

YOU Can Now Use Concrete on Your FARM

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

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

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 everlasting. Send \$1.00 and get it back later in free cement to make these articles.

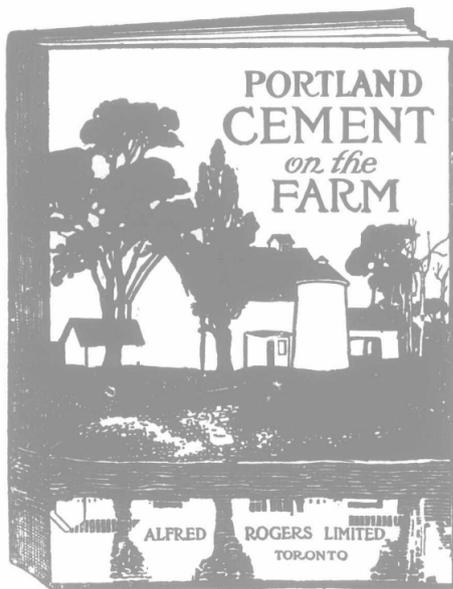
CEMENT makes fire-proof, strong farm buildings and fixtures at little cost. Nothing is wiser than for a farmer to adopt this material. It pays back its cost always, because it never rots or burns.

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.

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.

**You can get Free of Charge } Regular Price
Rogers Book on Cement } \$1.00**



the work of planning, building and finishing any article. All the principal fixtures you want to build are given you.

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 lessen 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 feet of concrete-post fence, to repair 3 chimneys, to make a hog trough, to make 2 hitching posts, 1 carriage block, 1 ft. of drain, 1 small door step, 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 back in free cement. The book is worth more than its cost 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.

ALFRED ROGERS LIMITED
20 West King St., Toronto

Save Cost

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

Cement is the cheapest to use. It does not rot, and, compared with wood, brick or stone, it is the most durable.

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 saved cost means added profits for your farm. Remember that.

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
Verandas
Partitions
Foundations
Ice Boxes
Cesspools
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 the loose stones in your fields.