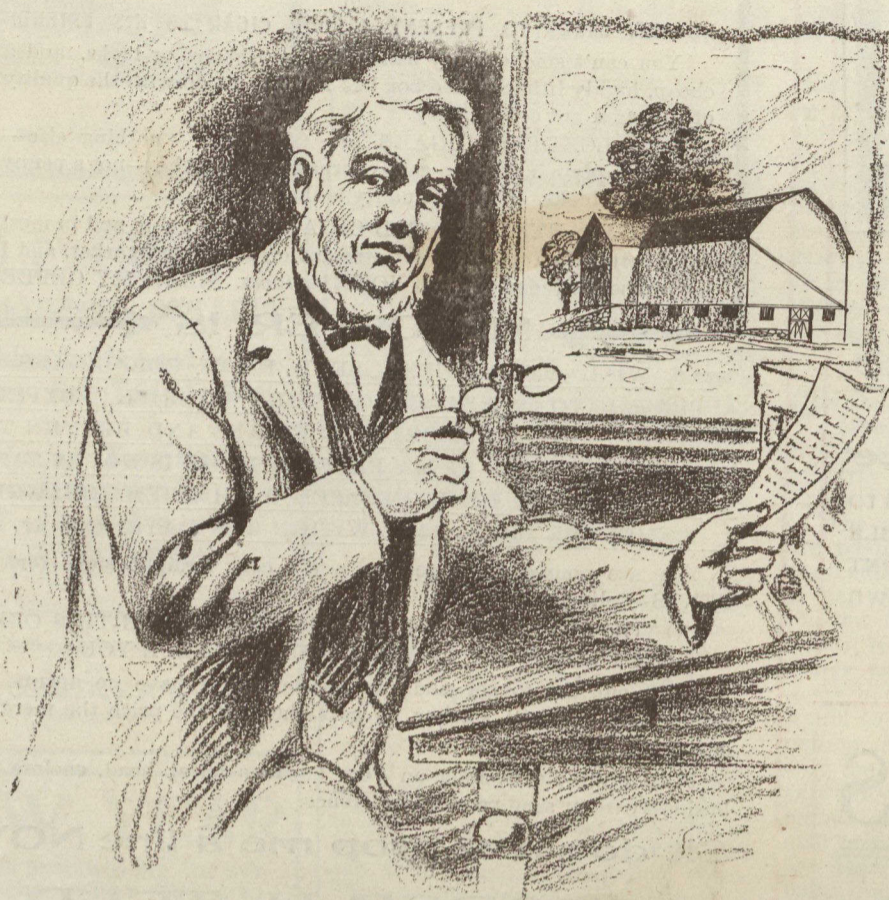


A Straight Talk to Farmers

By a Farmer

Subject:

The Actual Test or
the Doubtful Guar-
antee--WHICH?



When it comes to buy-
ing shingles, which
counts most with you---
twenty-five years of actual
wear and tear or a leaky
guarantee?

The Actual Test—What It Proves

“Eastlake” Steel Shingles have proven their durability by the actual test of time.

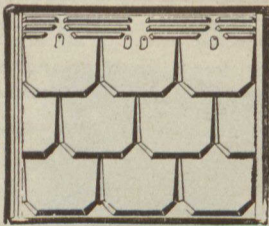
A quarter of a century ago scores of public and private buildings were roofed with “Eastlake” Metallic Shingles.

These roofs are in excellent condition and certified as such by practical building inspectors.

Think of it! For over twenty-five years scores of “Eastlake” shingled roofs have withstood the ravages of all kinds of weather, the lightnings and torrential rains of summer—the hail, snow and sleet of winter, and yet they are in perfect condition to-day.

Isn't that conclusive evidence that “Eastlake” Steel Shingles make a permanent roof?

The “Eastlake” is the ONLY steel shingle that can boast of such a record.



You're not asked to buy the “Eastlake” on any paper guarantee—not asked to believe a single claim which the shingles have not proven.

You're only advised to buy the “Eastlake”—if you want a permanent roof, because the durable and weatherproof qualities of “Eastlake” Steel Shingles are positively known. They have been proven by actual wear and tear test.

Some day you intend putting a lightning, fire and stormproof roof on your house or barn. Then you should write to-day for this free booklet, “Eastlake Metallic Shingles”. It contains information that will interest you. Send a postcard at once—if you don't you will forget. —*The Philosopher of Metal Town.*

All kinds of sheet metal building materials—ceilings and walls, siding, cornices, corrugated iron, conductor pipe, etc.—you can have a catalogue simply for the asking. Mention it on your post card.

A Paper Guarantee—What It Stands For

Did you ever stop to figure out one of those so-called metal roofing guarantees?

Did you ever discover really what is guaranteed?

You find that it is merely a claim—and claims alone will never satisfy the shrewd buyer.

He rightfully demands proofs. He wants to know on what grounds the claims are based.

Unless the article has successfully undergone an actual test, a paper guarantee appears a joke.

Many times it is a cloak to hide some weakness of the roofing it guarantees.

Ask your lawyer about it. He will tell you that, stripped of its exceptions and provisions, all high-sounding phrases, little else remains.

IT REALLY GUARANTEES NOTHING

Kind of risky when the guarantee is as leaky as the roof it guarantees.

**“EASTLAKE”
STEEL SHINGLES
LIGHTNINGPROOF, STORMPROOF
AND RUSTPROOF**

Manufacturers

**The
Metallic Roofing Co
Limited
TORONTO & WINNIPEG**