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The Philosopher

of Metal Town



"Now, I'm not a professional builder or a contractor or a carpenter, but it seems to me I have had some building problem or other on my hands for many years — first, my own, then my boys', then my nephews', and my grand-boys'.

"Twenty-five years ago I became a pioneer user of metallic building materials.

"It was only a barn, and not much of a barn at that which I first covered with metallic shingles — the first product of the Metallic Roofing Co.

"And, mind you, that was twenty-five years ago, and the roof is weather-proof now. It has never needed repairs. I have built many barns since then, but I have never discovered any sane reason for roofing them differently. You can't improve on a straight 25-year test.

"Then besides, I always believe in dealing with the biggest people in any manufacturing business. You share in the merit of their goods which have made them the biggest in their line. That's why I stick to the Metallic Roofing Co.—they're the largest architectural sheet metal firm in Canada, with an output larger than all others combined.

"But it is not of barns alone I would speak. You note, perhaps, that they call me the 'philosopher of Metal Town'. That's because I'm a public character in a way.

"I have been chairman of many building committees—church, school, library, et cetera, and I always find the metallic man has been my most useful assistant. Outside or inside, front or back, ceiling or sides, I find they all need the metallic man's aid.

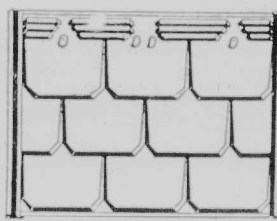
"I will tell you more about our 'metal town' when we're better acquainted. I can quote some comparative figures

which will interest you. To-day I'm emphasizing shingles.

"You can get them either galvanized or painted. They are always reliable. They are more economically durable and quicker to apply than any others, fitting accurately, and therefore most easily laid. They have been thoroughly tested in all kinds of climates, invariably proving fire, lightning, rust and weather proof.

"If you're building, make sure of satisfaction by ordering East-lake's for the roof. Full-est information if you write."

THE EASTLAKE STEEL SHINGLES



THE METALLIC ROOFING CO., LIMITED, TORONTO and WINNIPEG
MANUFACTURERS FOR METAL TOWNS

kind in America. Anyone who con- templates building should look up this advertisement, and write this firm for catalog mentioning the "Farmer's Advocate."

ANNUAL MEETING OF THE BOVRIL COMPANY

The annual general meeting of the well-known Bovril Company, Limited, was held in London, England, a few days ago. After a very satisfactory

statement of the present financial position, the shareholders were given a very good idea of the extent of their business by being told that the increased cost of beef, the raw material of Bovril, had in twelve years occasioned a reduction of profits to the extent of \$3,000,000. This loss will be prevented for the future for the company has just recently purchased 438,082 acres of the finest grazing grounds in the world in the Argentine Republic where the company will breed and raise their own

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? If so, why not price for them. The 20,000 homes every d medium at once.