

CEMENT ROOFING.

TO THE PUBLIC.

A great deal has been said and written within the past few weeks about Cement Roofing. The Sparham Fire-Proof Roofing Cement Company claim a number of things to which they have yet to show their right. Amongst other assertions they claim that we will not be allowed to lay Roofs with the compound called "Sparham Cement."

To this we reply—and state to the public,—that we will continue to use this Cement on Roofs when such is contracted for by us, in the same manner as heretofore.

If the Sparham Company have any legal means of preventing us from supplying our customers in this manner, they are at liberty to use them,—but our opinion is that this Company is not entitled to any monopoly in the matter.

Our Price for Roofing with this Cement is \$6.00 per Square.

We would direct your attention to

Actinolite Roofing Cement,

Patented in United States, January 2, 1883. | Patented in Canada, January 5, 1883.

This is a new cement composed in part of a material never before used for roofing. Actinolite is a fibrous material, found in large quantities in the Township of Elezever, County of Hastings, and in the Township of Kaladar, County of Lennox. Large deposits of this mineral are owned by Messrs. JAMES BROS. & Co., who have, during the past two years, been working them; they also have a mill with a capacity of about 400 bags per 24 hours, situated at Bridgewater, Ont., where they grind the Actinolite ore, preparatory to its being mixed with Coal Tar, thus forming the cement.

JAMES BROS. & Co. do not sell the cement ready for use, they only sell the ground Actinolite in bags, each holding sufficient quantity of material to cover one square of roofing. The purchasers have the right to complete the mixture and lay on the roofs. Every roof laid with this cement will be stamped, thus indicating to all interested the material of which it is composed.

We are prepared to lay on this cement at a price far below that heretofore charged for such work. This we are enabled to do, as the ground Actinolite is sold by James Bros. & Co., at 75 cents per bag, while the Sparham Co. sell their cement at \$1.40 per bag; the contents of either bag will do the same amount of work.

If the Sparham Co. had sold their material cheap enough to enable roofers to lay it on at a popular price, Messrs. James Bros. & Co. might never have started their present business, but the Sparham Co. did not choose to do so, therefore the trade is taken by those better able to satisfy the public.

We do not say that the Roofing known as Sparham Cement is anything but a good article; it has proved itself to be such when properly laid, but unless it is carefully put on it is likely to prove a failure, for it must be a very good article that cannot be injured by faulty workmanship. All the Sparham Cement roofs laid on by us have thus far given satisfaction, and we will endeavor to keep up our reputation.

It is no argument, however, that if one article is good, another cannot be as good or better. What is required is a test, and that can be had without waiting a great while, if those interested will take the trouble to compare the merits of the different articles.

We now offer for comparison, without taking the difference of price into calculation, the Actinolite Patent Roofing Cement and that known as "Sparham Cement."

The cement sold by the Sparham Fire-Proof Roofing Cement Company, is composed of Soapstone and Mica, mixed with Coal Tar. Soapstone and Coal Tar cannot make a good roof alone, something being required to keep the cement from cracking, therefore the Mica is put in. This Mica makes the "bond," that prevents cracking, and if it is not put in in proper proportions and thoroughly distributed in the Soapstone, unevenness of texture occurs which results in a defective roof.

Actinolite requires nothing more than itself to make a "bond." The fibre cannot be destroyed in the process of grinding in Attrition mills and its texture is perfectly even and regular throughout.

It makes a better "bond" than flakes of Mica, or it would not remain perfect in some of the angular positions in which we have placed it.

If the cement composed of Soapstone and Mica should be so placed, it would at once slip off the roof. This has happened with Sparham Cement, and although Actinolite Cement is on some roofs where we would not dare to put the other, it has not come off yet,—what it may do time will tell,—but experienced men say that it cannot make anything but a good job.

Another point:—Neither the Actinolite nor the Soapstone and Mica would make a roof if not mixed with Coal Tar, therefore the more of the latter the better, if it does not run off the roof, and we claim that if the same quantity of Coal Tar was put into the cement composed of Soapstone and Mica, as is put with the ground Actinolite, it would flow like water and would not require a trowel to spread it. This difference can be easily demonstrated, as we have both cements at our shop, and will mix them in the presence of any one wishing to see the above result.

If there was no fibre in ground Actinolite, a bag of it ought to weigh about the same as a bag of the same size filled with Soapstone and Mica,—the result, however, being that a bag which will hold 150 lbs. of Soapstone and Mica, will only hold 100 lbs. of ground Actinolite. A careful investigation of the two articles is what we ask.

The advantages of the Patent Actinolite Roofing Cement over that composed of Soapstone and Mica are as follows:—

A NATURAL BOND—Not foreign to the material.

MORE TENACIOUS—Will never run. MORE ELASTIC—Will never crack.

This we claim places the Patent Actinolite Roofing Cement in the front rank, where we expect it to remain; and that it is second to none.

The Trade supplied with this cement by James Bros. & Co., Bridgewater, Ont.
Agents Wanted in all Cities and Towns in the U. S. and Canada.

OUR PRICE FOR ACTINOLITE CEMENT ROOFS IS \$4.50 Per SQUARE.

Yours truly,

JOSEPH JAMES & CO.,

Corner Latour Street and Bushy Lane.

MONTREAL, AUGUST 9th, 1883.