

YOU Can Now Use Concrete on Your FARM

Better, Easier, Cheaper, New Methods Exactly Shown in This

Rogers' New Cement Book \$1.00, including order for \$1.00 worth of ROGERS' CEMENT.

Save Cost

Portland Cement Concrete stops the ravages of time, frost and fire on farm buildings and fixtures.

It is cheapest to use in the end, compared with wood, brick or stone.

This Rogers' New-Way booklet (\$1.00 a Copy) tells how. Get it. Learn to use cement right.

Cement costs about the same as wood.

It is very strong. You can make light or heavy construction with it at small cost.

Everything you make is a permanent added value to your farm.

You never have to renew, repair, or replace good cement construction.

The principles are easy to learn. The Rogers' book gives them.

According to the way you handle cement, you use more or less of it and vary the cost. The Rogers' New-Way cement book gives lowest cost.

Every structure in cement reduces the fire and lightning danger.

Cement tanks can neither rot nor rust, and make tight water containers above or below ground. By the Rogers' New-Way Book made about as easy to build as other fixtures.

This handiness and adaptability of cement makes it tremendously useful for farm improvements.

Learn from the Rogers' New-Way book to use concrete made from Portland cement and free your farm land of field stone, while you are bettering your farm buildings and fixtures for all time.

Less and less time and labor are needed for your farm repairs, as concrete takes the place of wood.

More and more income and bigger crops are produced as your labor is freed to attend to crop production instead of fixing dilapidated wood or repairing rotten fences in decaying wood.

Concrete saves cost, and means more for your pocket.

Farmers pay \$1.00 for this helpful book, and are given an order for \$1.00 worth of Rogers' Cement at the nearest Rogers Dealer. This makes 100 feet of concrete-post fence, 6 clothes poles, a hog trough, 3 chimney caps, a carriage block, each well worth more than \$1.00, because they are overvalued. Send \$1.00 and get it back later in free cement and make these articles.

CEMENT makes fire-proof, strong farm buildings and fixtures at little cost. Nothing is wiser than for a farmer to adopt this material. It pays back its cost always, because it never rots or burns.

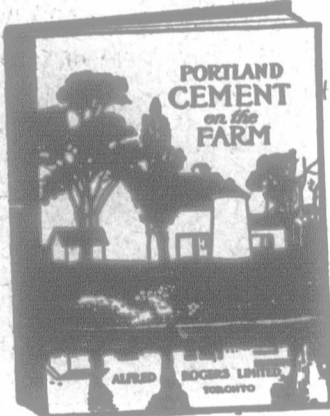
Farmers have wanted to use it. But they have heretofore been given picture books instead of direction books. Rogers' book, "Portland Cement on the Farm," is strong in careful directions. Directions are given in full. Every possible error in molds or method of building is guarded against. A farmer using our book does certain, right, safe, sure, satisfactory work, on the scores of farm fittings, fixtures and buildings planned in it.

It has 170 pictures in it, but plain directions come before pictures in importance. It shows scores of farm articles, fittings and structures for better and more profitable farming.

Work is planned step by step so one man may build almost anything in the book. Everything is plain. The farmer has his work planned the safest, easiest way. This makes our book practical. Get it at once.

No matter whether you have never used Cement before, this book shows the way to build right and without making mistakes.

You can get FREE of charge Rogers' Book on Cement. Regular price, \$1.00



We have just published this book, "Portland Cement on the Farm," after special designing of each article so it could be easiest built at the lowest cost in the simplest way. It costs us much more than \$1.00 a copy to prepare.

Yet, while a limited edition lasts, we will send you a copy for \$1.00 and give a free order for \$1.00 worth of Rogers' cement.

You can make things worth while, even with this small quantity—100 ft. of fence, a small fire-proof partition, a pantry floor, 2 hen nests, a hog trough, 40 ft. of drain. Nothing can burn or rot these things when once made. They last forever. By this plan you get the Rogers' Book free if you use cement.

It is a different book from any you have ever seen. It is made practical. It is made easy to understand. It gives you every detail in the work of planning, building and finishing any article. All the principal fixtures you want to build are given you.

Get practice and experience through the fittings given in the book. Afterwards you can build anything else as well.

If you are far-seeing you will build your farm buildings according to a set plan that will first give you economical feeding facilities, then labor-saving fixtures, and finally crop-increasing utilities, such as manure cisterns and drains, etc. Thus you first get more money, then you will lesson labor, and finally increase your farm's yield of crops, fodder, beef, pork, milk, eggs and butter.

Rogers' Book, "Portland Cement on the Farm," is sold for \$1.00, but it contains an order for \$1.00 worth of Rogers' Cement from the nearest Rogers dealer. This is enough cement to make 100 ft. of concrete fence, to repair 3 chimneys, to make a hog trough, to make 2 hitching posts, 1 carriage block, 40 ft. of drain, 1 small door steps, 4 door sills, or 40 sq. ft. of cellar floor. These are all worth more than \$1.00 in actual use, and you get the cost of the book in free cement. The book is worth \$10.00 to any farmer. It tells all that master architects and builders know about cement for farm buildings. Send the \$1.00 to-day by express or post-office order. Get the book and the order for free cement at once.

**ALFRED ROGERS LIMITED
30 W. King St., Toronto**

Build

A farm imperfectly supplied with buildings and their fixtures is like a carpenter without tools. Both have to "make shift"—neither makes money.

We show in our book exactly how to build

- Porches
- Verandahs
- Partitions
- Foundations
- Ice Boxes
- Cess Pools
- Cisterns
- Fire-places
- Floors
- Stairs
- Chimney Caps
- Flower Boxes
- Hotbeds
- Well Curbs
- Milk Coolers
- Walks
- Silos
- Cow Stables
- Mangers
- Horse Mangers
- Watering Troughs
- Hog Troughs
- Hen Nests
- Basements
- Barn Foundations
- Barn Basement Floors
- Barn Floors
- Barn Bridges
- Root Cellars
- Horse Stalls
- Granaries
- Chicken Houses
- Hog Pens
- Manure Pits
- Manure Cisterns
- Elevated Tanks
- Feeding Floors
- Rain Leaders
- Concrete Roofs
- Drains
- Fences
- Gate Posts
- Culverts
- Bridges
- Summer Kitchens
- Shelter Walls
- Bins
- Chutes

and other things that fit out a farm for economical operation.

Make money on your farm by running it with proper buildings and each building properly fitted at small cost in concrete.

You better your farm as you build, because concrete uses loose stones in fields.