THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, OCTOBER 4, 1924-

We Sell "Genuine" Beaver Boards

4 feet wide and 7, 8, 9, 10 and 12 feet long.

Our price is only Five Cents per square foot.

You'll know the Genuine Beaver Board by the Red Border on every board.

Boards which have not the Red Border, are not Genuine Beaver Boards.

About Seven Dollars worth of Beaver Board will cover the ceiling of an ordinary size room.

About Fifteen Dollars worth of Beaver Board will cover the walls of your room.

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4 FEET WIDE. 4 FEET WIDE. **4 FEET WIDE.** 4 FEET WIDE. 4 FEET WIDE. To find out the cost of a Beaver Board ceiling for your room is easy. Suppose your room is 12 feet square, then three Beaver Boards, each 4 ft. wide by 12 feet long will cover the ceiling. 1 Beaver Board 4 teet wide by 12 feet long, contains 48 square feet (because 4 times 12 equals 48), and 48 feet at 5 cents, equals \$2.40; therefore 3 Boards at \$2.40 each equals \$7.20

Rooms done with Beaver Board, are warm, cozy and com-

fortable. Do your rooms with Beaver Board and be free

forever from the annoyance and expense of paper-hang-

LOOK FOR THE RED BEAVER BORDER

if you want Genuine Beaver Board

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To "put on" a Beaver Board ceiling, you require only THREE Beaver Boards, a hammer, a saw and a handful of nails.

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Beaver Board suits the Newfoundland climate. We can show you a panel of Béaver Board which for 15 years has been exposed to raging storm and scorching sun, yet remains "good."

NO OTHER WALL BOARD HAS STOOD THIS TEST.

There is only one Genuine Beaver Board, only one built of virgin spruce through and through, only one sized by th patented "Sealtite" process, only one marked with the Red Beaver Border.

We sell this ONE and ONLY Genuine Beaver Board. See that you get it. It will last as long as your house.

Beaver Board is better than plaster, it will not crack. Beaver Board is better than V-jointed ceiling, it shows no seams.

Send us your name and address so that we may send you a sample of Beaver Board.

Beaver Board is artistic enough for your best room and cheap enough for your kitchen.

