

MORE MONEY IN FARMING

The Rogers Book Tells The Way FREE

WE want to see you run your farm with about half the work you do now, and at about half the money cost you pay out now. If you can do this, you get more money and live easier.

This Free Book Opens the Way to Modern Farming

That is, why we are offering a free book on Portland Cement. We want to see you use hard, clean concrete fittings on your farm instead of wood that decays, burns and destroys itself and the things it shelters. We want you to see how cheap and easy it is to use concrete. This book shows how you can make these fittings and fixtures and buildings one at a time easily in your spare time. Concrete fixtures pay better than anything you can use on your farm.

Follow Big Experimental Farm Methods at Home

But we don't want you to take our word about concrete. We refer you to the Guelph Experimental Farm. Perhaps you went there 20 years ago. If you did, you will remember the buildings they had. If you compare those buildings with the buildings they have to-day, you will see that nearly all the new buildings are concrete. They have a reason for using concrete. It is just the same reason why you should use it. It is because concrete pays on the farm.

Wood is a Costly Drawback to Economy. But Concrete Supplants Wood

Wood fixtures are costly this way. You have to pay about \$100 to buy timber, boards and carpenter services to make a \$100 improvement on your farm. You pay out this \$100 in cash. Whatever this improvement happens to be it is liable to burn, and may burn by accident. Just by having it, your whole set of farm buildings may burn up—say \$2,000 worth of equipment.

Now, you will see how unwise that is—to put wood on your farm, especially when you have to pay its full cost in hard-earned dollars to get it built. For years and years, you have to keep tinkering at this wood to keep it in repair. Here is a constant drain on your time to keep up your place. This doesn't pay you a penny in profit. It is unwise. It is just waste—not money-making.

But concrete fixtures are quite different. They work for you in just the other direction. You can take the same \$100 wood improvement and plan it for concrete, and the concrete building is still as solid and strong in 20 years as it is to-day.

This Big Book Saves \$8 on Every \$10 Investment

To use concrete instead of wood you only pay out about \$20 for Portland Cement, instead of \$100 cash for a \$100 wooden building. You keep \$80.00 in your bank. This is worth while keeping. It is worth while knowing how to keep it. You build your improvement at a cash outlay of \$20, and you finish a building, say, that has the same size and capacity as the \$100 wooden structure you planned. But this new building won't burn. It is a lot warmer. It is very clean. It is very strong. It has no framework to sag and no underpinning to rot. Once you have built that structure, your work is *absolutely done*. That building is like a rock—it is a rock, one big, solid piece of rock, smooth and warm and perfect. You haven't a better building on your farm.

Your Work is Easier and Lighter Every Day. Losses and Repairs Saved You

This concrete building cuts down the work you have to do in it. No repairing is needed at all. The structure is as good as new after 20 years as when built. Its smooth concrete floor is cleaned or swept in half the time. It cannot harbor rats or lice or disease, such as anthrax or hog cholera.

That shows you plainly how concrete can save your daily work, and prevent money loss from fire and cattle disease and vermin.

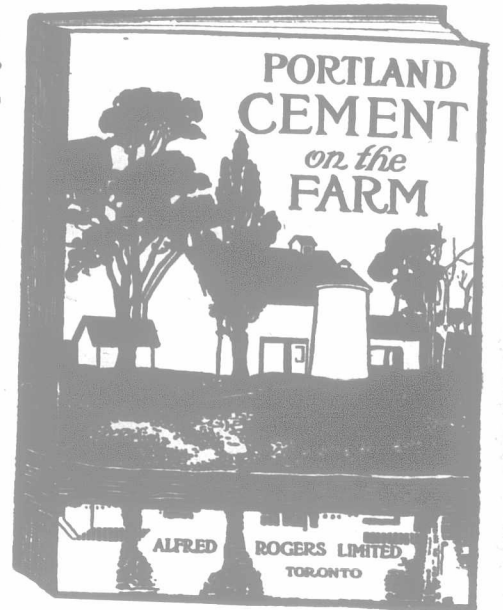
What a Dollar Will Do. It Makes These

A dollar's worth of Rogers Portland Cement (given with every copy of our book) will make one of these things for you:—

- 6 10-foot Posts for 100 feet of fence.
- 10 feet of 6x6-inch Drain Tile (frost-proof).
- 6 Clothes Poles, 10 ft. long (clean, strong).
- 1 Partition, 80 square feet (fire-proof, vermin-proof).
- 3 Chimney Caps (permanent fire protection).
- 1 Hog Trough (sanitary, clean, everlasting).
- 4 Door Sills (water-proof and clean).
- 1 Door Step (permanent, cleanly).
- 2 Hitching Posts (graceful, unbreakable).
- 1 Horse Block (your name on block).
- 12 Hen Nests (clean, vermin-proof).
- 1 Pantry Floor, 40 sq. feet (clean).

You Can Get Free of Charge Rogers Book on Cement

Regular Price \$1.00



We Now Put Concrete at Your Command in This Plain, Easy, Helpful Book

This book of ours shows how. It shows the way simply, with many pictures. It is written for you, Canadian farmers, so you can make concrete and build in it without buying a single extra tool. By it, you pay out about one-fifth of the value of an improvement in actual cash, and then do the work yourself in just the right way for permanent service without repairing. You get the benefit for many, many years to come.

Send for Rogers Book To-day. You Can Learn How to Use Concrete

The question is, can we send you the book? We want to *start* you with the book, and ask you to send \$1.00 for it. This \$1.00 is not kept by us, but used to buy you Rogers Portland Cement, which is given you free through one of our local dealers. You can make several practical, useful things with the dollar's worth of free Portland Cement. See the list we give you at the left.

Some of these things are worth as high as \$5.00. That shows you how much money Portland Cement can save you, even if it did not have a single benefit. But it has benefits that come back to you every day you run your farm. You prevent fire loss. You save work. You get more money into your bank account.

Send us \$1 and we send you the book and an order on one of our dealer's for a full dollar's worth of Rogers Portland Cement—you get two big full dollars in value for one.

This Big Rogers Cement Book opens the way to making more money in farming. Send \$1.00 for your copy to-day.

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