

APRIL 29, 1915

ove On

Full

Gauge

No. 9

Wire

Through-
out

American Knot

Hinge Joint

Full

Value

For

Money

Invested

lton, Ont.

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.

THE FARMER'S ADVOCATE

AND HOME MAGAZINE

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

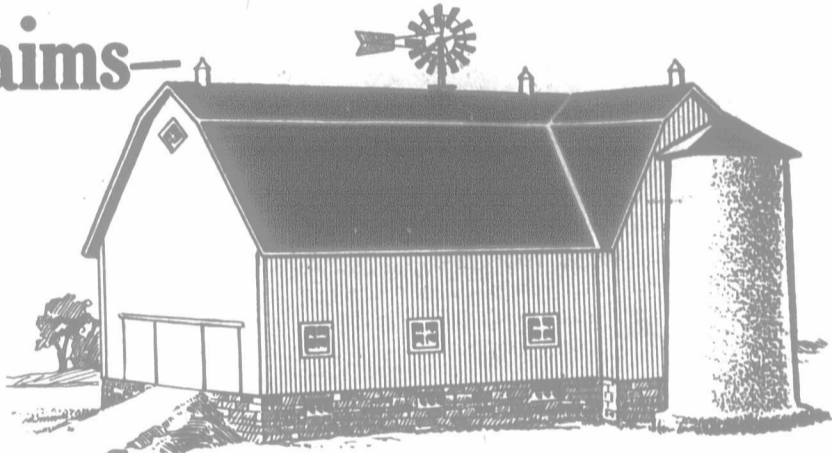
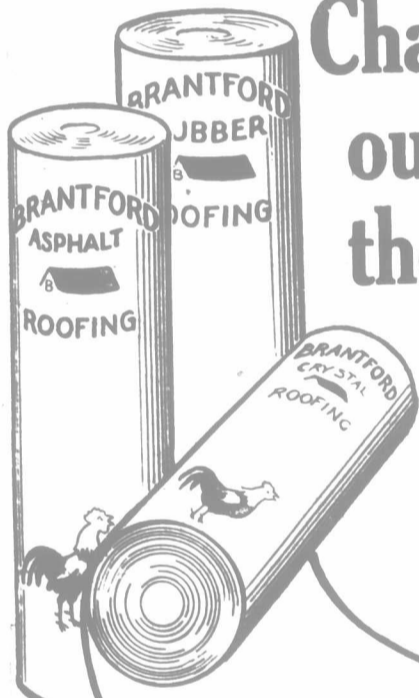
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LONDON, ONTARIO, APRIL 29, 1915.

No. 1179

Vol. L.

Challenge Roofing Claims— ours included—with these questions:



Is it proof against rain, cold, heat, lightning, acids, fire, hail and every other element that tries roofing?

Is it in general use all over Canada?

Is it used in cases where money is no object—where the best is bought at any price?

Has it been years on the market—have its sales increased right along? These are pretty searching questions. Before them, the claims of inferior roofing crumple up and disappear.

To all the above questions the answer of

Brantford Roofing

MADE IN CANADA

Brantford Asphalt Slates

are the 20th Century roof covering for houses. They give better protection than old-time wooden shingles, and will not rot, split, curl, warp, come loose or get ugly and weather-stained.

Made in three fadeless colors, and finished with a coat of crushed rock. Easier and cheaper to lay than any shingle made. Pliable—fit any corner, curve or nook. Practically everlasting—proof against fire, wet, frost, heat, lightning. Write for booklet.

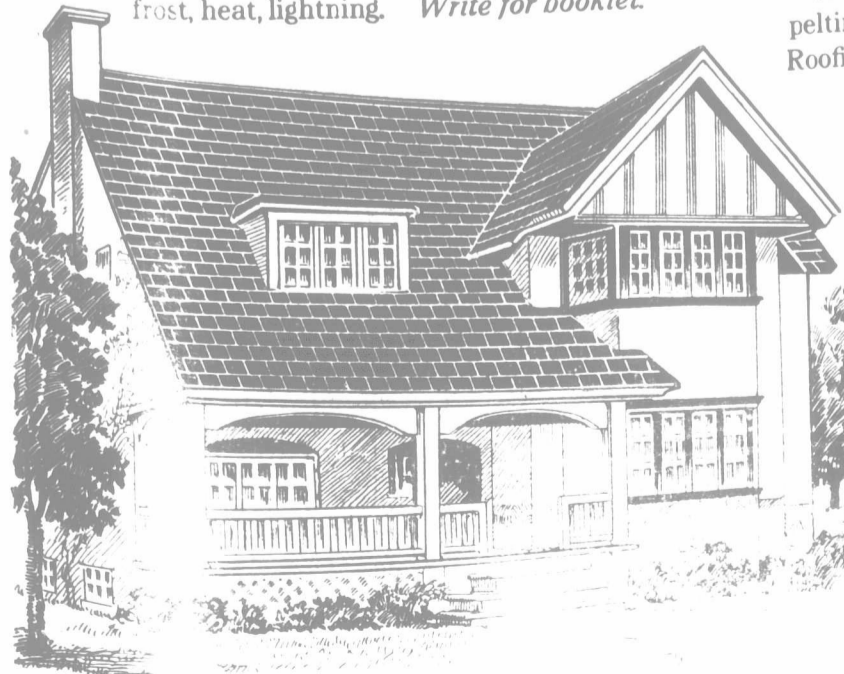
is an unqualified "YES!" Brantford Roofing defies every foe of roofing—is used all over the Dominion—is bought by great manufacturing firms and wealthy farmers—has been before the Canadian people for many years—has made new sales records from the start—and, above all, costs no more than the common, shoddy-made kinds.

The base of Brantford Roofing is long-fibred pure wool, soaked and saturated in 99% Pure Asphalt. It is the material you use when you want a permanent roof. Needs no painting, no coating, no tinkering each spring—first cost is only cost.

A roof of metal will quickly be attacked by rust on both sides; drifting snow and pelting rain will find their way underneath in bad weather. You could soak Brantford Roofing in water for years, and it would come out as good as ever.

Get Samples and Free Roofing Book

A post card brings samples and big free book on roofing. Since we are willing to have you judge us by the samples, why not get them and know for yourself?



Brantford Roofing Company, Limited

Brantford, Canada

The only roll roofing plant in Canada controlled entirely by Canadian capital.