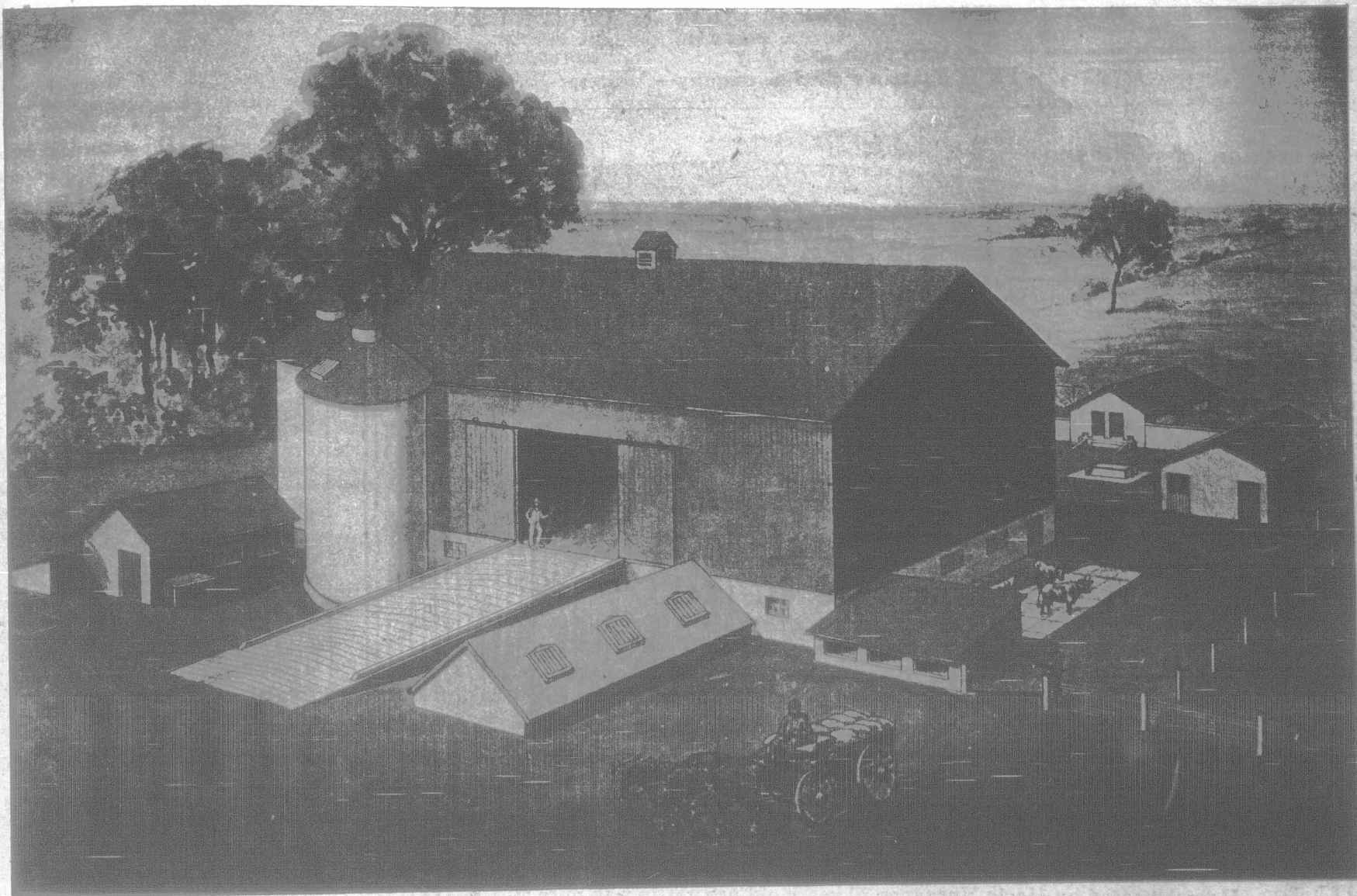


DO YOUR BUILDINGS LOOK LIKE THESE ?



The buildings illustrated above will last for scores of years. You will ask : "How can they last so 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*.

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