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THE FARMER'S ADVOCATE

AND HOME MAGAZINE

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

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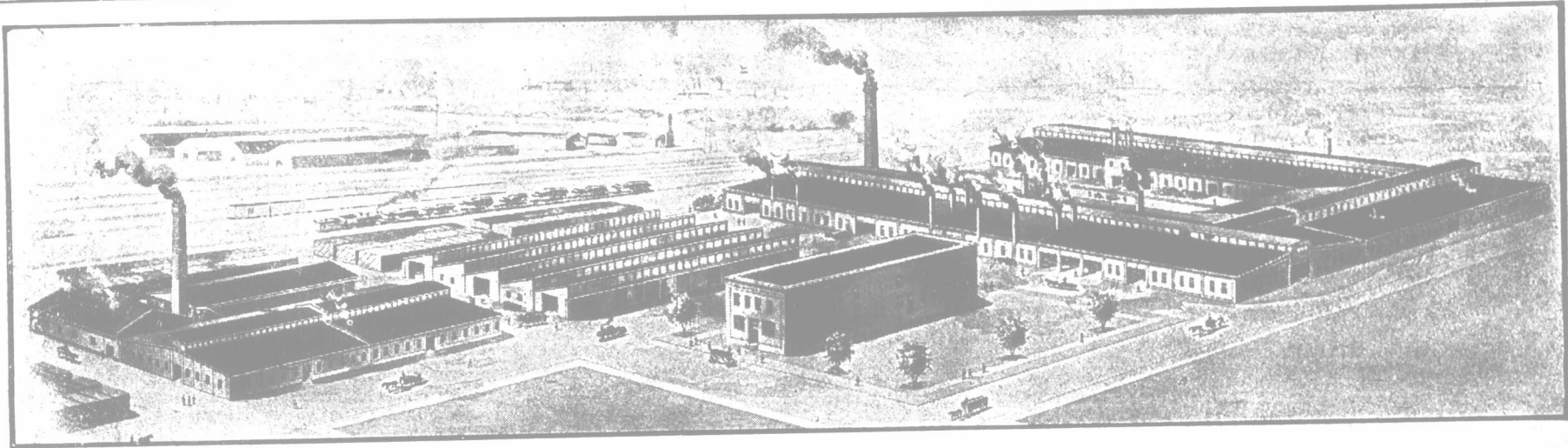
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PLANT OF THE GEORGE WHITE & SONS CO., LTD., LONDON, ONT.

The "Eternal" Roofing

The cut shows the big plant that houses one of Canada's important and fastest-growing industries. Note well the location. The plant stretches out along the G. T. tracks—it lies in the very danger zone of flying sparks and hot cinders. But that does not worry the George White & Sons Co. much. If you could examine the roofing of this big plant through a microscope, you would see that even their boiler-house and foundries were covered with

BRANTFORD ROOFING

Think of it!

The roofs shown in the photograph are subjected to the **almost unceasing** onslaughts of the **most relentless** enemies of roofing—**Acids and Fire.**

Think of it!

Wave after wave of **fierce** heat—super-charged with **deadly** acids, **attack** the roof, day after day, **from within.** Flying sparks and hot cinders, vomited from on-rushing trains, **batter it without.**

Add to this the **biting** frosts of zero weather, the **driving** sleets and rains of winter, as well as the **drawing** action of summer suns—think of a roofing **successfully withstanding** this **unusual warfare** and you are **bound** to think of BRANTFORD ROOFING—the roofing that some people call the Roofing "ETERNAL"—because of its **imperishable** qualities.

There are **sound basic reasons** for the enduring qualities of

BRANTFORD ROOFING. Whether you are in the market for roofing now or not it will **pay** you to consider them well. Because BRANTFORD is **an every purpose roofing**—the roof **par excellence** for farm buildings.

The "Base" of Brantford Roofing is long fibred elastic wool—wool that is **flexible** and **weather-resisting.** This is **saturated through** and **through** with pure Asphalt—a **mineral fluid** that **cannot be affected materially** by heat or water, wear or weather.

There are three kinds of BRANTFORD ROOFING. One is **Asphalt** with a silica sand finish—**it wears like iron.** Another called **Rubber,** has a smooth, rubbery finish—**but contains no rubber.** And **Crystal** has a **wear-defying, rock-crystal** surface.

But—you just write for our **big free book.** It contains **roofing facts** you'll be glad to know, as well as **samples of the best roofing.**

BRANTFORD ROOFING COMPANY, LIMITED
Brantford, Canada