

PUBLISHED EVERY WEEK. \$1.50 PER YEAR.

THE FARMER'S ADVOCATE

AND HOME MAGAZINE

PERSEVERE SUCCEED

* AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE. *

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Vol. XLIV.

LONDON, ONTARIO, NOVEMBER 18, 1909.

No. 895

Protect Your Buildings This Winter With The Snow-proof, Frost-proof, Water-tight Brantford Roofing

You may wonder why so many good-looking roofings do not withstand more than two, three or four Canadian winters.

The truth of the matter is this: Most ready roofings are made to look well rather than to wear well.

"Brantford" Roofing is not like most roofings. We could make almost as good-looking roofing and increase our profit per roll. But we are thinking about your future business rather than present profits. So we are making "Brantford" Roofing higher in quality than any other ready roofing you can procure to-day.

We buy our wool-felt from the most modern felt mill in the United States. It is made to our own specifications. It is to be regretted that no mill in Canada is equipped to make felt the way we must have it.

Our felt consists of long-fibred wool, evenly compressed. The long fibres absorb more of the *Asphaltum* than short fibres would. But it costs us 33 1/3 per cent. more for our felt than the short-fibred kind used in other roofings.

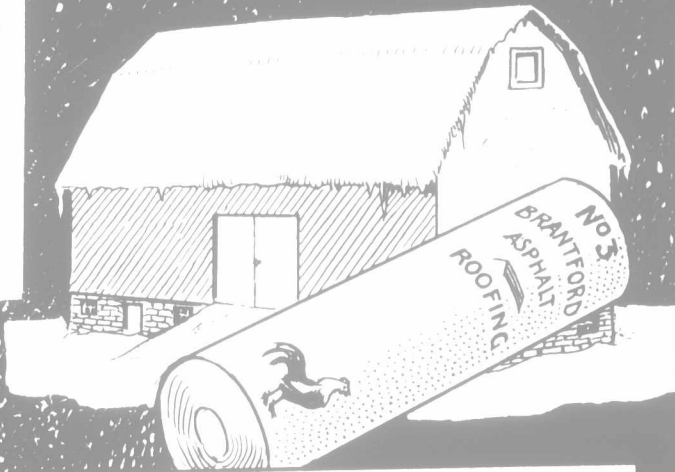
This long-fibred felt is saturated with *Asphaltum*, under tremendous pressure. Every fibre of the felt is thoroughly impregnated with this wear-defying material.



Asphaltum, you understand, is the highest grade of Asphalt. We could buy lower-grade Asphalt at half the price we pay. But ours is 99 per cent. pure. So-called "Trinidad" Asphalt is only about 45 per cent. pure. You see why other Asphalt roofings are not as lasting.

Unlike ordinary Asphalt, this *Asphaltum* has the elasticity necessary to accommodate itself to extremes of temperature. That is why "Brantford" Roofing never turns brittle in cold weather or melts in hot. It remains pliable all the time.

Our *Asphaltum* is remarkable for its non-absorbent qualities. We have tested it under pressure in water for a period of 60 days. The



percentage of water absorbed in that time was less than 1 per cent.

Any practical man will readily see the value in a roofing of such a positively non-absorbent saturation as *Asphaltum*.

When you buy "Brantford" Roofing you get a completely water-proof roofing—one that will still be water-tight when ordinary ready roofing has become a sieve.

Last winter Duncan Bros., of Midland, wanted to use their roller rinks for ice-skating. So they covered their 11 maple floors with "Brantford" Roofing. Then they put ice on top of the roofing. Last spring when they removed the roofing they found the floor to



be as perfect and dry as the day it was covered with "Brantford" Roofing.

That was a severe water-proof test. But "Brantford" Roofing was equal to it. And it was in such good condition that John S. Metcalf Co. bought it, and used it to cover their lumbering camps this summer.

You can lay "Brantford" Roofing in cold weather. But "gum" roofings turn hard and brittle in cold weather, and split if you bend them. "Brantford" Roofing remains elastic and pliable even when thermometer is below zero.

You will notice that the makers of these mysterious "gum" roofings don't tell you what the "gum" is made of. "Gums" can be made of paraffine or low-grade soft Asphalt. When buying roofing you will be wise to purchase it from makers who are not afraid to tell you what their roofing is made of.

You can buy "Brantford" Roofing in three finishes: "Brantford" ASPHALT, in three thicknesses, with a silic sand finish. "Brantford" RUBBER, in three thicknesses, with a smooth, rubbery finish, but containing no "India Rubber." Brantford "CRYSTAL," heavy weight, with a mineral surface.

Weight means life-lasting qualities. Yet no other makers use as heavy a grade of felt as the No. 80 used in No. 3 ASPHALT, No. 3 RUBBER and CRYSTAL. This is a fact worth careful consideration if you want the longest-lasting roofing you can buy.

Protect your buildings this winter with "Brantford" Roofing. It is snow-proof and frost-proof. It will make your buildings perfectly water-tight—and warmer.

Get our Free Roofing Book and samples. Then choose the style of "Brantford" Roofing you decide is best adapted for your particular job.

BRANTFORD ROOFING CO., LTD.
BRANTFORD, CANADA.