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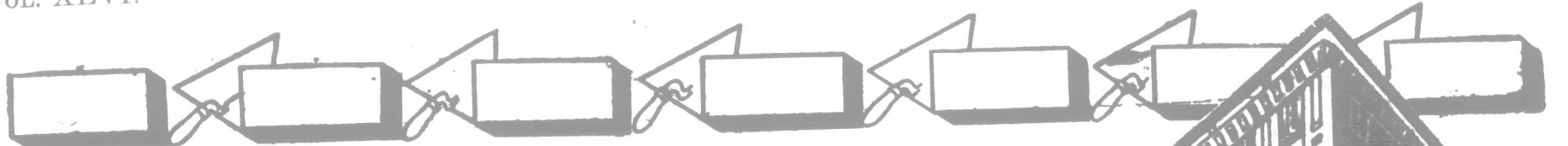
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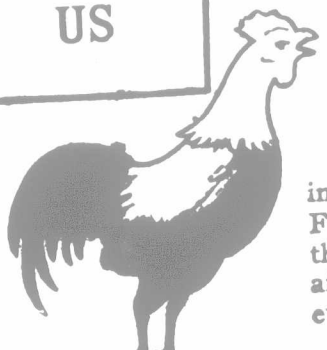


Would they use it on a
"Sky-Scraper" The New Standard
Bank Building, Toronto
if there was a better roofing



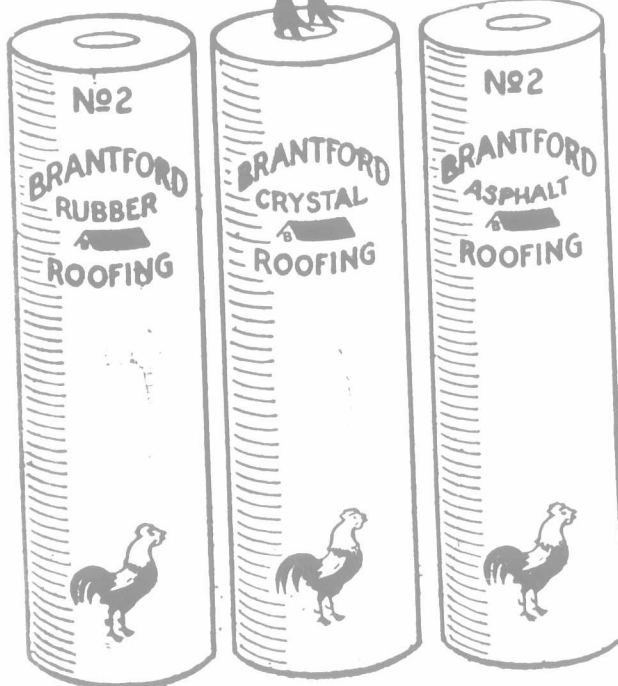
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They chose BRANTFORD Roofing for the Standard Bank Building's Head Office in Toronto—the Queen City's newest and most modern office-building. It's in the very heart of the City; fireproof in every detail. Would they have been allowed to use this roofing if anything MORE SURELY FIREPROOF could have been found? Or any roofing more wholly economical? You can easily see that your buildings can have no better roofing than



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YET IT COSTS NO MORE THAN MERE ORDINARY ROOFING

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Made to meet a standard, not to meet a price

