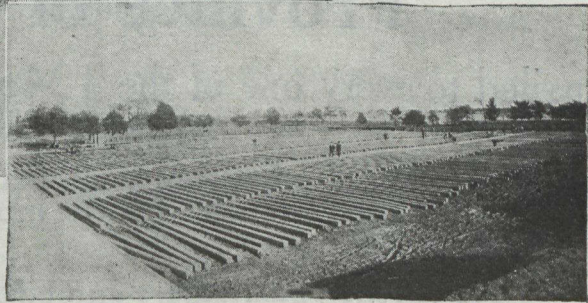


*Pole yard of The  
Toronto Hydro Electric  
Commission.*

*Concrete Telegraph Poles being erected  
alongside a Railway Track.*



# CONCRETE POLES

## for Utility and Beauty

**B**OTH Municipalities and Industrial Concerns find Concrete desirable for poles. The Concrete pole is coming into more general use for the carrying of both Telegraph and Electric Light wires.

The great advantage of Concrete for such use, is its permanence—and in many localities its relatively low cost is another factor in its selection.

For light standards, for boulevards, Concrete for these same reasons is frequently selected.

But for this and other similar requirements where aesthetic considerations are second only to the practical, still another reason for using Concrete is found in its adaptability. It may be moulded to any design that best suits the neighborhood in which it is to be placed.

*A Concrete  
Lighting  
Standard that  
suits its  
surroundings.*



## CANADA CEMENT COMPANY LIMITED

Herald Building - MONTREAL

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