

WINDMILLS



Towers Girted every five feet apart and double braced

Grain Grinders
Pumps
Tanks
Gas and Gasoline
Engines
Concrete Mixers

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GOULD, SHAPLEY & MUIR CO., LIMITED
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Land For The Settler

160 acres of land convenient to Railways in Northern Ontario's great Clay Belt for each settler. The soil is rich and productive and covered with valuable timber. For full information as to terms of sale and homestead regulations, and for special colonization rates to settlers, write to

DONALD SUTHERLAND,
Director of Colonization,
Toronto, Ontario
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Minister of Agriculture,
Toronto, Ontario

ADVERTISERS!

Our EIGHT SPECIAL MAGAZINE NUMBERS will be published during 1911 on dates already announced. There is BIG VALUE for you in these Special Numbers, with Increased Circulation, and NO increase in rates. Ask us for the Booklet, "The Time to Advertise."

ADVERTISING DEPARTMENT
FARM AND DAIRY
PETERBORO, ONT.

Refuse Any Roofing Which is NOT Guaranteed for at Least 25 Years

Why should you take ANY risk when you can make the maker take ALL the risk? The cost to you now will differ very little, no matter what roof you put on. So you might as well get the most you can for your money. Don't you think so?

OLSHAW Steel Shingles are clearly, positively, responsibly guaranteed—original guarantee written in plain English—which plainly states that if you roof of Oshawa Steel Shingles you give any kind of roof trouble within 25 years from the day it is first put on, you get absolutely new roof free. They're \$1.00 capital, 50 years of honorable dealing, and the biggest insurance of its kind in the British Empire back of this warranty. Oshawa Steel Shingles make it as legally binding as any that could be given you. Now then, why on earth will you take chances with any other kind of a roofing?



The ONLY Roof That is Guaranteed At ALL

Just! It would be to assume that makers of other roofing would give you a written guarantee if they dared? If they are so sure their roofing will last as long as mine, why can't they do it—give a guarantee that's good for a new roof if the first one gives any trouble? There is nothing to prevent them giving you such a guarantee except their pride. Is it because they are afraid to take the risk of their roofing to give you a new roof? They want YOU to take that risk. Will you do it? Or will you buy our guaranteed Oshawa Steel Shingles, which have something you can positively depend on? Which is the best bargain from your point of view?

For the life of me I can't understand why any sensible man will go blindly ahead and buy an out-of-date wood shingle roof, or of a metal roof that is not guaranteed in writing, without seriously investigating the facts about Oshawa Steel Shingles. It is so clearly to his own advantage to get the most for his money that you would think he would be glad to know there is almost roofing material which is better than any that he could buy. Surely it must be that ordinary human nature to look things which seem "too good to be true." By going way to it narry a man risks himself of the failure of modern industrial progress.

Now I offer to sell you a roof which you know to be good, and which I guarantee with a guarantee I have to back up, or go out of business) to stay a good one for all of 25 years. Now will you please give me any good reason why any man—YOU, my friend, for example—should not be interested enough in getting the best roof for HIS OWN building, to send for my book and get all the particulars about my Oshawa Steel Shingles? The book is free—the information it contains is valuable to any man who owns or will ever own any kind of a building. Write if you please, and I will write for it!

PEDLAR All Your Buildings—Inside and Out
By "Pedlaring" I mean doing for the whole building what Oshawa Steel Shingles do for the roof. I make other kinds of sheet metal building materials—for ceilings, side walls, outside—that make your building more fire-proof, more sanitary, more beautiful, more substantial. You would know about them. May I send you a booklet and pictures that tell the whole story? It's free. Just ask me to tell you about "Pedlaring."

Isn't This The Kind of Roof YOU want?

A roof that you are absolutely sure will last you every solitary bit of roofing expense for a whole quarter-century. A roof that you pay the same for NOW as you pay for other kinds of roof, but which will need no patching, no fixing or replacing for the next twenty-five years. A roof that makes your building absolutely fireproof for the next twenty or hole for water or wind to seep through, that is as fireproof as a brick wall, lightning-proof, a roof that needs no painting, no repainting, no oiling, no summer or winter, for all of twenty-five years. They say these things about some other roofs—but I positively guarantee them for my Oshawa Steel Shingles.

Can't Leak, Rust, Rot, Warp or Burn

Oshawa Steel Shingles cover your roof with one big, even sheet of heavyweight galvanized steel, without a crevice or crack anywhere for water or wind to get into. And it stays that way for twenty-five years. I guarantee it. There's no end of any kind. Keep out the cold of winter and heat of summer—Writing steel affords the best kind of fire protection. Can you imagine any better kind of roof?

I Want to Send You My Valuable Book—"Roofing Right"

Let me have your name and address, please. I want you to read my book, I believe that when you really get a clear and correct understanding of all sides of the roofing question you'll never be bamboozled with flimsy, unsatisfactory roofings which seem to be little better than no roof at all. So get my book of facts. Write the address nearest you (see below) and they'll send you a copy entirely free.

Cost Far Less Than Wood Shingles

Don't be too quick about deciding that a wood shingle or a tar-paper roof is the best you can afford just now. You ought to do a little figuring. Get all the facts about Oshawa Steel Shingles. You'll find they cost about the same as wood shingles to put on—there, of course, far less to keep on and keep in perfect condition. Figure cost per year, and Oshawa Steel Shingles are by far the cheapest. That's no mere idle talk, either. I guarantee my roof, remember, which means that its cost NOW is the ONLY cost FOR TWENTY-FIVE YEARS.

Proof Against Both Fire and Lightning

This alone makes my "Oshawa Steel Shingles" worth more to you than any other kind of roof. Half a million dollars wouldn't cover the damage lightning does to Canadian farm buildings every year—all of which would be saved if these buildings were roofed with my Oshawa Steel Shingles. If there were no other reason for your choice of Oshawa Shingles, this one alone would be enough.

The PEDLAR PEOPLE of Oshawa Established 1861

Write to Address Nearest You. Ask for "Roofing Right" Booklet No. 9

HALFAX 15 Prince St.	ST. JOHN 62-64 Piquet William St.	QUEBEC 127 Rue de Front	MONTREAL 211-213 Gouin St.	OTTAWA 412 Somerset St.	TORONTO 111-113 Bay St.	LONDON King St.	CHATHAM 206 King St. W.
PORT ARTHUR 40 Commercial St.	WINNIPEG 24 Lombard St.	REGINA 1901 Balmora St.	CALGARY 417 Street St.	EDMONTON 543 Fifth Ave. South of Jasper	VANCOUVER Market Street	VICTORIA 429 Queen St.	

ADDRESSES OUR NEAREST WAREHOUSE. WE WANT AGENTS IN SOME DISTRICTS.

The Famous Rayo

Does Not Strain the Eyes

Don't use a small, concentrated light over one shoulder. It puts an unequal strain on your eyes. Use a diffused, soft, mellow light that cannot flicker, that equalizes the work of the eyes, such as the Rayo Lamp gives, and avoid eye strain.

The Rayo is designed to give the best light, and it does.

It has a strong, durable shade-holder that is held firm and true. A new burner gives added strength. Made of solid brass and finished in nickel. Easy to keep polished. The Rayo is low priced, but no other lamp gives a better light at any price.

Once a Rayo User, Always One.

Dealers Everywhere. If not of yours, write for descriptive circular to the nearest agency of the

The Queen City Oil Company Limited.



THE EASTERN ONTARIO LIVE STOCK AND POULTRY SHOW
INCLUDING A HORSE SHOW
— WILL BE HELD AT —

OTTAWA, ONT., JANUARY 16 - 20, 1911

Howick Pavilion, in which the Show will be held, is the finest Live Stock Exhibition Building in Canada. Under one roof there is ideal stabling for 125 Horses, 150 Beef Cattle, 50 Dairy Cattle, 200 Sheep, 200 Hogs 4000 Fowls, 1000 Bushel Seeds.

Live Stock entries close JAN. 7. Poultry entries close JAN. 2.

PRACTICAL ADDRESSES Will be given each day in the Lecture Hall. There will be sessions with subjects devoted to Dairying, Poultry, Horses, Beef Cattle and Seeds. Special sessions will be devoted to the discussion of the Growing of Feeds and to the Feeding of Farm Stock.

SINGLE FARE RATES ON THE RAILWAYS For Programme of Judging and Addresses apply to the Secretary.
PETER WHITE, Pres., **D. T. ELDERKIN, Secretary,**
Pembroke, Ont. Ottawa, Ont.