

Refuse Any Roofing Which is NOT Guaranteed for at Least 25 Years

Why should you take ANY risk when you can make the maker take ALL the risk? The cost to you now will differ very little, no matter what roof you put on. So you might as well get the most you can for your money. Don't you think so?

OSHAWA Steel Shingles are clearly, positively, responsibly guaranteed—signed guarantee written in plain English—which plainly states that if your roof of Oshawa Steel Shingles gives any kind of roof trouble within 25 years from the day it's first put on, you get an entirely new roof free. There's \$365,000 capital, 50 years' of honorable dealing, and the biggest business of its kind in the British Empire back of this written guarantee making it as legally binding as any that could be given you. Now then, why on earth will you take chances with any other kind of a roofing?

IT'S only natural that salesmen for other roofing should "knock" this guarantee of mine. How else are they going to get around it and induce you to buy their roofing, which is NOT guaranteed? What do you think my business reputation would be worth in a year or two if I issued a guarantee that wasn't absolutely square? Don't let any man bluff you—get his promises down in writing, and signed—like mine are. Then the roof will HAVE TO make good. Then FIRST cost will be the WHOLE cost, and you'll know what you can count on.



The ONLY Roof That is Guaranteed At ALL

Isn't it reasonable to assume that makers of other roofing would give you a written guarantee if they dared? If they are so sure their roofing will last as long as mine, why can't they do as I do—give a guarantee that's good for a new roof if the first one gives any trouble? There is nothing to prevent them giving you such a guarantee except their roofing. Is it because they are afraid to take the risk of having to give you a new roof? They want YOU to take that risk. Will you do it? Or will you buy our guaranteed Oshawa Steel Shingles, and have something you can positively depend on? Which is the best bargain from your point of view?

For the life of me I can't understand why any sensible man will go blindly ahead and buy an out-of-date wood shingle roof, or a metal roof which is not guaranteed in writing, without seriously investigating the facts about my Oshawa Steel Shingles. It is so clearly to his own advantage to get the most he can for his money—you'd think he would be glad to know more about roofing material which is better than any he has yet used. Surely it must be that tendency in human nature to doubt things which seem "too good to be true." By giving way to it many a man robs himself of the fruits of modern industrial progress.

Here I offer to sell you a roof which you know to be good, and which I guarantee (with a guarantee I have to back up or go out of business) to stay a good roof for all of 25 years. Now will you please give me any good reason why any man—YOU, my friend for example—should not be interested enough in getting the best roof for HIS OWN buildings, to send for my book and get all the particulars about my Oshawa Steel Shingles? The book is free—the information it contains is valuable to any man who owns or will ever own any kind of a building. Will YOU please write for it?

G. A. Pedlar

PEDLARIZE All Your Buildings—Inside and Out

By "Pedlarizing" I mean doing for the whole building what Oshawa Steel Shingles do for the roof. I make other kinds of sheet metal building materials—for ceilings, side walls, outside—that make your whole building more fire-proof, more sanitary, more beautiful, more substantial. You should know about them. May I send you a booklet and pictures that tell the whole story? It's free. Just ask me to tell you about "Pedlarizing."

Isn't This The Kind of Roof YOU Want?

A roof that you are absolutely sure will settle every solitary bit of roofing expense for a whole quarter-century. A roof that you pay the same for NOW as you pay for other kinds of roof, but which will need no patching, no fixing or replacing for the next twenty-five years. A roof that makes your building absolutely weatherproof, with never a crack or hole for water or wind to squeeze through, a roof that is fireproof, wind tight, lightning-proof, a roof that needs no painting, no repairing—spring or fall, summer or winter, for all of twenty-five years. They SAY these things about some other roofs—but I positively guarantee them for my Oshawa Steel Shingles.

Can't Leak, Rust Rot, Warp or Burn

Oshawa Steel Shingles cover your roof with one big, seamless sheet of heavyweight galvanized steel, without a crevice or crack anywhere for water or wind to get into. And it stays that way for twenty-five years. I guarantee it. No leaks of any kind. Keeps out the cold of winter and heat of summer—and being steel affords the best kind of fire protection. Can you imagine any better kind of roof?

I Want to Send You My Valuable Book—"Roofing Right"

Let me have your name and address, please. I want you to read my book. I believe that when you really get a clear and correct understanding of all sides of this roofing question you'll never be bamboozled with flimsy, unsatisfactory roofs which soon become little better than no roof at all. Do get my book of facts. Write the address nearest you (see below) and I'll send you a copy entirely free.

Cost Far Less Than Wood Shingles

Don't be too quick about deciding that a wood-shingle or a tar-paper roof is the best you can afford just now. You ought to do a little figuring. Get all the facts about Oshawa Steel Shingles. You'll find they cost about the same as wood-shingles to put on—then, of course, far less to keep on and keep in perfect condition. Figure cost per year, and Oshawa Steel Shingles are by far the cheapest. That's no mere idle talk, either. I guarantee my roof, remember, which means that its cost NOW is the ONLY cost FOR TWENTY-FIVE YEARS.

Proof Against Both Fire and Lightning

This alone makes my "Oshawa Steel Shingles" worth more to you than any other kind of roof. Half a million dollars wouldn't cover the damage lightning does to Canadian farm buildings every year—all of which would be saved if these buildings were roofed with my Oshawa Steel Shingles. If there were no other reason for your choice of Oshawa Shingles, this one alone would be enough.

Write to Address Nearest You. Ask for "Roofing Right" Booklet No 16

The PEDLAR PEOPLE of Oshawa

Established 1861

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| HALIFAX 111 Water St. | ST. JOHN 42-44 Prince William St. | QUEBEC 127 Rue de la C. | MONTREAL 321 - 323 St. St. | OTTAWA 100 - 102 St. St. | TORONTO 100 - 102 St. St. | EDMONTON 100 - 102 St. St. | VANCOUVER 100 - 102 St. St. | CHATHAM 200 King St. W. | VICTORIA 434 Kingston St. |
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WE WANT AGENTS IN 22