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# THE FARMER'S ADVOCATE

AND HOME MAGAZINE

\*AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME ECONOMY\*

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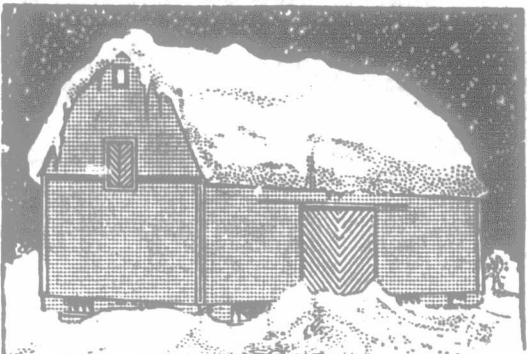
LONDON, ONTARIO, APRIL 29, 1920.

LV.

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RAINPROOF



SNOWPROOF



WINDPROOF

## The Economy of an Asphalt roof

The cost price of the roofing material is not the real cost of any roof. There is also the cost of laying and the cost of the repairs it needs from time to time. The sum total of all of these is the real cost.

While you may pay less per square for some other roofing material than you would for Brantford Asphalt Roofing the cheaper roofing will cost you far more in the end.

### Brantford Asphalt Roofing

is not made to sell at a price to meet competition. It is made of the most enduring materials procurable, and made most carefully, too.

The body of Brantford Asphalt Roofing is a specially woven felt of exceptional pliability and durability. It is also very absorbent, so that it will take a heavy asphalt saturation.

A special blend of asphalts is used for the saturation and coating. By blending hard, brittle asphalts with soft, pliable ones we get an asphalt with remarkable elasticity—a tougher and more durable material.

Any good grade of asphalt is a very enduring material but our blend of asphalts is exceedingly lasting, and it puts Brantford Asphalt Roofing in a class by itself as an economical investment.

It is non-absorbent, therefore proof against rain and snow—and there are no exposed edges or places where the wind can get under and loosen or lift off the roofing.

The cost of Brantford Asphalt Roofing and the cost of laying it is the total cost of this roofing. It requires no repairs. It is a permanent roof.

If you could go through the factory and see this roofing made, you would be convinced of its splendid quality. But it has already proved this by its record of many years of service on roofs and still practically as sound as ever.

Brantford Asphalt Roofing is the real economy roof,—the roof that is made on a small margin of profit. By enlarging our output and installing the most up-to-date labor-saving machinery we have reduced the cost of production and thereby offset to a large extent the increased cost of raw materials. Quantity production has helped us to keep prices down, and at the

same time maintain quality at its highest level. This company is building for the future and is maintaining its old policy of keeping up the high standard of its products and offering them at fair and square prices.

Brantford Asphalt Roofing is easily handled and quickly laid, saving time and cost of labor.

If you have a barn, silo, chicken house, root house or other building that needs re-roofing, or if you are going to put up any new building this year you will be interested in reading our latest roofing catalog.

Write for a copy. It is free.

**Brantford Roofing Co., Limited**

Brantford, Canada  
Branches at Toronto, Montreal, Halifax

Also makers of Brantford RUBBER Roofing, Brantford Asphalt SLATES, Standard MOHAWK Roofing, and LEATHEROID Roofing.