

40 Million Square Feet of Oshawa Shingles

Cover Canadian Roofs Today

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

THEY KEEP ON SELLING BECAUSE THEY MAKE GOOD

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.

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?**



ADVERTISING alone never sold that vast area of Pedlar Shingles. Smooth salesman-ship 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 That is Guaranteed

Some makers of 'metal shingles' (ever notice how careful they are to avoid saying steel?) point with pride to roofs 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 and Sample Shingle 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 for it and the book and Guarantee. Send for them now.

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

Probably 1935 seems a long way off to you. By that time, I suppose, aeroplanes will be as numerous in the skies as steamers are on the seas now. I don't believe the fall of an aeroplane upon it would harm a Pedlarized-roof.

Yet, when 1935 begins the guarantee that goes with every square foot of my shingles will still have twelve months to run.

You may not be around then. I may not believe. But this powerful Company I heard will be doing business; and the price of putting a new roof on your building will still stand as a mortgage upon our assets.

Understand me clearly:

If the Oshawa-shingled roof you put on this year fails—even on the last day of 1935—to make good to the letter the plain promises of our Guarantee, there's a new roof for nothing going on that building just as soon as we can get a man there.

Think that over for a minute. Think if it isn't a pretty clear evidence of merit in roofing.

That is what I call making good with Oshawa shingles. That is what you pay five cents per year per square for.

Seems to be worth the money, doesn't it?

G. A. 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, side-walls, 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 today.

The PEDLAR PEOPLE of Oshawa

ESTABLISHED 1861

HALIFAX
16 Prince St.

ST. JOHN, N.B.
42-46 Prince William St.

QUEBEC
127 Rue du Pont

MONTREAL
321-3 Craig St.

OTTAWA
423 Sussex St.

WINDSOR
100-102

LONDON
76 King St.

CHATHAM
200 King St. W.

PORT ARTHUR
45 Cumberland St.

WINNIPEG
76 Lombard St.

REGINA
1901 Railway St. South

CALGARY
215 12th Ave. W.

EDMONTON
147 2nd St. W.

SILVER
100-102

VICTORIA
434 Kingston St.

ADDRESS OUR NEAREST WAREHOUSE.

WE WANT TO SEE YOU IN SOME LOCALITY.

MENTION THIS PAPER.