



Grandfather said: "When I was a boy, there was no such thing as this modern, easy-to-lay weather-proof

Quality Certified **Certain-teed** Roofing Durability Guaranteed

**Rolls and Shingles**

Guaranteed to wear 15 years—and will last much longer

When **your** grandfather was a boy the best roofing materials available were logs, clapboards and wood shingles—but today you can get a **better** roof for **less** money.

**Certain-teed has made good by actual test on the roof**

Get this Valuable Book FREE

When Ready Roofing was first put on the market years ago, most builders and architects preferred to wait and see it tested on the roof—in a word, the public demanded that it must prove its value by years of actual test on the roof before they would accept it.

So Ready Roofing has won out on its own merits—its use on all kinds of buildings in almost every country in the world is growing by leaps and bounds—it settled all arguments by giving absolute satisfaction in all climates and under the most trying conditions.

The durability of this modern, easy-to-lay **Certain-teed** roll and **Certain-teed** shingle roofing is remarkable.

The basis is asphalt—a blend of mineral asphalts and mineral oils taken out of the earth. These asphalts were never a gas—they dry out very slowly—and this is important because roofs do not **wear** out—they **dry** out.

Then this **Certain-teed** compound is scientifically saturated into a long fibre felt. Nearly a quarter of a century of experience and tests on the roof have proved that this makes an ideal, lasting roof.

There is a **Certain-teed** Roofing and a simple method of applying it on all kinds of buildings.

**Certain-teed Shingles**—permanent colors, red, green and slate gray—for residences, cottages, bungalows, garages.

**Certain-teed Roll Roofing**—for cottages, farm buildings, factories, depots.

**Certain-teed Specification Roofing**—for skyscrapers, apartment buildings—large surfaces where conditions are unusually severe, and the greatest durability is necessary. Illustrated specifications and directions furnished free to architects, roofers, contractors or any one interested.

**Certain-teed Roofing** costs less than metal, tin, slate or wood shingles—it is inexpensive to lay, guaranteed to wear 15 years and will last much longer. Get prices from your local dealer—he will save you money.

Get the latest ideas before you build—our new book, "Modern Building Ideas and Plans," illustrates the newest developments in all kinds of model buildings—it suggests economies and conveniences that will save you money.



A book of this kind would ordinarily sell for \$1.00 but as it shows the different uses of **Certain-teed Roofing** on the bungalows, residences, factories, poultry houses, farm buildings, etc., illustrated, we offer it to you for 25c. We prefer, however, to have you go to your lumber, hardware or building material dealer, who will gladly get you a copy free. If you send direct to us, enclose 25c to cover cost, wrapping and postage.

Look for the **Certain-teed** Quality Label on every Roll or crate of Shingles you buy—it is placed there for your protection.



Sold by dealers everywhere—applied by roofers everywhere

**General Roofing Mfg. Company**

General Roofing E. St. Louis, Ill. York, Pa. Marseilles, Ill. Minneapolis San Francisco Winnipeg, Canada  
The World's Largest Manufacturer of Roofings and Building Papers Memphis, Tenn. London, Eng. Hamburg, Germany