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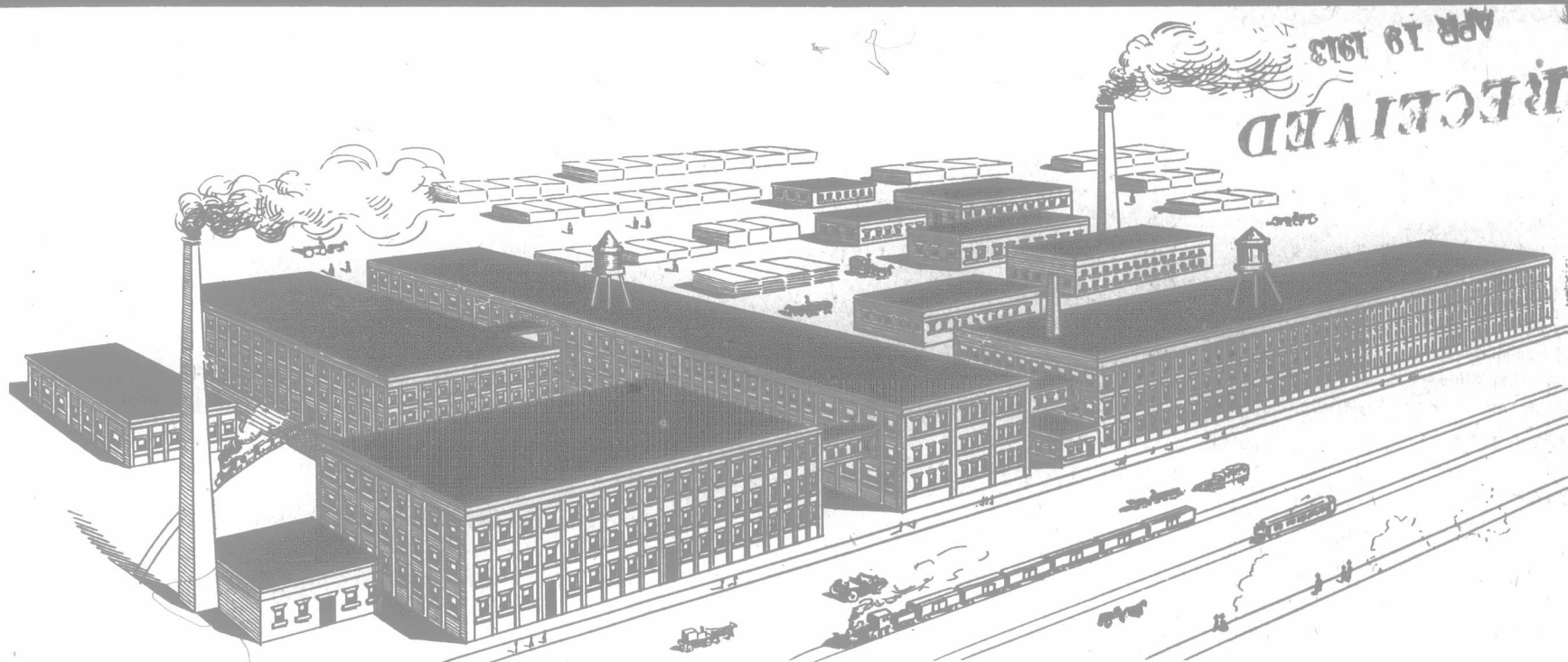
AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.*

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You probably know the big plant shown above. It's a Massey-Harris plant—the name is familiar to everybody in Canada. Likely you know more about their business than we do. But—there's one point of mutual interest in the picture. The big plant shown is covered with

BRANTFORD ROOFING

Now, figure out the situation for yourself. The Massey-Harris people would insist on the **best roof** money could buy. They'd want a roof as near **Acidproof** and **Fireproof** as they could get it. They'd go into the roofing question **thoroughly**. They **certainly** would demand **facts**—not claims. Before specifying the roofing for this immense plant they would be **positive** regarding its **element-resisting** powers. Well—to protect this valuable plant and its contents, they covered it with **Brantford Roofing**—a roofing that is **known** to be **practically imperishable**.

Shouldn't **Brantford Roofing** be the **best possible roofing** for that building of yours? It doesn't matter whether it is a sky-scraper or a barn, the fact remains that **you cannot buy better than Brantford Roofing**. Yet it costs no more than ordinary roofing. Send for our big **FREE** book on the roofing question. You should know the facts it contains.

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