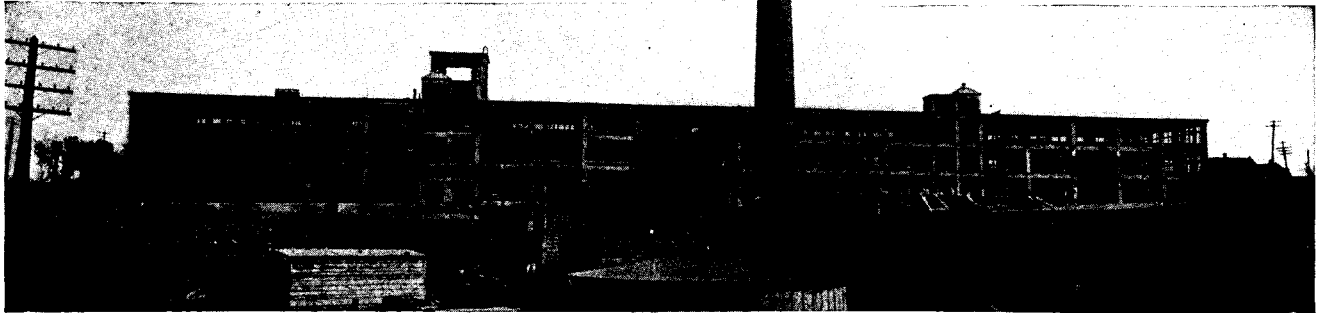


This photograph of a concrete factory, forcibly illustrates one of the striking advantages of reinforced concrete construction—its great window area, giving a maximum of interior light.

Reinforced concrete factory of T. S. Simms, Limited, Fairville, N.B., constructed by the Aberthave Construction Co., Boston, Mass.



Concrete Factories are Most Efficient

The efficiency of a machine is the ratio of the amount of work a machine does, to the amount of work required to operate it. The output is equal to the input minus the work lost or wasted. The less wasted the greater the efficiency.

In the same way the efficiency of a factory may be defined as the ratio of output to input. Output, financially, is increased by reducing unnecessary expenses.

Concrete Stops Wastes

Concrete buildings are proof against fire, water and vermin. They give the maximum light and are sanitary. They resist vibration, and are permanent and durable.

Fire-proofness reduces insurance rates. Water or liquids used in certain processes will not leak through floors to

destroy valuable goods below. Rats and other vermin find no place to live in a concrete building, thus eliminating losses from this cause. Maximum light and sanitary conditions increase efficiency of employees. Lack of vibration reduces wear and tear of machines. Permanency and durability reduce depreciation.

The way in which concrete stops these leaks is fully described in our handsomely illustrated 224 page book, "Factories and Warehouses of Concrete". It contains photographs and data of factories and warehouses for all classes of industries.

You can have a copy free if you will mention this advertisement.



**Canada Cement
Company Limited**

Montreal

