PUBLISHED EVERY WEEK. \$1.50 PER YEAR.

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

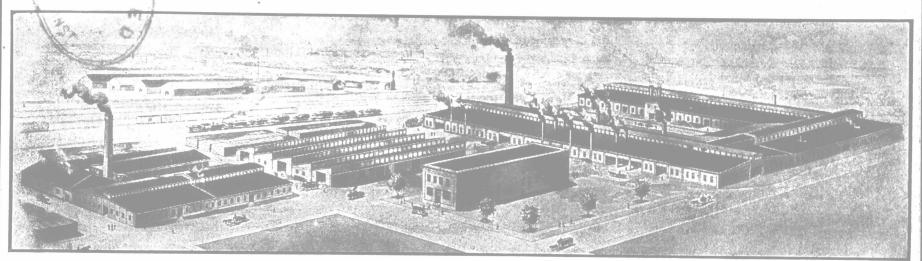
Vol.XLVII.

ENTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF 1875.

LONDON, ONTARIO, SEPTEMBER 5, 1912.

No. 1041

BUY THE BEST ROOFING-IT PAYS



PLANT OF THE GEORGE WHITE & SONS CO., LTD., LONDON, ONT.

If George White & Sons had used corrugated iron for their roofing it couldn't take fire, but, in an incredibly short time it would have been hanging in shreds like rags, rotted out by heat and acid. Perhaps you are not interested in factories, but if you are interested in roofing, just take stock of what the above factory roof is up against—sparks and cinders, acids and heat, cold and wet, but it's there, there for keeps, it's

Brantford Roofing

The Next Best Thing to an "Imperishable" Roofing

"BRANTFORD" is an **every-purpose roofing** made in three finishes, Asphalt, Rubber and Crystal. They are all one kind—the indestructible kind—"Asphalt" has a silica-sand finish; "Rubber" appears to have a rubber surface, but there's no rubber in it. Crystal has a hard rock surface.

The "Base" of BRANTFORD ROOFING is long elastic wool fibre saturated with Asphalt. Not one process of its manufacture is skimped for time or money, and the finished article proves capable of giving lasting service under the very hardest conditions.

This roofing is made by Canadians, for Canadians, and the rapidly increasing demand tells us two things: Firstly—that what we claim for BRANTFORD ROOFING has been proved by the public to be true. Secondly—that we must enlarge our factory at once. Our book is sent to you FREE. It contains samples and a whole lot of roofing information.

If you want to roof a hen-house or a huge factory, put up "BRANTFORD." It pays.

Brantford Roofing

Branch Warehouses

Winnipeg, 117 Market St. Montreal, 9 Place D'Youville Company, Limited
Brantford, Canada