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PERSEVERE
SUCCEED
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The Next Best Thing to an "Imperishable" Roofing



PRESTON CAR AND COACH COMPANY'S PLANT.

This huge plant is covered with *Brantford Roofing*. Observe the location. It stretches out along the Grand Trunk track—lies *directly* in what the insurance companies call *the danger zone* of flying sparks and live cinders. Yet, fire companies quote *low* insurance rates on this immense plant, because it is covered with *Brantford Roofing*—the roofing that scientific fire-fighters call "*The Next Best Thing to an Imperishable Roofing*." Now, before you build that new barn, or, before you rip off that apology for roofing and buy new, YOU should know the plain facts about

Brantford Roofing

First, consider the truths the above photograph plainly tells. The directing officers of the Preston Car and Coach Company are shrewd, far-seeing business men. They do not take any chances. If they could have discovered a *more indestructible* roofing than *Brantford Roofing* naturally they would have used it—for the following reasons:

They knew that this big plant's safety and the safety of its contents depended *almost solely* on the *element-defying powers* of the roof which covered it.

They also knew that the roofing of their plant would be subjected to the unending attacks of roofing's *most relentless enemies*. And they deliberately chose *Brantford Roofing* after serious investigation.

Here are the basic reasons for the enduring qualities of *Brantford Roofing*. It will pay you to consider them well whether you are in the market for Roofing now or not.

The "base" of *Brantford Roofing* is long fibred, elastic wool *soaked through and through* with *pure Asphalt*—a mineral fluid that has withstood the ravages of the elements for centuries. It simply cannot be affected materially by heat or water, wind or weather.

There are three kinds of *Brantford Roofing*: *Asphalt*, with a silica sand finish, *it wears like iron*. *Rubber* has a smooth rubbery surface, but contains *no* rubber. And *Crystal* has a *wear-defying rock-crystal surface*.

N. B.—Cover that building of yours with *Brantford Roofing* and you'll sleep contentedly, let the elements rave and rage as they may. A postcard will bring you our *big free book* on the roofing question. It contains facts you should know.

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