

CANADIAN GROCER

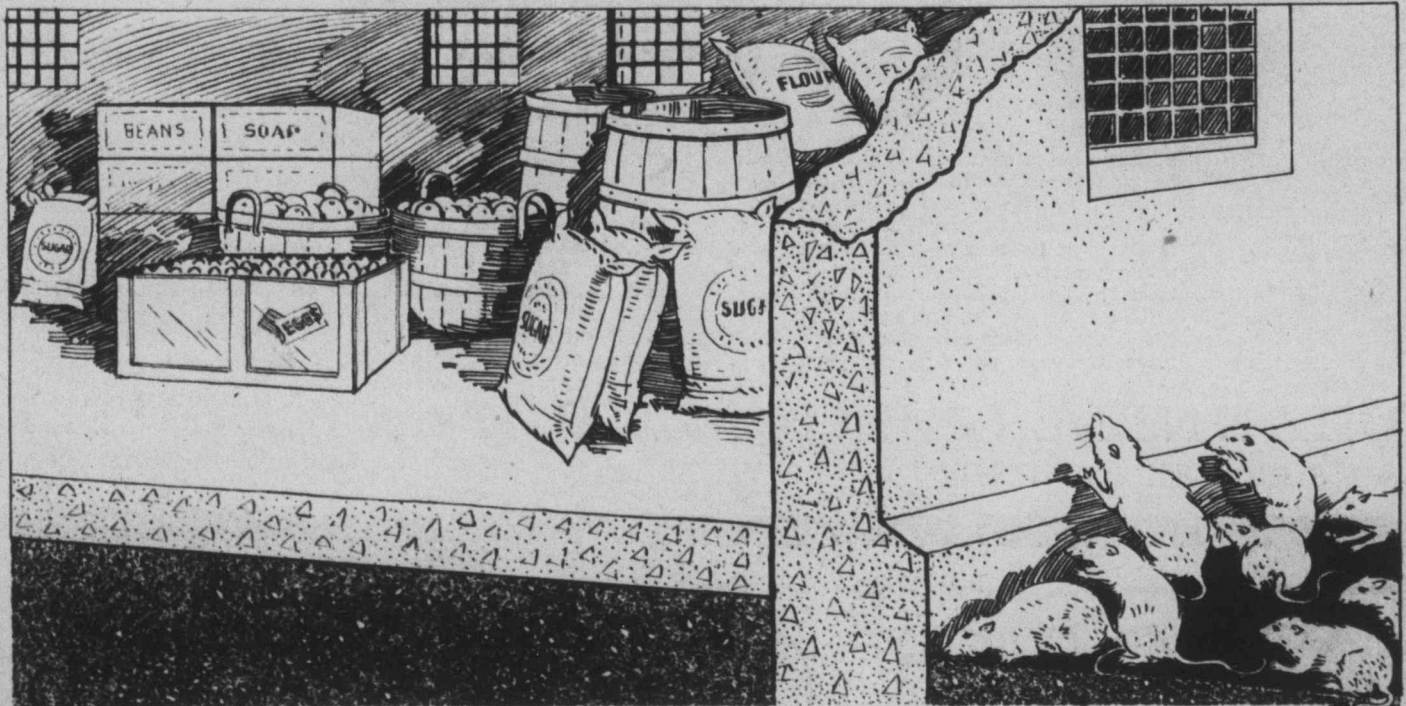
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BUILD THEM OUT!

THE rat is the worst pest we have in Canada—and particularly a source of annoyance and destruction in all places where foodstuffs are stored. In our grocery stores, damage to the extent of thousands of dollars, results each year from rats. At a time when the conservation of food is es-

pecially important, it should be apparent to every grocer that in letting rats eat up his merchandise he is not only suffering a serious loss himself, but also permitting a waste that means much to the cause of our Empire and our Allies.

There is only one way to permanently end the Rat Pest—Build them out. Use

CONCRETE for your foundations, walls and floors
For No Rat Can Gnaw Through Concrete

There are other good reasons for the use of Concrete in building the floors and walls of a grocer's premises—concrete is sanitary, fireproof and permanent; a good investment from every standpoint. But the rat is the

most pressing reason of all for the general adoption of Concrete by all who store foodstuffs. Heed the insistent call of economy and conservation—build of Concrete and rout the rat.

Write for free copies of our booklets—which tell how to build walls and floors of Concrete.

CANADA CEMENT COMPANY, LIMITED 1 Herald Building, Montreal

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