

QUALITY—that is the first essential in Portland Cement. Architects, Engineers, Builders, &c., cannot afford to take risks. They must have no doubt about the reliability and uniform good quality of the Cement they use. It must stand all tests. That is why Wilson's "Star" Brand Portland Cement is so popular with those who have much to do with concrete. It is so dependable—so safe.

BRAND PORTLAND CEMENT

When you specify Wilson's "Star" Brand Portland Cement you eliminate all risk. You can be absolutely certain that there is no cement manufactured in New Zealand, or Is Guaranteed to Pass The British Standard.

out of it, for that matter, that is more reliable or more uniform in quality and colour. It is GUARANTEED ALL THE TIME to conform with all the requirements of the British standard specification for Portland Cement. We don't have one batch good and the next bad. We aim for good quality all the time, and we get it.

Wilsons Portland Cement Co., Ltd.

Shortland Street, AUCKLAND

