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A short time ago a man by the common name of Jones developed an uncommon idea. Being a man of keen observation he recognized the fact that the majority of people would throw away or lay aside an umbrella if only the cover was worn out or ripped, or even partially detached from the frame. He noted, too, that the average person

did not think of the condition of their umbrella until a rainy day, and then they could not spare them long enough to take them to the store, where they would have to waste several days for a new cover to be sewed on.

These observations developed what is now known as the Jones Umbrella “Roof,” which has been so uniquely equipped in such form that even a child can attach it to an old umbrella. Simplicity is the beauty of an invention, and the simplicity and utility of this device have been so thoroughly appreciated by the public in general, that nearly a half million of these “Roofs” are already in use.

At first only one grade of cloth was used, but a demand for higher grades has been so universal that silks of every grade, shade and color can be shipped the day an order has been received. Most of this business is done direct between the manufacturer and the consumer, thus saving to the purchaser the middle profit of the wholesale and retail dealers.



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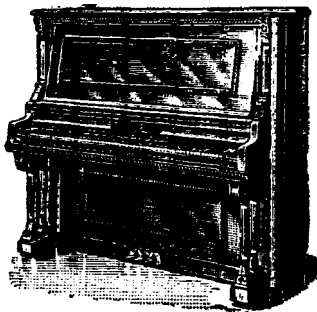
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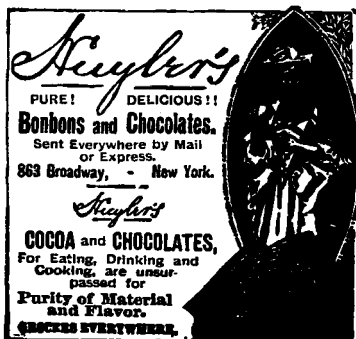


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