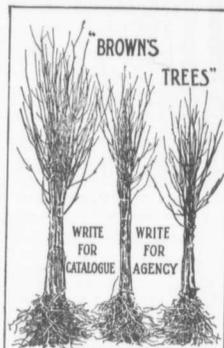


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"I worked 50 years to make a cleanly, strong, sure roof at a low cost. I had barns mostly in mind. When I started, bush fires were common. Cedar shingles went up like tinder from a single spark. Lightning burnt barns again and again. Leaky roofs rotted hay and produce by the ton—they let water rot the barn framework. Oshawa shingles stop this."

"Thus, I became one of the first metal shingle men in the world. I aimed to make a roof that would save twenty times its cost by saving a barn frame and foundation, as well as the stuff put into the barn, which represented thousands and thousands of dollars risked over a period of years under a poor roof."

"It Took Years for Me to Get the Design of My Metal Shingle Right."

"I thought it was easy. It was hard. It was a big contract. I didn't dream of what any roof has to stand. I thought about all a roof did to waste rain run off it, and keep in place the rest of the time. I found I had about twenty-five problems to answer at once in a single design.

"My roof had to have 'give' in it, so it would stretch in the hot sun and shrink in zero weather. It had to be ice proof, or lodged thaw-water would gouge seams apart. It had to be smooth, or lodged dirt would rust it. It had to cover its own nails, or the roof would leak. My roof had to be layable by anyone.

"My work was, I had to design a shingle that couldn't be laid face-down, or sideways, or upside down, or crooked, or be marred in the laying, or be smashed on the road between my factory and the place where the roof was. I found my shingle needed ventilating places in it that would let air out but wouldn't let water in. It had to be wind proof. Yes, sir,

these things were all worked out by me in 50 years.

"I started to make a spark-proof and lightning-proof roof. I ended by getting one of the best roof shingle designs ever made. My roof has more experience and skill and years behind its design than any roof you can get in metal."

"I Had to Wait Fifty Years for My Last Big Point. This Was It."

"My business was world-wide by this time. My shingles were selling in Australia, Japan, South Africa. Governments specified them for roofs.

"All this time I was getting my design right little by little. But, do what I could, I had been troubled by the metal in it. It seemed impossible to get a metal which might not rust. I had to take the best metal I could get. I needed a strong, light, absolutely non-rusting metal. At last, I found a hint in Europe.

"I followed up this metal. At last I devised a non-rusting 100-year metal, which was non-corrosive. The moment I put this metal into my shingle design, I got at once a 100-year roof. This is the roof you can get from me at a low price."

"Why Do You Pay Me a Low Price? You Have My Big Sales to Help You."

"My metal shingle is not trash. You can get trashy stuff at a cheaper price. (It will cost you thousands of dollars in produce.) Yet you can buy my shingle at a low price. Its quality is kept high and its price is kept low by big, steady sales all over the world. If you do not look into my 100-year shingle, you are not treating your building right. Get a 100-year Oshawa roof for your building. It will save your building, and save you thousands of dollars in produce you worked hard to grow and harvest."

"Get My Book about This 100-Year Roof. It Has Building Hints for You FREE."

"I have helped you and all other builders with a roof I am proud of—a roof I know is right. I want to do more. I made my book 'ROOFING RIGHT' to tell about my roof. But I made it worth while for those who do not take my roof.

"It shows the best buildings in the country—the best barn arrangements. I will send you this book for a post-card, whether you take my roof or not. I want you to take my roof, if it stands your closest examination.

Send for my book to-day.

*J. H. Pedlar*

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