

"It Took Me Fifty Years to Know How to Give You Better Roofs than any other Man"

"I tell you, every farmer in Canada should realize the big share a good roof has in making a good barn. That is my life-work—making roofs. I have been making my roof better and better for more than fifty years. What I have done for farm roofs is one of the biggest things ever done for people who farm."

"You ask me why a barn roof is so important. I will tell you. You build a barn and expect the roof to protect it many years. You put thousands of dollars' worth of produce under that roof while it lasts. Every pound of this produce costs you hard work. If a poor roof lets it get spoiled by wet, you lose money year after year. This lost money is many times the roof cost. Some roofs will last for several years. Some roofs will last if they are kept painted. But a roof is mighty hard to get at. It is not too safe to work on anyhow. Once a roof starts to leak, it is often left as it is. The result is the things you have in your barn spoil. This is lost money, and soon amounts to more than the cost of a good roof."

A Roof for Any Man See What a Good Roof Can Do!

"I have spent my life making a low-cost roof that any man or his tinsmith could lay right. This roof of mine saves the stuff stored under it. It saves the barn framing and beams. It saves the foundation. This roof of mine doesn't need special roof timbering at all."

Good for 100 Years

"The big point about my roof is that it cannot develop leaks after you have had it up a year or two. It is a real roof from the first year it is on your barn to the last year. And do you know when that 'last year' will be? You will use that barn, and your son will use that barn, and your grandson will use that barn before that 'last year' comes. I want to pound the fact home to you that when you get a roof from me, you get a roof that is good for one hundred years. Think of getting a roof that makes your barn good for a hundred years. And that at about the price of an ordinary roof."

"That is why I say, 'I have helped the farmer more than any man ever did.' My roof will protect a good \$100,000 of produce in your barn in 100 years. A roof that will do that

is worth going after a good long ways."

Stands the Arctics

"This roof is so good that the Canadian Government Bernier Arctic Expedition used it for the Arctic regions. Here is immense cold and sweeping winds and ice and poor foundations to stand up under. The North-West Mounted Police use it. The Canadian Government has found no better roof for them. My roof is a good roof for the Arctic Circle. It is a still better roof for milder climates elsewhere."

Stands the Tropics

"But that is not all. My roof is used in the West Indies. Here is a temperature of 135 degrees at Porus, Jamaica. My roof stands it. In Jamaica during rainy season at Montego Bay, rain falls 10 inches in a single day. My roof stands it. In Ontario rain falls 30 inches in a whole year. My roof in Jamaica stands in 24 hours the rainfall it has easily 4 months for in Ontario. Is that a good roof? Is a roof that stands the severe conditions in both Arctics and Tropics good enough for you? You get exactly the same article, made on the same machines."

Used All Over the World

"Not only that, go down to South Africa. Go to the farms there. Go around Port Elizabeth, or Durban, or up in the Transvaal. You'll see my roof there. People will go around the world for my roof, because it is the best roof in the world. It will last 100 years. People use my roof in Japan—an earthquake country. They get it from me. They have searched the world for a roof that would stand earthquake straining. My roof will."

"I am the best friend the farmer has, because I have given him one of the best roofs in the world at a very low cost. I want to send out more of my barn books, because I want to see good barns built. I send a book free to you, if you will ask for it. Write me to-day."



This Took 50 Years

"You are beginning to see something of the big work I have done. I have made a low-cost roof that stands terrific cold and heat, that stands tremendous rains, that stands ice, that stands earthquakes. In fifty years, I have made Pedlar roof better and better by little points added every year. It has world sales to-day, just because it is the best roof in the world at its very moderate price."

MY LATEST TRIUMPH

"Then, a few years ago, I put my finishing touch that made my roof wonderful. I had been troubled, not by my roof design, but by the metal in it. It seemed impossible to get a metal which would not rust. I had to take the best metal I could get. The design was all right. I had been making that design better for fifty years. At last I struck a clew in Europe."

"You know they have cathedrals there that are hundreds of years old. Yet the iron hinges on the doors are as good as ever to-day, though they were hammered out hundreds of years ago. I said to myself, 'Why not make up my roof in this peculiar kind of iron, so my roof will last like those door hinges?' Well, sir, that was a hard job. It was hard to get that iron duplicated. I worked for a long time and my chemists worked with me to

get it. I stuck to it just as carefully as I had stuck to bettering my roof. And I got it at last. That's the metal I use to-day."

You Get the Benefit

"My roof is the only roof in the world with this kind of non-rusting iron in it. I am the only man a farmer can come to and say, 'I want a hundred-year roof at about the price I would pay for cedar shingle.' I am the only man that can deliver that kind of goods."

"My roof will not rust to the leaking point within 100 years. It saves the barn and its product from the weather. It saves the barn from thaw-water and lodged ice, because the seams cannot be gouged apart. It saves the barn from fire, because sparks cannot burn it. A burning stick on the roof will not harm it, or harm the barn under it. Lightning cannot burn a barn with my roof on it. My roof is a perfect conductor of electricity. My roof has 'give' in it to defy heat and frost, and protects in winter and summer. It protects even though the rafters sag. Wind cannot blow my roof off a barn. This is because it is a ventilated roof. It keeps your barn ventilated and stands the heaviest winds safely."

Get My Barn Book

"I want to send you my book, 'ROOFING RIGHT.' This lets you dig into more facts about the Pedlar roof. You will see how clean it is. It gives the best cistern water you can gather, as it is self-cleaning. This book shows scores of good barn designs—the best barns in Canada. Every one has my roof on it. You will get big help from my book, and I will send it free for a post-card, because you can plan your barn from it, whether you use my 100-year roof or not."

326

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