

## The Truth About Beaver Board.

Beaver Board may be had in widths of 32 inches or 48 inches, and in lengths of $7,8,9,10$ and 12 feet. You can buy one board or several boards, just the right size for your purpose and so avoid all waste.
Beaver Board is sized back and front and is therefore damp proof and rot proof, besides you are spared the expense of having it sized by your painter. The expense thus avoided may amount to more than $\$ 5.00$ per thousand feet. Remember this when you are computing cost of Beaver Board.
Beaver Board will not crack like plaster, costs less, and looks better. In addition, Beaver Board costs less for repairs or alterations than plaster. Less than $\$ 10.00$ worth of Beaver Board will ceil any room in your house.
The back of every genuine Beaver Board is branded


Look for $\mathbb{C}$ d on the back of the board you buy.
Beaver Board does not show ugly seams like V jointed or pitch pine ceilings, is not wasteful, takes paint better, is more easily cleaned, is much more artistic and is in many other ways superior to $V$ jointed or pitch pine ceiling.
Beaver Board has shown its, superiority to inferior wall boards; its merit has been proven. We can show you two panels on the.OUTSIDE of our store which have been exposed to the rain, sun and snow, since 1912, and are still in good condition. Beaver Board costs slightly more than inferior wall board but once your house is done with Beaver Board you won't have to replace the boards in 10 or even 20 years time, in fact Beaver Board will last as long as your house and is therefore really cheaper than inferior wall board.
The price of Beaver Board is now $51 / 2$ cents per square foot retail.
COLIN CAMPBELL, Limited.
ST. JOHN'S, NFLD.
WATER STREET

