

I Wish YOU Were Like Mr. Fraser

I'd like you to do like he did—for your own good. Like a great many other people he had seen many of our advertisements. Had read some of them, just as you are reading this one. The time came when he was figuring on a new roof and he read one of our advertisements very carefully.

He thought, as maybe you do, that a wood shingle roof was the least expensive, and though not the best nor most durable, was at least "good enough" for him. But our ads said that Oshawa Steel Shingles cost about the same as wood shingles and were less expensive to put on. That sounded promising.

Further he read that slate cost six times as much, and so-called "ready-roofing" cost thirty-three times as much. That Oshawa Steel Shingles were fire-proof, leak-proof, rust-proof, rot-proof, rain-snow-and-wet-proof, need no painting, no patching.

In fact Oshawa Steel Shingles, according to our advertisements, seemed to be everything man could desire in a roof—the absolutely perfect roof. So good that he doubted the truth of our claims. "It sounds too much better than ordinary roofs" he thought. (He'd heard other roofing people talk extravagantly, and thought, "Oh, yes, it's easy to talk big,

but will the roof make good?"). Then he read my guarantee. That impressed him as being very straightforward, dependable. "If that means all it says: 'A perfect roof for 25 years, or a new one free'" he thought, "why this advertisement is no idle boast."

"By using Oshawa Steel Shingles I settle the roofing question definitely for at least 25 years. If this concern is financially responsible that guarantee seems to cover everything."

"Guess I'll send for their booklet, anyway, and look into the facts a little further." And he did. He got all the facts, before deciding. That's where I wish you were like him. I want you to get all the facts about Oshawa Steel Shingles. THEN you can decide. You only fool yourself if you doubt one word I say about our Steel Shingles. You take no risk. My guarantee protects you against disappointment—absolutely. You'd not think of using any other kind of roofing if you actually KNEW how good a roof my Oshawa Steel Shingles make.



Do Send for My Book of Facts About Roofs

Be curious, enquiring. Look into the facts. The book is free. Write to our nearest office for a copy.

G. H. Pedlar

How Do You Figure?

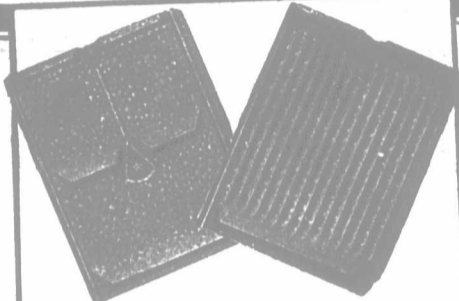
Figure the cost now, material and time, for every kind of roof you know anything about. Oshawa Guaranteed Steel Shingles, you'll find are as cheap to begin with as the poorest wood shingles. It's a fact. Figure the cost per year of each kind of roof. Compare the estimated life of other roofs with the guaranteed life of Oshawa Steel Shingles, and your figures will show you which is the best and cheapest roof for you to buy.

When I say "Guaranteed for 25 years" I mean it—No "ifs" About it

Some makers of metal shingles (notice they don't say "steel") talk boastfully about roofs of theirs which have stood the test for 25 years back. But if you buy their shingles do they positively guarantee to you a perfect roof, no leaks, no rusted holes, no need for paint, no bother whatever, for the next twenty-five years? That is what you are interested in—your own roof—not some other fellow's. Do they? Pedlar does. You may know people who have lived to be eighty, but that is no guarantee of your life. Oshawa Steel Shingles are the only kind that are clearly, positively, responsibly, guaranteed for any period.

Can You Afford Any Roof which is NOT Guaranteed?

Can you afford to put on a roof that will need some fixing next year, more fixing again the following year, and so on until it needs so much fixing that an entirely new roof is necessary? Can you afford to use "metal" shingles that are said to be good when you can get steel shingles that are guaranteed for 25 years—actually good for a hundred. Why not settle the roofing question at once for twenty-five years? Why doesn't the other fellow guarantee his roof if it actually is as good as Oshawa Steel Shingles?



Here Are Pictures of Two Patterns of Oshawa Steel Shingles (Guaranteed)

They come in squares 10 x 10 ft.—covering 100 square feet of roof. They are stamped from heavy sheet steel—28 gauge steel—then galvanized with zinc, so thoroughly that all kinds of weather can't make a rust-hole in them for longer than your lifetime. They are made in the biggest factory of its kind in the British Empire—and there's \$365,000 capital and 50 years of success back of the guarantee that goes with them.

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 we send you a booklet and pictures that tell the whole story? It's free. Write for it today.

Costs far less than Any other kind of roof

Oshawa Steel Shingles cost only \$4.50 for a hundred square feet. You'd have to spend as much right away for wood shingles. You'll be lucky if the wood-shingle-roof lasts as long as ten years—whereas my shingles are guaranteed to give you a perfectly good roof for at least twenty-five years. Oshawa Steel Shingles cost less to put on, and need no painting. And you can be sure an Oshawa Shingled roof will outlast any other roof you can put on. That's worth something, isn't it?

Rain-snow-wind-proof Fire and lightning proof No painting No patching

No bother at all with your Oshawa Shingled roof once it's on your building. Notice we don't merely say this. We guarantee it, with a guarantee that is legally binding—good for a new roof right up to the last day of the twenty-fifth year. That means it must be absolutely weather-proof. Also it is fire-proof, wind-tight, safe against lightning, and keeps the building warmer in winter and cooler in summer. And you need never worry with repairs. Isn't this the kind of roof you want?

What More Can You Ask of a Roof?

A roof that is practically one big seamless sheet of tough, galvanized steel, without a crevice or crack anywhere for water or wind to get into, that keeps out the heat of summer and the cold of winter—an absolutely perfect roof for the next twenty-five years. Why should you even consider any other kind? Certainly you should not fail to get all the particulars about a roof like this. Don't you think so? Then write for our book—today. It is free—from our nearest office.

The PEDLAR PEOPLE of Oshawa

Established 1861
 HALIFAX 16 Prince St. ST. JOHN 42-46 Prince William St. QUEBEC 127 Rue de Paix MONTREAL 321-3 Craig St. OTTAWA 423 Sussex St. TORONTO 111-113 Bay St. LONDON 86 King St. CHATHAM 200 King St. W. PORT ARTHUR 45 Cumberland St. WINNIPEG 76 Lombard St. REGINA 1901 Railway St. S. CALGARY 1 room 7, Crown Block EDMONTON 633 Fifth Ave., North of Jasper VANCOUVER 319 Pender St. VICTORIA 434 Kingston St. MENTION THIS PAPER.



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