Cheap Enough For A Barn— Fine Enough For A Cathedral

"The Roof That's Good"

For any permanent structure, whatever its cost or use, the modern metal shingle is the ONLY roofing worth any man's consideration. For it, and it alone, has every good quality a roof should have, and it, and it alone of all roofings, lacks every bad quality. But there are degrees of goodness in metal shingles. You must choose wisely. You will not go wrong if you roof with

PRESTON SAFE-LOCK SHINGLES

Preston Shingles are made from heavy and imperishable metal, thickly and smoothly galvanized with a coating that contains 98 per cent. of pure zinc. Thus they easily pass the rigid bending and acid tests of the British Government. That insures them against rust, and their buyer against roof-troubles. No other metal shingle is made so well, and none will last longer. Ask us what this test is.

Fire Defying

Preston Safe-Lock Shingles make a roof that is absolutely proof against fire—a roof that the wind cannot rack a little bit—a roof that moisture cannot get through at all. For these are the shingles, and these alone, which positively LOCK ON EVERY EDGE with a grip that is so strong and tight it almost makes nailing needless. Next to the galvanizing—which is the most vital thing about a metal shingle—the lock is a point you should most carefully look into before you invest. Let us send you a "Preston Junior"—a little shingle imitating closely the construction of OUR REGULAR OUTPUT. Study it, and you will admire the patented Safe-Lock that only we can use. Ask for it.

Never Leaks

This Is The Roof That Meets Every Need

Preston Safe-Lock Shingles are easily laid. No special skill or unusual tools are necessary. Fewer nails are needed than other metal shingles demand—the safe-lock cannot spring nor the shingles warp or twist. Every nailhead is covered. Therefore these roofs never leak because rust simply cannot get at the nails. Preston Safe-Lock Shingles are sold with the warranty that if properly put on, according to simple directions LIGHTNING CANNOT HARM THE ROOF WITHIN TEN YEARS. These roofs are easily good for fifty years' reliable roof-service. Thus they are the cheapest good roofs money can buy. Wood shingles actually cost—in cost-per-year—many times our price. "Ready" roofings are a wretched make-shift, and their cost per year is downright extravagant. Don't waste your money on a roof that can't last. You should send for, and read, before you roof anew, a truth-telling FREE book that many have read to their profit and satisfaction. It tells about EVERY kind of roofing. It goes into the subject fully and in plain words. You would be willing to pay for it after you've read it—but you are welcome to it for nothing. To-day would be a good day to write and ask for it. Use a postcard if you wish. Address—

Storm-Proof

Costs Little

C. Dalph Manager

Metal Shingle & Siding Co., Limited
Queen Street Factory, Preston, Canada

18

GOSSIP.

THE OUTLOOK FOR 1911.

(By M. H. D. Owings, of the I. H. C. Service Bureau.)

The year just closed will be memorable for the enormous value of its agricultural products. Never before in the world's history has the United States produced farm products to the value of $8,926,000,000 in one year, which is the value of the total products of this country, as reported by the Secretary of Agriculture. This aggregate is more than the value of the crops of any one year in eleven years of record, and this prosperity is practically nation wide, every crop and every district in portions of the Northwest participated in bountiful harvests, prosperity of the farmers [illegible] and as a result [illegible] part, at least, trade expansion in 1910 was larger than in any other year.

But the record of business for 1910 is now closed, and we are concerned more particularly with the new year. We refer in passing to the crop results in 1910 only because of the fact that the prosperity of the farming community furnishes a most substantial reason for the expectation that the new year may be a very prosperous one for the people of the United States.

[illegible]

Many of the State agricultural colleges are sending their professors out giving lectures and demonstrations, directing attention to the importance of selecting good seed, the best methods of tillage, and the proper steps to take to maintain and increase the fertility of the soil, and this work is supplemented with educational booklets and special articles prepared and sent out by the leading manufacturers.

The effect of this is seen in a more general use of the most modern tillage implements, traction engines for deep plowing to get beneath the earth that has been compacted by years of plowing a uniform depth, and thus increase the depth of the loose soil and its capacity [illegible] and shredders for saving the crop, gasoline engines for power and other uses on the farm, etc. The farmer is realizing in a larger way the value of these machines, and the bumper crops give him the means with which to procure them. The profitable crops also emphasize the necessity for the use of the best farming implements and machines in order that the largest returns possible may be realized from each acre.

We have also heard considerable of late about the "back-to-the-farm" movement from the big cities. Many who have found the struggle too strenuous in the overcrowded centers of population, and desirous of freedom and independence of the farm, are returning to the simple life. All these things make for a larger and more [illegible] demand for the commodities of the farm, and give a substantial foundation for the belief that the demand for farm products in 1911 should be considerably more active than in any previous year.

[illegible] "There is no such word in our dictionary." Fellow