

PEDLARIZE FOR FIRE-PREVENTION

BE READY for fire, by all means. Provide every possible means for putting it out. Equip your house, your barn, all your buildings, with water-buckets, chemical extinguishers—hose and water pressure if possible. **But pay even more attention to fire-prevention!** Build, or remodel the buildings you have, in such a way that fire will have the least chance to harm them. **Lessen your fire risk—especially if you live in a frame house.**

The Average Frame House Is A Fire-Trap

Fire did \$56,000 damage in Canada every day of 1909! More than sixty per cent. of that great loss was on frame buildings! Naturally. For, even in the cities, with their up-to-date fire-fighting outfits, firemen count the ordinary frame house a "goner" once the flames get a real start. The frame-house on fire is tinder-box—its inmates are lucky to escape with their lives—even in the cities. How are you fixed today to fight fire in your dwelling?—in your barn?—in your wagon-shed? If fire started in your kitchen late tonight, would you and your folks get out alive?

If your barn caught, would your stock be saved? And, even if you were lucky and only the buildings suffered, would insurance repay you for your losses? You risk a very great deal if you live in a frame house; or if you have anything valuable in a frame barn. Yet you can do much to prevent fire. And you can, easily and cheaply, practically isolate every room in your house so perfectly that—if fire does start in any room—the fire can be confined to that room alone. Pedlarizing will do that, and more.

Pedlarizing Reduces Fire Risk Fully 80 Per Cent.

"Pedlarizing" is sheathing any building, inside and out, with Fireproof sheet Steel—in the several forms illustrated by the pictures here. For the roof, Oshawa Steel Shingles, guaranteed to make a good roof for 25 years or a new roof free. For the outer walls, Pedlar Steel Siding—surfaced to imitate brick, cut stone, dressed stone, etc. For the ceilings and sidewalls of the interior, Pedlar Art Steel—more than 2,000 beautifully embossed patterns. A balloon frame of cheap lumber, with the necessary trim, flooring, and some

furring, and these Pedlarizing materials, make a stancher, handsomer house than any frame building ever was; and make the building eighty per cent. less liable to fire damage than the usual type of brick building. Such a structure is practically fire-proof. There is nothing about it to burn except the furnishings, floors and doors. Yet such a building is most economical in first cost—and cheaper than even a brick building in final cost, because it will outlast one.

Fire-Prevention By Pedlarizing Costs But Little

Whether you are erecting a new house or barn, or you think of repairing an old one, you will do well to inquire well into this Pedlarizing proposition. Consult with us first, and then with your builder or architect. Hold no prejudice against sheet steel for interior finish because it is comparatively new; don't think there is anything cheap-looking about Pedlar Siding for outer walls; don't imagine wood-shingles are cheaper than Oshawa Steel Shingles. Let us tell you the reasons for your choosing this practical, most economical and most effective way to prevent fire and to minimize fire-damage to the lowest degree. Let us

make it plain to you that many of the so-called "fire-proof" buildings in the big cities are not so well-guarded against fire as a frame-skeleton plated with Pedlar steel in the way we have outlined here. Any fire-insurance agent will inform you on the difference in the rate as between a frame house and a Pedlarized house. You will then see that this one item alone saves a good slice of the cost of Pedlarizing. Yet such a construction as we have suggested above is actually cheaper by twenty per cent. than an ordinary frame building! Nor does it require experts to erect it. Consult us for full details. Write us to-day.

Pedlarizing Does Much MORE Than Fire-Proof

Protects against dampness

And this same dead-air space, formed by the studding, makes a perfect barrier to dampness penetrating from the outside. Oshawa-shingled roofs are rain-tight, as well as fire-proof and lightning-proof; and they are so ventilated that, although water-tight (guaranteed for 25 years) they will not sweat on the under-side as common shingles must.

Cattle thrive better in Pedlarized barns. You save on feed, too, by Pedlarizing; for the stock do not have to eat so much for bodily warmth's sake. You see, Pedlarized buildings are easier to keep warm in winter. The sheer sheet steel that armors them against fire also helps bar out the cold. Pedlarizing makes houses wind-tight. In fuel saved alone you regain your outlay.

Shields from the heat

And, in summer's blazing sun, you will find the interior of a Pedlarized building cooler than any brick house in your neighborhood. Roof, walls and ceilings of heavy sheet steel bar the entry of the heat. Cooler in summer; warmer in winter; dry at all seasons—this is what Pedlarizing does for houses, barns, any building.

Makes houses sanitary

And it does more. For Pedlar Art Steel Ceilings and Side Walls, beautifully embossed in deep, richly-ornamental patterns, can be decorated in any color scheme you prefer; and yet these ceilings and walls, without a crevice or a seam to harbor dirt, dust, germs or vermin, can be washed as you would wash a pane of glass! If there has been disease in a Pedlarized room, the whole interior can be scrubbed with antiseptics and made really sanitary. Any room in a Pedlarized house can be kept clean with the least effort. Pedlarizing makes buildings healthful—as well as fireproof, damp-proof, warmer in winter, cooler in summer.



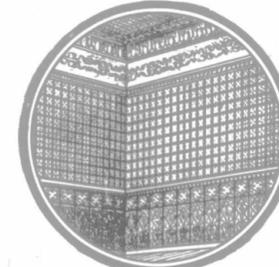
Oshawa Shingles protect any roof perfectly. Good for 100 years. Guaranteed for 25 years. Cost little.



Pedlar Steel Siding armors a building against fire and wet. Handsome enough for any place. Many patterns.



Pedlar Art Steel Ceilings adorn and protect. Cannot crack. Seams invisible. Hundreds of new styles ready.



Pedlar Art Steel Side Walls are sanitary. Washable. Beautiful to look at. Easily put on. Fireproof.



THESE pictures but faintly suggest the merits of my Pedlarizing Specialties. Please send for full details.

G. H. Pedlar

You are welcome to Handsome FREE Booklet No. 5, Price Lists and Full Information.

The PEDLAR PEOPLE of Oshawa

CANADA Write Our Nearest Place

Executive Offices and Factories—Oshawa, Ontario

HALIFAX
16 Prince St.
CHATHAM
300 King St. W.

ST. JOHN, N.B.
42-46 Prince William St.
PORT ARTHUR
45 Cumberland St.

QUEBEC
127 Rue du Point
WINNIPEG
76 Lombard St.

OTTAWA
425 Sussex St.
CALGARY
1112 First St. West

MONTREAL
321-3 Casag St.
REGINA
1901 Railway St. S.

TORONTO
111 113 Bay St.
VICTORIA
434 Kingston St.

LONDON
86 King St.
VANCOUVER
821 Powell St.