



Unharmd in the Midst of  
the Great Salem Fire Be-  
cause Roofed with

# JM ASBESTOS ROOFING

*"The Roll of Honor"*

Flying sparks and burning embers were literally showered upon the roof of this raw cotton storehouse of the Naumkeag Steam Cotton Co., located in the midst of the flame-swept area of Salem, Mass.

Buildings all around it were burned to the ground, as the photograph shows.

Yet, this building was absolutely unharmd because protected by J-M Asbestos Roofing.

What greater proof of a roofing's fire-resisting ability could possibly be demanded?

There is a lesson to be drawn from every great catastrophe.

The lesson to you of the great Salem fire—where whole sections were actually wiped out—because buildings were roofed with wood shingles or other fire assisting roofings—is this:

**Do not specify wood shingles or other inflammable roofing.**

**Do not be deceived, by low first cost, into specifying anything but J-M Asbestos Roofing—the roofing of known quality—the roofing that will not fail should the fire test ever come—the roofing that spells economy because of the years of service it affords and the fact that it never requires painting or repairing.**

Comes in built-up form and in rolls. Latter easily applied by means of J-M Cleats packed free with each roll. We are also prepared to furnish J-M Regal roofing which, although low in price, is the highest grade rubber roofing on the market.

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