

# Farmer's Advocate and Home Journal

WESTERN CANADA'S AGRICULTURAL WEEKLY  
REGISTERED IN ACCORDANCE WITH COPYRIGHT ACT 1875

Vol. XLV.

Winnipeg, Canada, November 2, 1910

No. 945

## 40 Million Square Feet of Oshawa Shingles

**A** ROOFER'S square is 10 x 10 ft.—100 square feet. There are 400,000 such squares of Oshawa Steel Shingles in use to-day in Canada. Enough steel, that, to make a pathway a foot wide and 7,576 miles long; almost thrice the length of the C. P. R. tracks. Nearly enough to roof in a thousand acres of land! And the greater part of those Oshawa Shingles will be right on the job, good, weather-tight, rain-proof roofs, when your grandsons are old, old men. They are good for 100 years.

**THEY KEEP ON  
SELLING BECAUSE  
THEY MAKE GOOD**

They are good for 100 years.

## Cover Canadian Roofs To-day

**A** DVERTISING alone never sold the vast area of Pedlar Shingles. Smooth salesmanship never kept them selling; nor glib talk; nor lying abuse of competing goods; nor cut price. Those things do sell shingles right here in Canada's roofing trade. But Oshawa Shingles sell, and keep on selling, for a different reason. They make good. They keep out the wet, year after year, as we say they will. They protect buildings from fire and lightning, as we say they will. They make good.

**THEY DO ALL WE  
SAY THEY WILL AND  
MORE TOO**



### This is the One Roofing It Pays Best to Buy

Figured by price-cost, "Oshawa" Guaranteed Steel Shingles are as cheap as the poorest wood shingles. Figured by service-cost—the length of time they will make even a passably good roof—wood shingles cost Ten Times as much; slate costs Six Times as much; and the stuff they call "ready roofing" costs Thirty-Three Times as much! These are facts. They can be proved to you. Proved by figures; by the experience of hundreds of other people who doubted at first, just as you perhaps doubt. Proved, absolutely! You want that proof before you roof. Get it! Send for it to-day.

### No Other Roofing Does This

Stays rain- and -snow- and -wet-proof for fully a hundred years. Absolutely fireproofs the top of the building for a hundred years. Protects the building from lightning for a hundred years. Resists the hardest winds that blow for a hundred years. Keeps the building it covers cooler in summer, warmer in winter, for a hundred years. Gathers no moisture, and never sweats on the under side for a hundred years. Needs no painting, no patching, no care nor attention for a hundred years. **WHAT MORE CAN YOU ASK OF A ROOF?**

### This is the One Roofing That is Guaranteed

Some makers of "metal shingles" (ever notice how careful they are to avoid saying steel?) point with pride to proofs of theirs 25 years in service. **BUT THEY DON'T GUARANTEE** their shingles for 25 years to come. You buy Oshawa Steel Shingles—the only kind that IS guaranteed—upon the plain English warranty that if the roof goes back on you in the next quarter-century you get a new roof for nothing. You can read the Guarantee before you decide. Send for it. See if it isn't as fair as your own lawyer would make it on your behalf. Isn't that square?

### Book & Sample Shingles Free

Send for free book and free sample of the Oshawa Shingle itself. It will interest you to study it. You will see the actual construction. You will see that the Pedlar Improved Lock, on all four edges of the shingle, makes it certain that moisture never can get through any Oshawa-shingled roof. You will see how the Pedlar process of galvanizing drives the zinc right into the steel so it never can flake off. You will be in no doubt about which roofing after you have studied this shingle.

Send to-day for Sample Shingle and "Roofing Right" Booklet No. 5.

The picture above, on the right, shows the new Spanish pattern Oshawa Galvanized Steel Shingle (Guaranteed). That on left is the standard pattern.

**O** SHAWA STEEL SHINGLES are made of 28 gauge steel, specially toughened and heavily galvanized to make them rust-proof. Thus they weigh about seventy-eight pounds to the square. With the box about 88 pounds to the square. When considering metal shingles always learn the weight of metal per square offered and be sure that the weight is of the metal only.

Make the weight test yourself. First be sure the scales are accurate. Then unbox a square of Oshawa Shingles and weigh them. Note that the weight averages 78 pounds without the box. Don't go by the box weight. Some boxes weigh fourteen pounds or more.

*G. H. Pedlar*

## It Will Pay You To Pedlarize All Your Buildings

"To Pedlarize" means to sheathe your whole home with handsome, lasting and beautiful steel—ceilings, sidewalls, outside, roof. It means to protect yourself against cold; against fire; against much disease; against repair bills. Ask us and we will tell you the whole story. Just use a postcard and say: "How about Pedlarizing my house?" State whether brick or frame. Write to-day.

## Get Seventy-Eight Pounds of Steel to the Square

### THE PEDLAR PEOPLE OF OSHAWA



OSHAWA, ONTARIO  
 HALIFAX, N.S. ST. JOHN, N.B. QUEBEC, P.Q. MONTREAL, Que. OTTAWA, Ont. TORONTO, Ont.  
 LONDON, Ont. CHATHAM, Ont. PORT ARTHUR, Ont. WINNIPEG, Man. REGINA, Sask.  
 CALGARY, Alta. EDMONTON, Alta. VANCOUVER, B.C. VICTORIA, B.C.

1910

Y

you kept ready gard ker. ned the ther try-way read ook

for an-its.

you hen, will you ices. have Peer- from o do rless that

W

per- the ,000 ices eggs ex- that in- ing; has tell sets rm iter ple ful ent ok.

IO IA

FOOT MICRO SAFETY