

A Word to the WIVES is Sufficient

OR perhaps I should say "wise" -- though it means the same. I speak especially to Canadian women in this advertisement. Because I know that most women are WISHING for a beautiful home, a safe home, a comfortable home, such as Pedlarizing provides at least cost. If any man reads this I'd like him to think about it from his wife's standpoint. Every man owes it to his wife and family to build the most attractive, most durable home he can. Also provide the best possible protection against the disastrous results of fire and lightning. Protection against the discomforts of bad weather, too. You, madam, should see to it that he does. Get my book about Pedlarizing. Look into it with him. Figure out the cost. I'll help you. You'll find Pedlarizing makes the best building you could wish for, yet costs no more than a common-place frame house. My book is Free. Won't you please write for it? Do so now, lest you forget.



EVERY woman who takes pride in her home gets enthusiastic over the many advantages of Pedlarizing. Especially when she knows that it really costs less than any other respectable kind of building.

When I speak of "Pedlarizing" I mean sheathing any building, outside and in, with my several forms of fire-proof sheet steel. Oshawa Steel Shingles for the roof, guaranteed in writing to make a good roof for 25 years. Pedlar Steel Siding for outside walls, looks like brick, fancy cement blocks or dressed stone. Pedlar Art Steel Ceilings and Sidewalls for inside -- in almost endless variety of tasteful designs.

Of course it is the best to "Pedlarize" a building completely. But you could start with Pedlar Art Steel Ceilings and Side Walls for one or more rooms. Or for the new roof use Oshawa Steel Shingles. Or make your house look like a new brick or stone one with Pedlar Steel Siding.

Send for my book anyway. Then you can talk it over with "hubby" and decide as you think best.

Sincerely your friend,

G. A. Pedlar

Will Your Husband Build a Fire-Trap?

A very important question -- important to your happiness, comfort and peace of mind. Yet you know as well as I do that most frame houses are mere fire-traps. Over 60 per cent. of all fire loss is on frame buildings. Even in cities, with prompt efficient fire-protection, the frame house is a 'goner' even with only a small blaze to start it. Its inmates are lucky to escape with their lives. If one room gets ablaze the whole building is mere kindling to feed it, and other nearby frame buildings easily catch fire. You know this. But do you know that at same cost "Pedlarizing" will make your home and other buildings practically fireproof, far safer than ordinary brick buildings.

Pedlarizing Makes a SAFER Home Protects from BOTH Fire and Lightning

By "Pedlarizing" I mean protecting the building inside and out with steel, like they do the big sky-scrapers nowadays in cities. Oshawa Steel Shingles for the roof, guaranteed in writing for 25 years. For the outside walls, Pedlar Steel Siding, looks like brick, fancy cement blocks or fine cut stone. Inside walls and ceilings finished with Pedlar Art Steel, chosen from over 2,000 beautiful, artistic designs. Such construction is actually cheaper by 20 per cent. than commonplace frame buildings. The SAFETY it insures makes it WORTH double.

Pedlarizing Makes a More ATTRACTIVE More SANITARY, More DURABLE Home

My nearest warehouse will gladly send you FREE a large splendidly-illustrated book, picturing the interior of numerous fine churches, schools, public buildings, stores and private homes in city and country which have been made most attractive at least cost with these Pedlar specialties. The little pictures in this advertisement faintly suggest the beautiful, artistic results that are economically secured. Pedlarized rooms are easiest to keep clean. No crevices or cracks to harbor dust or vermin -- walls and ceiling easily washed with soap and water. No papering to fade and peel off. As for durability -- well you know what to expect of STEEL.

Pedlarizing Makes a More COMFORTABLE Home -- Warmer in Winter, Cooler in Summer

You can easily understand that a solid, seamless covering of sheet steel over a roof and outside walls, and again on ceiling and walls inside, is double-protection. Bars out winter's cold winds, keeps in the warmth and thus saves fuel. Neither can the heat of summer's blazing sun find its way in. Pedlarized buildings are damp-proof too -- kept dry and comfortable through all kinds of weather.

Pedlarizing Costs Far Less Than You Think

Your husband may jump at the conclusion that because Pedlarizing makes buildings so much better in every way than frame or brick construction, it surely must cost "more than he can afford." Why not get the facts -- then decide. He'll find Pedlarizing actually cheaper by 20 per cent. than ordinary frame buildings. Ask him to send for my book -- or write for it yourself. Then you can show him how much it does and how little it costs.

Let Me Send You My Big FREE Book Full of Pictures and Facts of Great Interest

My book about Pedlarizing is an expensive one. It shows many of the 2,000 beautiful designs of Pedlar Art Steel. Also pictures of many private homes, stores, churches, schools and public buildings, that show how Pedlarizing has made better buildings at least cost. I wish you would write for a copy of this book. I am sure it will interest you very much. Gladly sent entirely free if you write me, at address nearest you (See below)

Ask for Pedlarizing Book No. 15



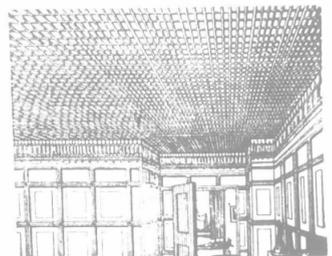
Oshawa-Shingled Roofs Are Fire and Lightning-Proof--- Can't Leak, Rot or Rust

I give you a signed, legally-binding written guarantee that's good for a new roof free if Oshawa Shingles fail in any particular to make a perfectly good roof for every day of 25 years. No other roof is guaranteed like this. You can guess why.



Outside Walls of Pedlar Steel Handsome, Wind-Tight, Fire-Proof

This little picture can only suggest the attractiveness of Pedlar Steel Siding. Nothing cheap-looking about it. Made to look exactly like beautiful cut stone, fancy cement blocks or brick. Very economical.



Pedlar Art Steel Ceilings and Side-Walls Both Adorn and Protect

You can choose from over 2,000 artistic designs. Carry out any decorative scheme. No crevice or seam to harbor dirt. Can be washed with soap and water. Kept clean with least effort. Never crack. Never get damp. Best kind of fire-protection. So inexpensive, too.

The PEDLAR PEOPLE of Oshawa Established

HALIFAX

16 Prince St.

PORT ARTHUR

4 Lombard St.

ST. JOHN

42-46 Prince William St.

WINNIPEG

76 Lombard St.

QUEBEC

101 Rail St.

REGINA

101 Rail St.

MONTREAL

101 Rail St. W.

CALGARY

Room 7, Crown Block

OTTAWA

423 Sussex St.

EDMONTON

633 Fifth Ave. North of Jasper

TORONTO

111-113 Bay St.

VANCOUVER

101 Rail St.

LONDON

101 Rail St.

STONING THIS PAPER

CHATHAM

200 King St. W.

VICTORIA

434 Kingston St.

ADDRESS OUR NEAREST WAREHOUSE

WE HAVE AGENTS IN SOME SECTIONS

FOR DETAILS