

Concrete streets, like concrete ments of modern traffic

Winnipeg Paves For Today and For Tomorrow This Sure, Modern Way

Once a far out-post of civilization, Winnipeg, Manitoba, is now known the world over as a modern metropolis of

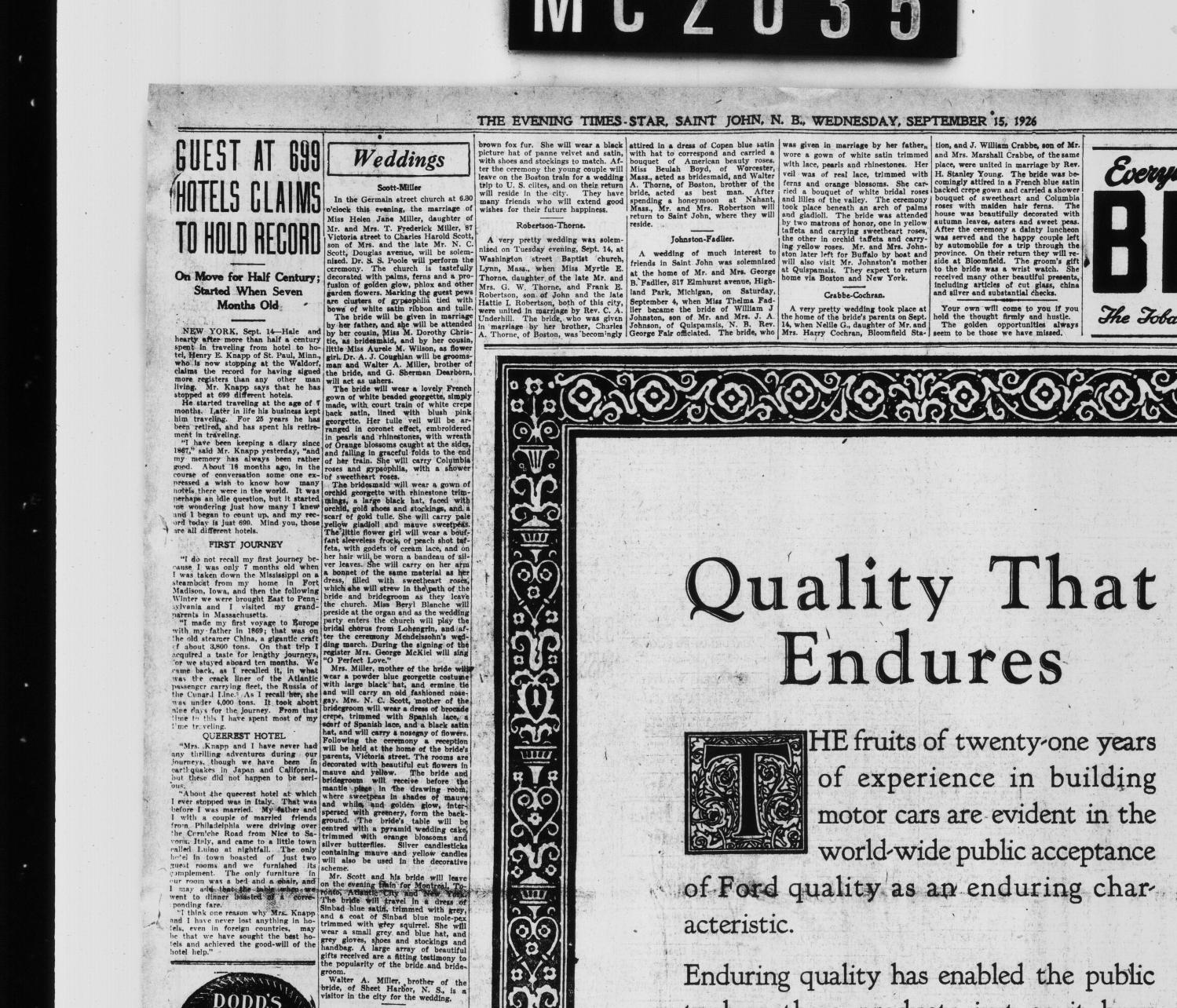
Among the many ways in which Winnipeg is planning and building for the future is its continued extension of concrete

Winnipeg now has 18 miles of concrete streets, all of which are designed to withstand the heavier traffic of on-coming years just as surely as they are withstanding the traffic of to-day.

Firm, rigid, unyielding, and unaffected by changing seasons, these true, even streets also have an attractive, light gray color sepecially appreciated by property Both from the standpoint of lasting secondary and of inviting appearance, concrete makes the ideal street pavement for

PORTLAND CEMENT ASSOCIATION 33 West Grand Avenue CHICAGO, ILLINOIS, U.S.A.

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HE fruits of twenty-one years of experience in building motor cars are evident in the world-wide public acceptance

of Ford quality as an enduring char-

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Only enduring quality could instill such confidence in the public mind. More than twelve million owners testify that this confidence is well founded.



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