

\$50,000.00 Saved!
\$1,500,000.00 Lost!

There is no thrift nor economy in "saving" if, in the end, you lose far more than you save.

REAL TRUE ECONOMY consists in getting the best value for money spent. There is no economy in \$4.00 boots that last only three months—an \$8.00 pair that will last a year is *really far cheaper*. There is no thrift in buying \$5.00 inflammable roofing that lasts only 6 or 8 years when a \$10.00 roofing will last 30 or 40 years and protect your building from fire and lightning.

Fire Losses by "Saving"

Last year Canadian farmers lost \$1,500,000 in barns burnt from lightning alone, to say nothing of fires from sparks. *Every one of these fires would have been prevented if the owners had roofed their barns with Metal.*

Here is a striking example of the LACK OF THRIFT, of false economy. It might have cost about \$50,000 more to roof those barns with Metal, but, no, that \$50,000 was "saved," and so \$1,500,000 was LOST.

Real Roofing Economy

Thrift can be promoted, fires can be prevented, by the right choice of roofing. Buy roofing by year-cost, by fire preventive qualities. Buy for real, permanent value-for-the-money and safe, sure protection from fire and lightning. Go into the market determined to get such a material and you will find that *Galvanized Steel is the one best buy.*

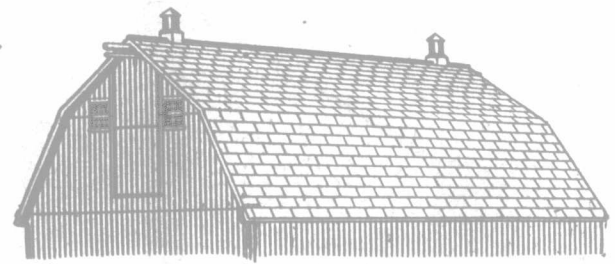
It is the thrift roof, the fire-proof, lightning-proof roof, and the durable roof. These smooth, tough steel sheets, hermetically sealed in a coat of zinc, will defy alike the ravages of time, the fiercest storms, the roving spark and the lightning bolt. *The money you put into such a roof is not spent—it is invested—soundly invested too.*

Get prices and full information from any of the Companies named below. Send the size of your roof for free estimate.

- The Metal Shingle & Siding Co., Limited, Preston, Ontario.
- The Galt Art Metal Company, Limited, Galt, Ontario.
- The McFarlane-Douglas Company, Limited, Ottawa, Ontario.
- The Pedlar People, Limited, Oshawa, Ontario.
- The Metallic Roofing Company, Limited, Toronto, Ontario.

STEEL Not "Tin"

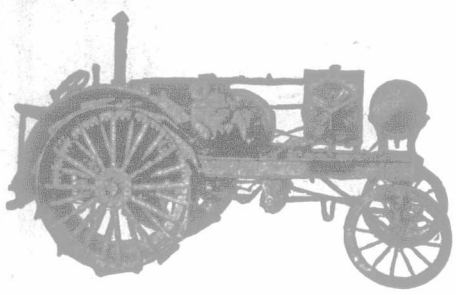
There is no "tin" plate such as is used in tin cans, etc., used in Galvanized Steel Shingles or Corrugated Sheets. They are of sheet steel heavily coated with zinc spelter. To call Metal shingles a "tin" roof is like calling a steel armoured battleship a "tin" boat.



Roof with Metal
for safety and permanence

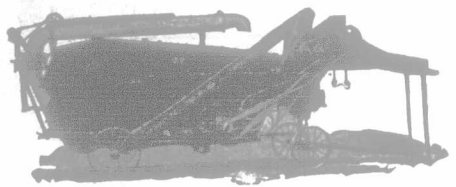
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Tractors and Threshers



WATERLOO BOY

The Simplest, most Accessible, most Powerful 3-plow Tractor on the market. Suitable for hauling 3 Plows, Threshing, Silo Filling and General Farm Work.



Individual Farmers' Threshers, suitable size to be driven by small Tractors and Gasoline Engines. Do your own threshing. Keep your farm clean and save expense.

Write for free catalogue, prices and any information wanted.
THE ROBT. BELL ENGINE & THRESHER COMPANY, LIMITED, Seaford, Ontario
Also Steam Tractors, and large size Threshers

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John G. Kent, General Manager.
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Simplicity



THE IDEAL GREEN FEED SILO is simple to erect, and simple to fill and to feed from, because of proper design, selected materials and skilful workmanship embodied in its building.

The IDEAL Silo simplifies farm work and feeding problems; the harvesting of silage crops is not as dependent on weather conditions as is that of dry-cured crops. Silage is easy to handle and the De Laval Company stands ready to help its customers with simple but accurate information about correct feeding proportions for all kinds of stock.

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