



**CANADA CEMENT  
CONCRETE**  
FOR PERMANENCE

# CONCRETE—

## A SATISFACTORY PAVEMENT for CITY STREETS

**B**RANTFORD, Ontario, with approximately 100,000 square yards of Concrete Paving, some of it ten years old, has had enough experience to be able endorse this type as satisfactory for City Streets.

The illustrations show streets paved with Concrete in 1919—in the lower picture, West Street, with the Alexander Graham Bell Memorial in the centre background—in the smaller picture inset, Park Avenue.

For these two streets, Concrete was selected, because the people of Brantford have obtained from Concrete pavements previously

laid, that satisfaction which warrants them in regarding it as a satisfactory pavement.

They have found that extremes of heat and cold and the natural wear of traffic have no appreciable effect on Concrete. They appreciate the importance of its hard non-absorbent surface—so even and so true that it is economically kept in a clean and sanitary condition. They know it to be a Safety First pavement, offering a sure foothold for horses and preventing the skidding of motor cars. In short, they are proving the truth of our claim that Concrete gives the greatest return for the money invested.

**Canada Cement Company Limited**

Herald Building, MONTREAL.

Offices at Montreal, Toronto, Winnipeg, Calgary.