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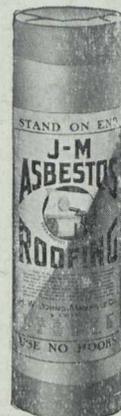
No. 6

## Buy Roofing as you Buy your Life Insurance

**A** HUNDRED and one roofing manufacturers ask for your patronage. Each backs his claims with arguments that seem convincing. It's confusing, to say the least. And the loss is yours if you select unwisely.

There is only one absolutely safe course to follow. Buy roofing as you buy your life insurance.

Just as you consider the insurance company first and the policy second—because you realize that the policy is simply a promise to perform and the standing of the company your actual security—so you should consider the roofing manufacturer first and the roofing itself second.



## JM ASBESTOS ROOFING

The "Roll of Honor"

We tell you that this roofing is made from asbestos rock—that it is practically imperishable—that it is unaffected by heat or cold, rain or sleet—that it affords excellent fire protection—in short, that it will give you absolutely satisfactory and lasting service without any painting, coating or attention whatever.

But more than this, we remind you that behind this "promise to perform" is the security that lies in buying your roofing from a company with a country-wide organization built up by a policy that does not willingly permit a single customer to be dissatisfied.

J-M Asbestos Roofing promises to give you the utmost in roofing satisfaction.

The Johns-Manville organization sees to it that that promise is invariably made good.

J-M Roofings—because of their variety—are adaptable to every type of building.

**J-M Asbestos Built-Up Roofing**—Made of exactly the same materials as J-M Asbestos Ready Roofing, but built up on the roof of alternate layers of pure Asbestos fabric cemented together with Trinidad Lake Asphalt, instead of being laid in single sheets. Particularly serviceable for flat roofs.

**J-M Regal Roofing**—Of its Type the Best by Test—for those who prefer the rubber type of wool-felt roofing. Certain to give absolute satisfaction because of the "quality-policy" and Johns-Manville SERVICE ORGANIZATION back of every J-M product.

Write our Nearest Branch for "Illustrated Roofing Catalog."

**The Canadian H. W. Johns-Manville Co., Limited**

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