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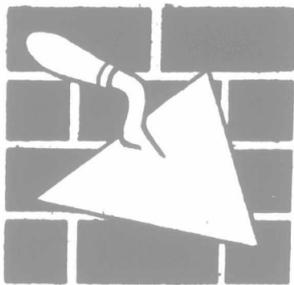
* AGRICULTURE, STOCK, DAIRY, POULTRY, HORTICULTURE, VETERINARY, HOME CIRCLE.*

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No. 988



Would they use it on a
"Sky-Scraper" The New Standard
Bank Building, Toronto
if there was a better roofing



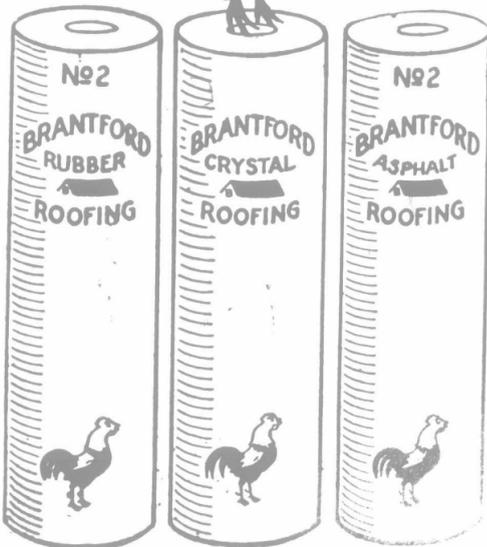
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US

They chose BRANTFORD Roofing for the Standard Bank Building's Head Office in Toronto—the Queen City's newest and most modern office-building. It's in the very heart of the City; fireproof in every detail. Would they have been allowed to use this roofing if anything MORE SURELY FIREPROOF could have been found? Or any roofing more wholly economical? You can easily see that your buildings can have no better roofing than



Brantford Roofing

The architects tested every kind of roofing there is, before they chose Brantford Roofing for this splendid structure. They dissected it. They found its base is Pure Long-Fibre Wool, flexible and weather-resisting. They learned how this is saturated through and through with Pure Asphalt—the mineral fluid that wear, nor heat, nor water, cannot affect materially. They chose this roofing only after testing EVERY roofing material you ever heard of.



APPROVED BY FIRE-CHIEFS AS REALLY FIRE-PROOF

Brantford Roofing is certified as really fireproof by the City Architect of Toronto. The Fire Department of that city also certifies to its fire-resistant qualities. And we assure you that it will outlast, figured by cost per roof or cost per year, any other roofing you can buy. Isn't that the kind of a roof you want for your house?—your barn?—your outbuildings?

YET IT COSTS NO MORE THAN MERE ORDINARY ROOFING

Price is a poor guide in buying roofing. Yet you must pay about as much for the common kind as we ask you for Brantford Roofing. You should learn to judge QUALITY before you buy. And our big FREE BOOK—which please ask for—teaches you frankly how to do just that. Send for it—today—NOW.

GET ROOF-SERVICE—ROOF-VALUE—ROOF ECONOMY

There are three kinds of Brantford Roofing. Each exactly suits some special roof-need or climatic condition. One is ASPHALT with a silica sand finish—wears like steel. Another—called Rubber (though it contains no rubber)—has a smooth, rubbery finish. Crystal is surfaced with wear-defying rock-crystal. Three weights in each of two; heavy weight only in the third. Samples of each come to you for asking—and the book comes along.

Made to meet a standard, not to meet a price

