

"Hang it!" says Farmer Brown, "That Lumber

salesman put it all over me. Neighbor Thompson's barn is better than mine; it's fireproof, cost less, and it certainly took less time to build. Thompson has his house fixed up, too, all fine and clean and fireproof inside and outside. Mrs. Thompson is always talking to my wife about it."

Thompson was a hustler, wide awake, up-to-date. He built the "Metallic" way with an eye to appearances, safety and the future.

"Metallic" is the modern material for covering buildings.

Any frame building can be made to look as good as new and safer, too, with "Metallic" Roofing, sides or front.

Our Free Books tell you how.

Are You a Brown or a Thompson?

Are you going to let yourself be persuaded by smooth salesmen? Building is too important and costs too much to be lightly considered.

What you want is just plain cold facts! It costs you nothing to get them and you can reason your building problems out for yourself. You can satisfy yourself as to the best, safest, surest and cheapest way to repair, improve or erect any building.

We have gone to considerable expense to have the cold facts about the "Metallic" way of building put into book form.

We go even further than this. We send you these books FREE so that you may use your own judgment in the matter.

Way back in 1884 we started manufacturing Sheet Metal Building materials. Our "Eastlake" Steel Shingles have been in use on Canadian roofs ever since that time—29 years hard service. The first "Metallic" roofs laid are as good as new to-day—good for another 29 years or more. Hundreds of grain elevators throughout Canada are covered with our "Eastlake" Steel Shingles and "Manitoba" siding. It's "Safety first" with elevators—safety as regards fire, lightning, storms, decay. No smooth salesman's talk sells grain elevator material—just plain hard facts!

Now for The Inside of Your Home—

Plastered, papered and wooden walls must take a back seat. "Metallic" ceiling and walls are cleaner, safer and last more than a lifetime.

Repair Bills are as bad as mortgages. Your time is valuable, labor costs money. Roofs made of wooden shingles rot and decay and require repairing constantly.

Wooden clapboard sides give trouble, they warp and split and soak up a lot of paint, cause expense and worry.

Inside the house plaster cracks and falls, paper strips off the walls, ceilings get dirty and unsightly.

Repair bills are practically unknown to those who build the "Metallic" way.

The Smooth Salesman and the Farmer's Safety

The Test of Time

"Metallic" Building Materials laugh at Father Time. "Metallic" roofs, sidings, fronts, walls or ceilings will last longer than other materials. The quality is in the "Metallic" lines.

Safety is assured. Fire, lightning or storms cannot wipe out your home or barn.

The "Metallic" way means safety to lives, crops, cattle, stores and equipment. Many disastrous farm fires have been started by sparks or lightning. Property has been destroyed in a few hours which has taken a lifetime to accumulate. Is it not worth while to have protection when it costs no more?

Clapboard Siding for Instance

Do you know everything worth knowing about "Metallic" Clapboard? That's the purpose of books—they will tell you.

It's Not a Question of "Good Enough." It's a Question of "the Best"

The old-fashioned methods are not "good enough" for you. You want "the best." This particularly applies to your buildings. What benefit do you get by having the most modern farming machinery if you risk the fruit of your labors by having farm buildings which are "fire traps."

"Metallic" Materials are fire retardant, lightning-proof, will stand the severest weather and cannot rot or decay.

What farmer's wife nowadays wants old-fashioned, dirt-collecting walls and ceilings? Housework may be all very well, but no woman will refuse to have the house cleaning burden lightened, "Metallic" ceilings and walls may require dusting occasionally, perhaps a little soap and water once a year, but that's all. Year in and year out they look fresh and clean.

The Smooth Salesman Sells Goods, Lots of 'Em. But—

The farmer earns his money by his brains and the sweat of his brow. Hard earned dollars are too precious to play with. When they're spent on the wrong things they are "spent," gone for good.

When they are used on "Metallic" materials they are "invested," good for generations.

"Safety First"

Read this through

So, Mr. Farmer, Get These "Metallic" Building Books

They cost you nothing and may save you everything. These books are written in plain language, you will have no difficulty in understanding every word. Our intentions are not to persuade you, but to give you cold, hard facts. As we have said before, it's "Safety First" and durability next. Make sure of the safety and durability of your buildings. Our books will tell you all about the "Metallic" way and leave you free to draw your own conclusions.

When a Barn Burns No amount of regrets will replace it. The "Metallic" way—"Eastlake" Steel Shingles and "Metallic" Corrugated Iron is the fire-proof, lightning-proof and weather-proof way of barn-building.

We make "Eastlake" Steel Shingles, Metallic Siding, Corrugated Iron, Metallic Ceiling, Metallic Lath, Roof Ornaments, Roof Tile, "Halitus" Ventilators, Ventilator Piping, Eave Trough and Water Piping, Valleys, Ridge Material, Weather Vanes, Acheson Barn Roof Lights, Corrugated Steel Granaries.

Get Free Books

Now!

TO THE METALLIC ROOFING CO., Limited Manufacturers King and Dufferin Sts. TORONTO

Please send me building books and information which will help me to save money and ensure the safety of my buildings.

I expect to build a.....

Improve a.....

Repair a.....

Name.....

Address.....

I have marked X through the line I am particularly interested in:

- "Eastlake" Steel Shingles
- Corrugated Iron
- Metallic Siding
- Metallic Ceiling
- Metallic Lath
- Roof Ornaments
- Roof Tile
- "Halitus" Ventilators
- Ventilator Piping
- Eave Trough and Water Piping
- Valleys
- Ridge Material
- Weather Vanes
- Acheson Barn Roof Lights

THE METALLIC ROOFING COMPANY Limited
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