

# Why do I Sign all My Advertising?



I STAND back of every word in advertising, just as I stand back of my goods. That is why I sign them with my personal signature.

Every now and then some well meaning, clever advertising expert says to me, "Pedlar, don't you realize it is out of date to write your adver-

tising in the first person singular? People don't sign their own ads. any more. It's the day of big corporations, not of individuals.

Maybe they are right—they ought to know. But I think I shall go on signing my ads. You see, I consider this advertisement just as direct and personal a message to you as it would be if I wrote it to you in a letter. I expect you to believe what it says. So I sign it with my own name. Would I do that if it said anything but the exact truth?

I would like you to know that I mean every word in this advertisement—that I stand right back of every statement it makes—that you can hold me person-

ally answerable for every claim it makes—and my business and personal reputation amount to something, I think, without conceit.

That is what my advertising means to me and what my signature means to you. That is why I sign my ads. personally. I think I shall keep right on signing them.

*G. A. Pedlar*

## What Does It Mean When We Say 'Guaranteed'?

THIS business was founded in 1861—almost fifty years ago. It has grown till it operates the biggest plant of the kind in the British Empire. That growth has come because Pedlar products have quality. The Pedlar reputation rests upon making that quality good enough to guarantee.

That specially interests the man who roofs with Oshawa Steel Shingles. From the minute that roof is on the responsibility for that roof's goodness rests on us—not on the buyer, but on this Company—not upon some smooth salesman's say-so, but on a signed and sealed guarantee, backed by this Company's capital and reputation and the personal word of the President.

There is no quibble about the Pedlar guarantee. It isn't full of loopholes and gateways for dodging. It is plain,

straightforward, honest. It says, simply,

**"OSHAWA"**  
GALVANIZED STEEL  
**SHINGLES**  
A new roof for nothing  
if they leak by 1934

that every Oshawa-shingled roof, proper-

ly laid, will be a good roof for twenty-five years, or—that roof will be renewed free of all cost to the owner, and the same kind of a guarantee will go with the renewed roof.

And by "good" the Pedlar guarantee means good in every roof-sense of the word—means a roof free from leaks, free from rust holes, free from the need of paint or repairs—a roof that is just what a good roof out to be.

Twenty-five years the guarantee covers. The roof that's Oshawa-shingled will be a good roof, though, for four times that long—for a century.

When you consider that no other roofing at all is guaranteed at all, and that every Oshawa-shingled roof is guaranteed this way, there is scant room for argument about the betterness of Oshawa Steel Shingles (guaranteed.)

## Why You Should Roof With Oshawa Shingles

BECAUSE Oshawa Steel Shingles (Guaranteed) are made of extra heavy (28-gauge) semi-hardened sheet steel, evenly and heavily galvanized on both sides and all edges. Therefore Oshawa-shingled roofs are proof against rust and will need no painting.

Because Oshawa Steel Shingles (Guaranteed) alone have the Pedlar four-way lock, which makes these shingles the easiest and simplest roof to lay (no tools but a hammer and a tinner's shears), and yet makes one seamless, unbroken sheet of heavy steel, that is really wet-proof and that is also WIND-proof. Such a roof keeps a building cooler in summer, warmer in winter, and dry always.

Because Oshawa Steel Shingles (Guar-

anteed) actually cost less than five cents a year per square—100 square feet—or about a tenth the cost of common wood shingles, yet an Oshawa-shingled roof is fire-proof, also it is perfectly insulated against lightning—these steel shingles keep a building safer against lightning than lightning rods will.

Because Oshawa Steel Shingles (Guaranteed) relieve your mind and your pocket-book of ALL roof worries there are—and still cost little enough to be an economy for roofing any permanent structure, from a great factory to a hen-house. They cover millions of dollars worth of property all over Canada, and cover it right—else they wouldn't be there.

Send for the meaty little free book that tells you some roof facts you perhaps don't know, but ought to—tells you the comparative worth and cost of all kinds of roofing—puts the whole roofing question plain before you. Send for the book before you spend another dollar for any roof. Learn that Oshawa Steel Shingles (Guaranteed) will pay you better, and why.

Pedlar Products include every kind of sheet metal building materials—too many items to even mention here. You can have a catalog—estimate—prices—advice—just for the asking. We'd like especially to interest you in our Art Steel Ceilings and Side Walls—they are a revelation to many people. More than 2,000 designs. May we send you booklet and pictures of some of them?

**The PEDLAR PEOPLE of Oshawa** ESTABLISHED 1861

ADDRESS OUR NEAREST WAREHOUSE:

MONTREAL OTTAWA TORONTO LONDON CHATHAM WINNIPEG VANCOUVER QUEBEC ST. JOHN, N.B. HALIFAX  
321-3 Craig St. W. 423 Sussex St. 11 Colborne St. 86 King St. 200 King W. 76 Lombard St. 821 Powell St. 7-11 Notre Dame Sq. 42-46 Prince Wm. St. 16 Prince St.  
WE WANT AGENTS IN SOME SECTIONS. WRITE FOR DETAILS. MENTION THIS PAPER.