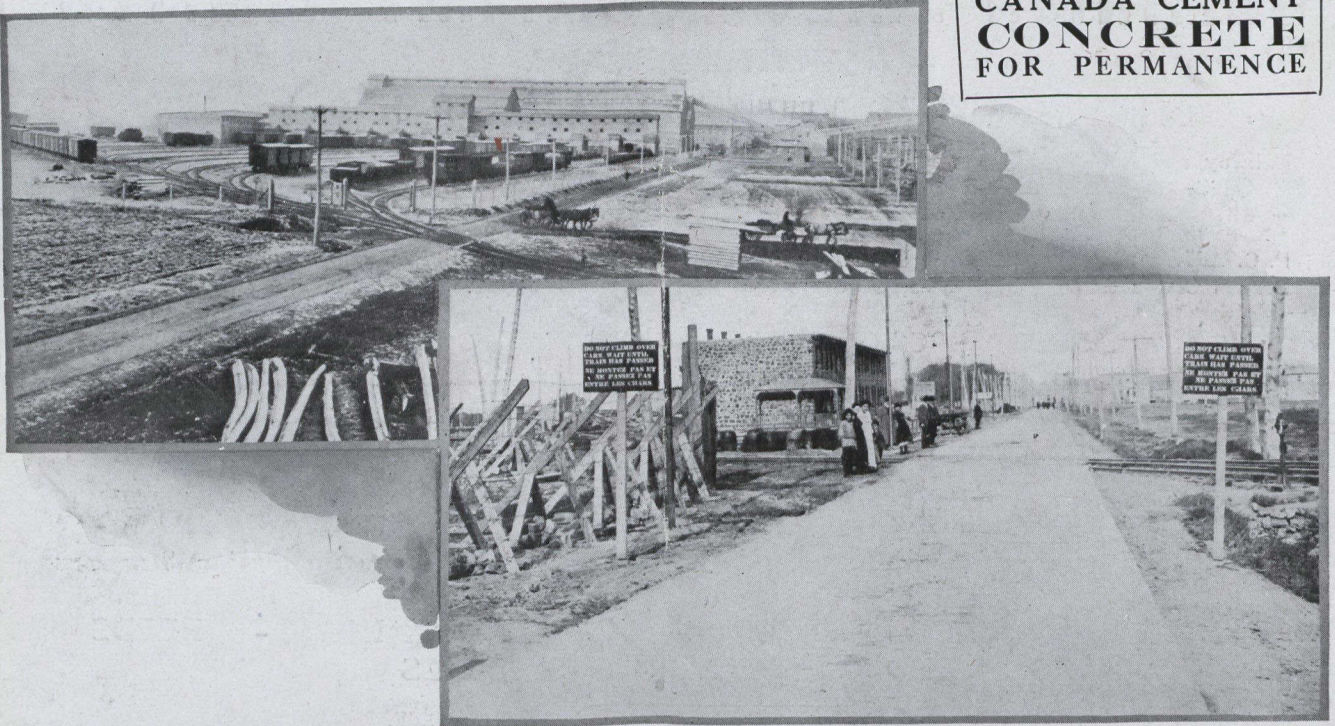


**CANADA CEMENT
CONCRETE
FOR PERMANENCE**



WE believe in Concrete

In our plant No. 1, at Montreal East, we have a capacity of more than three and one-half million barrels of Cement per year.

A portion of the 1914 output was used in the industrial Driveway shown above. The upper photo shows the road as a whole; the inset pictures a "close-up" of the same driveway.

This road was built in 1914—it has since carried not only a large proportion of the Cement used locally in Montreal, as well as the traffic required to return the empty bags; but, in addition, has withstood the extremely heavy traffic of the war years, when the Company was extensively engaged in munition work at this plant.

Notwithstanding all this traffic and the fact that

no money has been spent up to date in the maintenance of this road, the Driveway is in practically the same perfect condition as the day it was built.

We used Concrete for this Driveway, not just because we make Cemena, but because we know it is less expensive to build than any other type that could be considered equally permanent. Also because we know that if properly constructed, its maintenance cost will be very small.

Other uses found for Concrete at this Plant No. 1 include Concrete Fence Posts, a Concrete Tennis Court in connection with our Recreation Club, several types of Concrete houses for our workmen, and large Stock Houses with a Storage capacity of 1½ million barrels of Cement.

— SPECIFY —
Canada Cement
Uniformly Reliable

We maintain a Service Department to co-operate in all lines of work for which Concrete is adapted. Our library is comprehensive and is at your disposal at all times without charge.

Canada Cement Company Limited
HERALD BUILDING - MONTREAL

SALES OFFICES AT MONTREAL, TORONTO, WINNIPEG and CALGARY