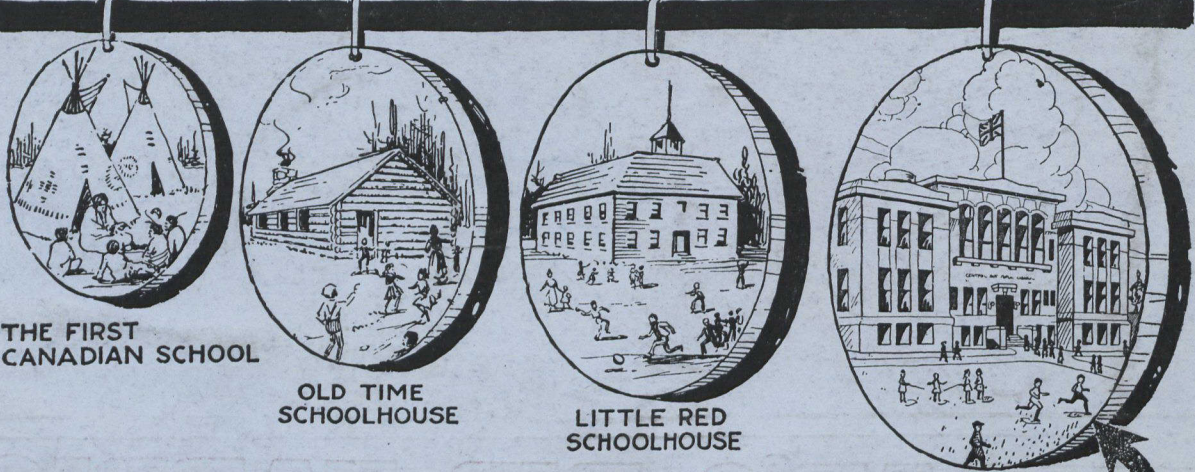


# How Will You Build?



## OF CONCRETE

**F**ROM wigwam or tent, we progressed to the log cabin—then to the brick building—finally to concrete.

Once the log cabin arrived, the tent became obsolete. With the arrival of the brick-layers, the log house became a thing of the past. So with the coming of concrete—it puts them all in the back-number class. Particularly for school houses and similar buildings.

For concrete possesses an important advantage—one that saves lives. It is fireproof.

Also it is so durable that its first cost is more than compensated by the long years of use it gives, without ever asking to be repaired.

Sanitary, permanent, fireproof and beautiful — the concrete building measures up to the highest ideals of modern construction.

Not to know its outstanding advantages, is to confess oneself ignorant of the progress that has revolutionized building methods. Know concrete. Learn all that it means to Canada. Our books tell the story—and they are free to anyone interested enough to write for them.

**CANADA CEMENT COMPANY, Limited**

9 HERALD BUILDING, MONTREAL