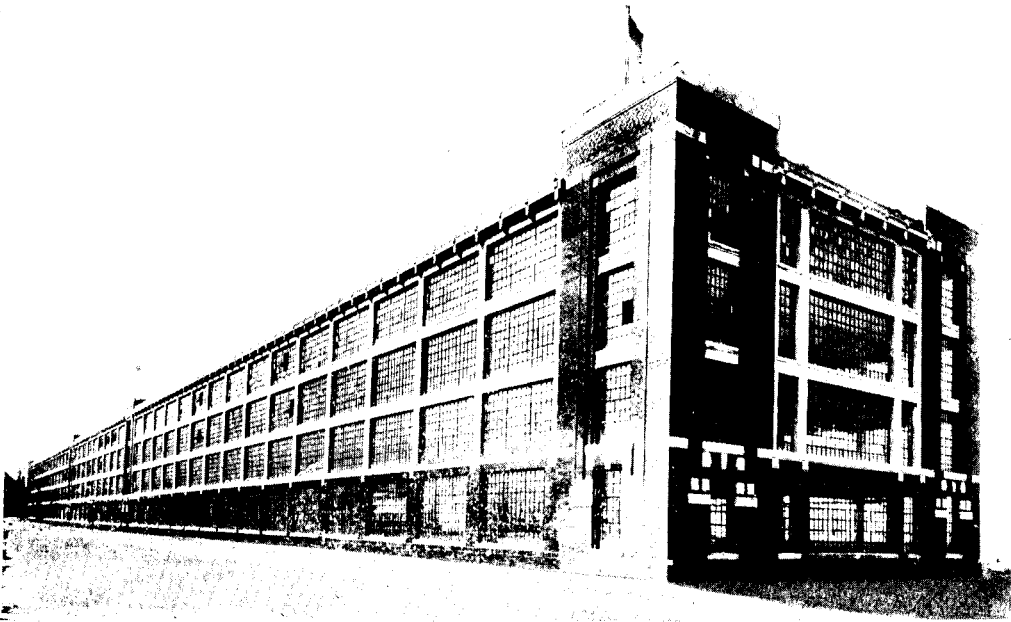


leaf in factory construction

THE CONCRETE AGE



Considered from every viewpoint concrete provides the strongest, safest, most durable, and most economical material for factory construction.

Reinforced concrete has provided for the Manufacturer an entirely new building material. It has turned over a new leaf in the progress of business architecture. Indestructible, economical and fireproof, it offers features of advantage over: (1) *Wood frame construction*, (2) *Mill construction*, (3) *Steel construction*.

Since the advent of concrete, wood frame construction has gone out of date, principally because of its lack of durability and its fire risk. Board walls, narrow floor joists, wood floors and roofs, not only do not protect against fire, but in themselves afford fuel, even when the contents of a factory are not combustible.

Reinforced concrete, besides being as cheap, is superior to mill construction. Reinforced concrete is cheaper than steel construction, and, for factory buildings and warehouses, is superior in every point of comparison. Cheaper because it is lower in cost. It is vibration proof, fire proof, vermin proof, requires no repairs or renewals, and reduces insurance rates.

A special feature of reinforced concrete construction is the possibility of building practically the entire wall of glass, so as to afford a maximum amount of light, at the same time it is so rigid that even with the heaviest high speed machinery, the vibration is absolutely imperceptible.

The plastic nature of reinforced concrete

permits of provision being made for pulley and shafting brackets and other permanent factory devices.

It is absolutely essential in the construction of reinforced concrete buildings, that the cement used be pure, uniform and of even strength. In every test to which Canada Cement has been subjected, it was found to give perfect satisfaction. The "Canadian Standard" associated with Canada Cement is not a meaningless phrase intended for effect. It represents a most vital and desirable quality. The standard which Canadian Architects and Engineers exact for building materials is notably high. We realize this, and in adopting this phrase as our trade-mark, we conscientiously accept all the conditions and obligations which its meaning implies. Canada Cement is always uniform in color, fineness and strength. Always full weight, 350 lbs. (gross). We promise deliveries when and wherever you want them sharply on the specified time. You will find our prices reasonable. May we not quote you on your next undertaking?

COMPANY, Limited
= **CANADA**