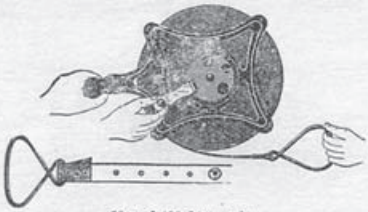


Roe's Steel Tape on Our Patent Electric Reel.

Patented May 24th, 1892.
Especially adapted for Mine and Railroad use.
They are conceded to be the best and cheapest.



50 and 100 foot style.

ROE'S STEEL TAPE CHAINS on our Patent Electric Reel. It allows the entire Tape open to dry, and with it, the tape can be reeled or unreeled as easily and readily, as the Linen or Metallic Tapes in cases. Also the tape can be easily detached and used without the reel. While in use, in mines or crowded thoroughfares, it is used the same as tapes in cases. All sizes, except 200 and 300 feet, can easily be carried in any average pocket. The Tapes are made of Superior Steel, about 1/4 inch wide. They are graduated every foot by brass rivets and end feet in tenths or inches. Every five feet or links have a brass clasp with numbers, and every 10 feet or links have a copper clasp with numbers indelibly stamped on both sides. The figures are put on for those unaccustomed to this style of tape. After using a few times, the distances at any point are read by the signs made by the rivets thus:

0 10 20 25 30 40 50 60 70 75 80 90 100

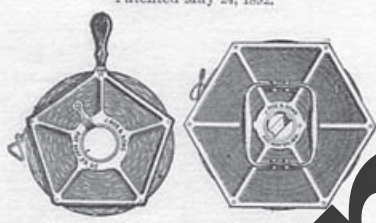
End | | End

As will be seen, 10 has one rivet, 20 has 2, 30 has 3, etc., each pointing toward the centre, thus readily designating the 70 from the 30, etc., the 50 having large Copper Rivets each side of the figure, to designate it from the 25 or 75 foot or link marks, both of which have a brass rivet on each side of figure. The ends of the tape are at the projecting points at 0 and 100. We make Tapes to order, however, when requested, with ends outside of handles as in the old Gunter Chain. The main advantage of handles as in the old Gunter Chain. The main advantage of rivets over etching is that no matter how dirty or rusty the Tape may be, the rivets, clasps and figures can be plainly seen. The Tape is also stronger and less liable to break at the rivets than any where else.

Our Aluminium Plated Steel Tape Chains
This wonderful metal Aluminium attracted our attention years ago, but only within a few years have we been able to use it to our satisfaction. The result of our efforts have been that we now take our Plain Steel and cover it with an Alloy of Aluminium. Acids, Air or Salt Water have no effect upon Aluminium, so it makes our Tape Rust Proof. Many engineers will readily pay a higher price for a tape with this plating, as they all know the value of a Tape that will not rust. Our Nickel Plated Tapes give good satisfaction, but our Aluminium Plated are far superior.

Roe's Steel Tape on Our Patent Electric Reel.

Patented May 24, 1892.

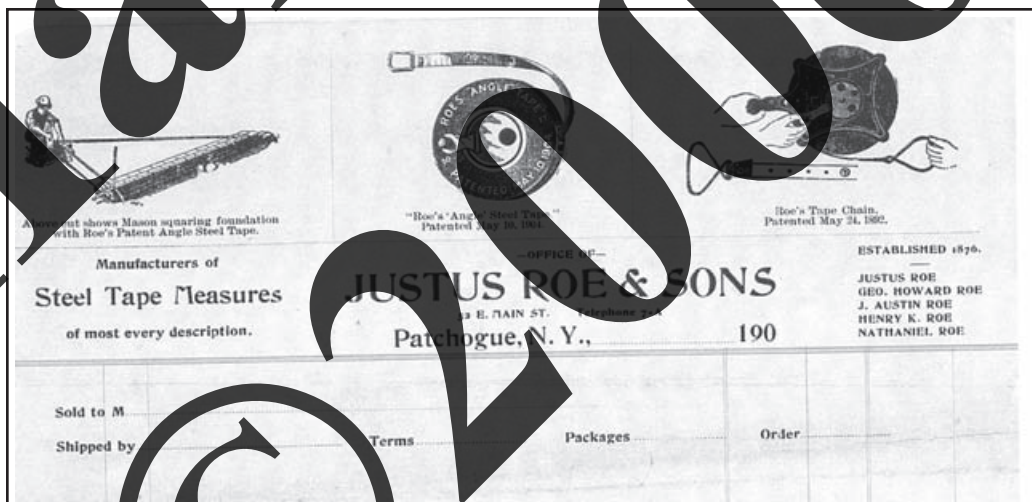


200 Foot Style. 300 Foot Style.

No.	Length	End ft. in tenths	Plain Steel	Nickel Plated	Aluminium Plated
1 A	100 ft.	every ft.	\$5.00	\$6.00	\$7.00
1 B	100 "	" " "	"	"	"
2	100 "	" 5 ft.	"	"	"
3	100 "	" 5 "	"	"	"
4	66 "	graduated in links	"	"	"
5	66 "	graduated in links and tenths	"	"	"
6	66 "	graduated in links and tenths every 5 lks.	"	"	"
7 A	50 "	every 5 lks. Each end every 10 "	4.00	5.00	5.50
7 B	50 "	" " "	"	"	"
8	50 "	" " "	"	"	"
9	50 "	" " "	3.00	4.50	5.00
10	50 "	graduated in links	"	"	"
11	50 "	graduated in links and tenths	2.50	3.50	3.50
12	50 "	graduated in links and tenths every 5 lks.	"	"	"
13 A	200 "	every foot. End ft. in tenths	7.50	9.00	10.00
13 B	200 "	" " "	"	"	"
14 A	200 "	" " "	"	"	"
14 B	200 "	" " "	6.00	7.50	9.00
15	200 meters long. Each meter in decimeter	"	2.40	3.00	3.50
16	200 meters long. Each meter in decimeter	"	2.70	3.50	4.00
17	200 meters long. Each meter in decimeter	"	3.00	4.00	4.50
18	200 meters long. Each meter in decimeter	"	3.50	4.50	5.00
19	200 meters long. Each meter in decimeter	"	5.00	6.50	7.50
20	200 meters long. Every yard. End ft. in 10ths	"	4.00	5.00	6.00
21	200 "	" " "	"	"	"
22	200 "	" " "	3.00	4.00	4.50
23	200 "	" " "	2.40	3.00	3.50
30	300 ft. long. every ft. End ft. in 10ths or 12ths	"	10.00	12.00	14.00
31	300 "	" " "	8.00	10.00	12.00
32	400 "	" " "	12.50	15.00	17.50
33	400 "	" " "	10.00	12.50	15.00
34	500 "	" " "	15.00	18.00	21.00
35	500 "	" " "	12.00	15.00	18.00
Price of 100 ft. Electric Reel, without Tape			1.50		
" " " " " " "			2.00		
" " " " " " "			2.50		
Brass Detachable Handles per pair				.30	

These are 2 pages from an 1898 Roe catalogue. The standard measuring tool for surveyors before the tape was the surveyor's chain, which consisted of one hundred links, each 7.91 inches in length. This equaled 4 rods length or 66 feet. This chain was very cumbersome, especially in heavy under-

brush. Mr. Roe was a surveyor himself and came up with a better idea, the aluminum-alloy coated, non-rusting, steel tape measure. He received a patent for his invention on May 24, 1892, and his tapes were shipped worldwide.



Advertisement for Justus Roe & Sons Steel Tape Measures. The ad includes illustrations of a mason squaring a foundation with a tape, a reel of tape, and a tape chain. Text includes: "Manufacturers of Steel Tape Measures of most every description.", "JUSTUS ROE & SONS", "Patchogue, N. Y.", "ESTABLISHED 1876.", "JUSTUS ROE", "GEO. HOWARD ROE", "J. AUSTIN ROE", "HENRY K. ROE", "NATHANIEL ROE". At the bottom, there is a form with fields for "Sold to M", "Shipped by", "Terms", "Packages", and "Order".

After Mr. Roe received a patent for his steel tape, he started his firm on the upper floor of McBride's Drugstore. After moving from there to the second floor of another Main Street building, he built his own factory on Roe Court, which was located behind the buildings on the southeast corner of East Main Street and Ocean Avenue. This is a Justus Roe and Sons bill head from 1902.