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THE FARMER'S ADVOCATE

AND HOME MAGAZINE

PERSEVERE AND SUCCEED
FOUNDED 1866

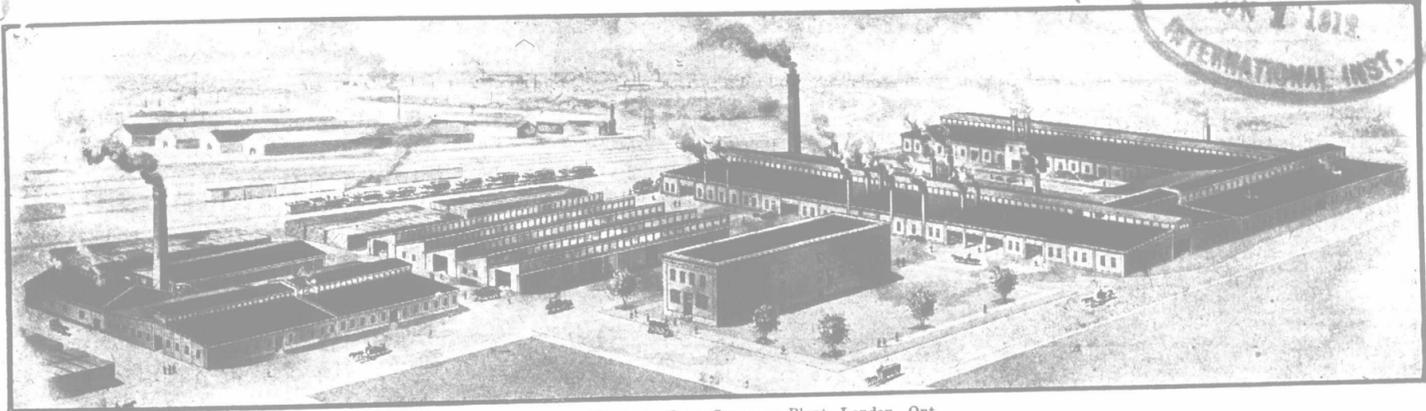
* AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.*

R. K. Doherty, 9 Mar. 15, 12
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LONDON, ONTARIO, MAY 30, 1912.



The George White & Sons Company Plant, London, Ont.

The Durable 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 increasing 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 sleet 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 "Imperishable" Roofing. Because of its indestructible 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.

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FACTORY AND HEAD OFFICES:

Brantford Roofing Company, Limited

BRANTFORD

CANADA

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