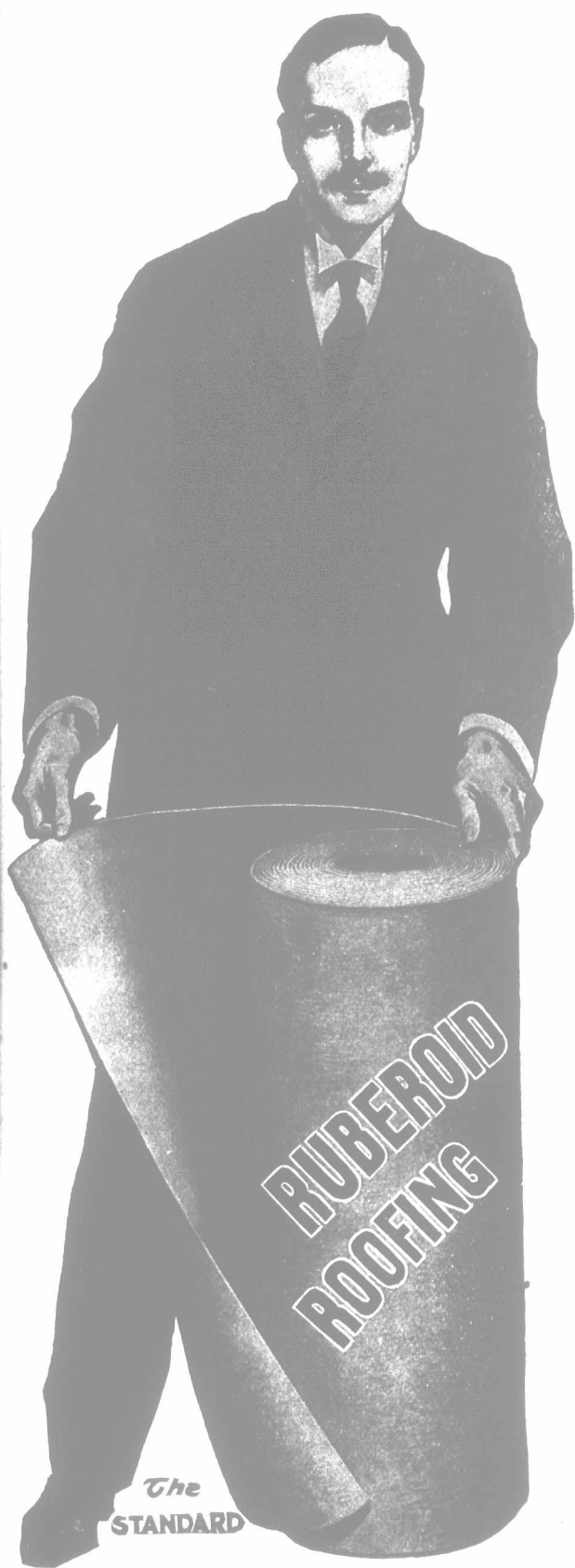


You are Paying the Price of Ruberoid —Are You Getting It?



RUBEROID
TRADEMARK REGISTERED

Be sure to look for this registered trademark which is stamped every four feet on the under side of all genuine Ruberoid. This is your protection against substitutes which many dealers brazenly sell as Ruberoid. Ruberoid is usually sold by but one dealer in a town. We will tell you the name of your Ruberoid dealer when you send for the free book.

WHATEVER roofing you are using on any building you are paying the price of Ruberoid. There are 300 substitutes for Ruberoid—and all of them cost more in the end than the genuine. These substitutes have names which sound like Ruberoid. Before they are laid and exposed to the weather, they LOOK like Ruberoid. And frequently they are sold as Ruberoid.

You cannot judge a roofing by its name. You cannot judge a roofing by its look. You can judge it only by the SERVICE IT GIVES. The only way in which you can be sure of telling Ruberoid from the 300 substitutes is by looking for the trademark which appears every four feet on the under side of all genuine Ruberoid.

The first Ruberoid roofs ever laid—seventeen years ago—are still good for many years of service—still flexible, still waterproof and weather-tight.

Seventeen Years of Service.

Ruberoid roofing was the first ready roofing by several years. So no other roofing *has* stood this test, even if any other roofing could.

But the truth is that other ready roofings often go to pieces in a single summer.

Because while they look like Ruberoid, they lack the one vital element which makes Ruberoid waterproof, heatproof, coldproof, snowproof, rainproof.

That element is Ruberoid gum—our exclusive product.

This processed gum is as flexible as new rubber. Yet it contains no rubber, and unlike rubber, it withstands the action of the weather.

Where rubber rots in a few months of exposure, Ruberoid has remained sound and flexible for seventeen years.

Unlike rubber, Ruberoid withstands the action of acids, gases and fumes.

A roofing made of rubber would be worthless for any purpose.

Yet many substitutes, not knowing the composition of Ruberoid, have styled themselves "Rubber roofings!"

Protection Against Fire.

Ruberoid roofing is more than protection against the weather. It is almost perfect protection against fire.

You can throw burning coals on a roof of Ruberoid. The coals will slowly die out without setting fire to the roofing, or to the timbers underneath.

If the building burns, the roof will burn, whether it be of tin, tar, iron, slate, or Ruberoid.

But a roof of Ruberoid protects against fire from falling embers—against fire *from without*. Ruberoid is a non-conductor of heat.

The hot rays of the summer sun cannot penetrate it, and the house remains cool.

The warmth of your winter fires cannot escape through Ruberoid—and the house remains comfortable without waste of fuel.

All these, and many other properties, are due to the use of our exclusive Ruberoid gum.

That is why substitute roofings, no matter how much their names may sound like Ruberoid, no matter how much they may look like Ruberoid, cannot possibly be so good as Ruberoid.

That is why you must be careful to look for the Ruberoid trademark when buying any roofing.

A One-Piece Roof.

With every roll of Ruberoid roofing comes the Ruberine cement, and the other materials necessary for laying.

This Ruberine cement, made of Ruberoid gum, is used to seal the laps and edges together—to seal them against leaks and against the weather.

So that a roof of Ruberoid is practically a one-piece roof—with no edges to warp—with no cracks for the water and wind to find their way through.

Ruberoid roofing comes in various weights suitable for all buildings, ranging from woodsheds to palaces.

It can be had plain, or in colors—attractive Red, Brown, Green.

Colored Ruberoid is fine enough and beautiful enough for the costliest home.

Costs Little to Lay.

Yet for any purpose, you can lay a Ruberoid roof yourself, or if you have it laid, there is no need to employ high-priced skilled labor.

Any Ruberoid, whether plain, or in colors, is weatherproof and durable, *all the way through*.

The colors in colored Ruberoid are not painted on—they are impregnated into the roofing by our exclusive process, patented both here and abroad.

That is why the colors of Ruberoid do not wear off or fade.

Before deciding on any roofing, for any purpose, please ask for our free book.

In this book we give the actual results of our weather-tests of all roofings.

In our chemical laboratory, and on our "roof garden" at our factory, we have tried out most every roofing made.

We have analyzed each roofing and separated it into its elements. And we have laid it and let the weather itself tell us, to a month, just how long it would last.

This book, which we will send you free, is a gold mine of practical roofing information.

Ask for This Book.

It tells the advantages and disadvantages of tin, tar, shingle, iron and ready roofings—fairly, frankly, impartially.

Remember, whatever roofing you buy, you are paying the price of Ruberoid.

So learn about *all* roofs before deciding on any.

To get this valuable free book, address Department 98M, The Standard Paint Company of Canada, Ltd., Montreal.

The STANDARD PAINT COMPANY OF CANADA, Ltd.
MONTREAL, CANADA.

New York.

Hamburg.

London.

Paris.