

its many advantages and their signal success in directing these advantages to the furtherance and betterment of architectural design and scientific engineering, that cement chiefly owes its general and universal introduction and usage.

Because of its elastic adaptability to various recognized artistic types of classical and modern architecture, combined with its essential qualities of economy, beauty and durability, cement furnishes sufficient reasons for its present popularity among

members of both the architectural and engineering professions and their clients.

No fact is more obvious, however, than that the success of concrete work, depends almost altogether upon the quality of the cement used. To be sure of absolute purity under all conditions, specify

Canada Cement

"THE CANADIAN STANDARD,"

the brand that is always pure, always uniform and of one grade—the *highest*.

Architects and engineers will always find us ready to heartily co-operate with them in meeting the specifications of any architectural or structural undertaking which may engage their attention.

**Canada
Cement
Company,
Limited
Montreal
Quebec**

