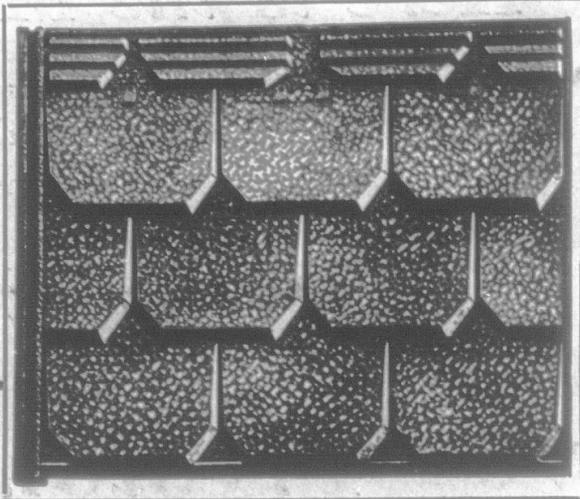


# A Seasonable and Reasonable Talk to Farmers

Showing how fair dealing and the fine quality of "Metallic" Farm Building Materials "Lead the Way" in



And how the continuance of fair dealing, and the maintenance of fine quality means that "Metallic" Materials still "Lead the Way" in

1884

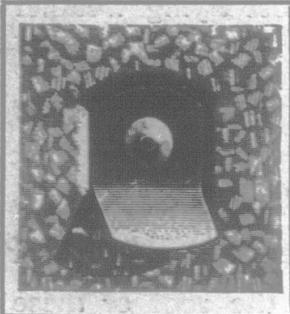
'Way back in '84 "Metallic" Roofs, laid with "Eastlake" Steel Shingles, were sold without any endurance guarantee. And now in 1914, these self-same "Metallic" Roofs are "just as good" as they were when first put on.

**An "Eastlake" Steel Shingle**  
From the time the first "Eastlake" Shingle was made there has been no change in any important detail—no alteration in metal, design or size. "Eastlake" Shingles have given continuous and perfect satisfaction.

1914

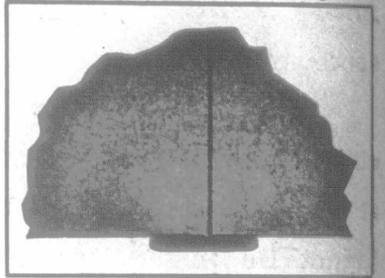
Practically 30 years hard service, subjected to the severest weather tests—still snug and weather-proof. Is not that a record? And we cannot put any "time limit" on the wearing qualities of "Eastlake" Steel Shingles. They look good to last for 30 years more.

WE would like you to thoroughly understand what the Metallic Roofing Company's policy has been through the long stretch of years during which metal has been "coming into its own" as a safe, lasting and economic covering material for farm buildings.



## "Eastlake" Steel Shingles

The Standard by which Metal Roofing is Judged



**"Eastlake" Patent Counter Sunk Cleat.**

It holds the butt of the next higher "Eastlake" Shingle tightly against the shingle below. These cleats cannot gouge up.

We were pioneers of the old school. We did not believe in sales without service, nor did we believe that our business could be built up by experimenting at the expense of the purchasers of our materials. Therefore, we made the stoutest shingle we could possibly make, using the best steel, the most expensive and perfect machinery it was possible to obtain. We saw to it that our instructions prevented a good roof being badly laid. And our business grew by leaps and bounds.

Of course competitors started up. There was room for them, the "Age of Metal" was fast approaching. People were learning by sad experience how fires, lightning, decay and the ravages of storms were enemies to overcome by use of something better than lumber and wood shingles. We kept our eyes open, of course, studied what our competitors were doing, but didn't find any of them making better materials than we were. We continued to keep the quality up to the "Metallic" standard, so that to-day there is a distinct difference between a "Metal" covered barn and a "Metallic" covered barn. This difference is the reason for our solidity, our expansion, our domination in this present "Age of Metal"—the difference between Good, Better and BEST.

**Eastlake Patent Telescopic Side Lock & Concealed Gutter.**

Water runs away freely—joint is absolutely water and dirt proof. Lock is permanently tight, and yet allows for expansion and contraction.

An "Eastlake" Roof is fire-proof, lightning-proof, weather-proof and a proof of the buyer's good judgment and common-sense.

This Stamp Insures Excellence

Hundreds of grain elevators, old and new, throughout Canada are roofed with "Eastlake" Steel Shingles. Why not YOUR barn?

You can save both time and stating the dimensions of the

TRADE **EASTLAKE** MARK  
**STEEL SHINGLES**

money if you write at once, barn you are going to build.

PATD. APRIL 1885, MARCH 1887, JAN & JULY 1894, OCT 1900

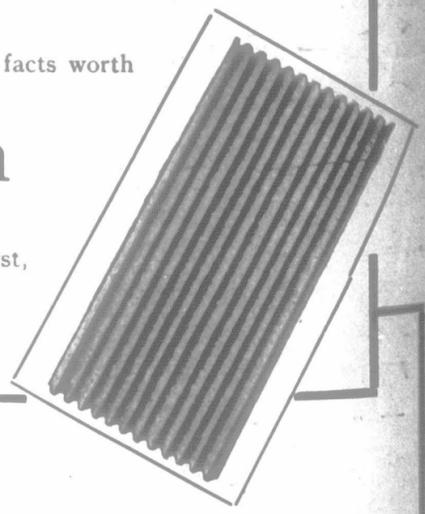
It's on Every Package of Genuine "EASTLAKE"

And now, having discussed the roofing question with you, we would like to tell you a few facts worth knowing about the siding you should use on an "Eastlake" roofed barn.

## "Metallic" Corrugated Iron

"STAUNCH AS ARMOUR PLATE"

It is different. As different from ordinary Corrugated Iron as shiplap is from "2x4." First, in the iron—better, stronger. Secondly, in the galvanizing—a better coat with greater weather-resisting qualities. Thirdly, in the corrugations—deeper, more even, made one at a time instead of all at one time. A stiffer, better sheet, life-lasting—"That's Metallic Corrugated Iron."



We Will Gladly Figure Out "Costs" for You

**The METALLIC ROOFING CO., Limited**

TORONTO

WINNIPEG

Manufacturers—Established 1884

Take up your pen and write to-day. Give us facts about your intended buildings. We'll give you figures.