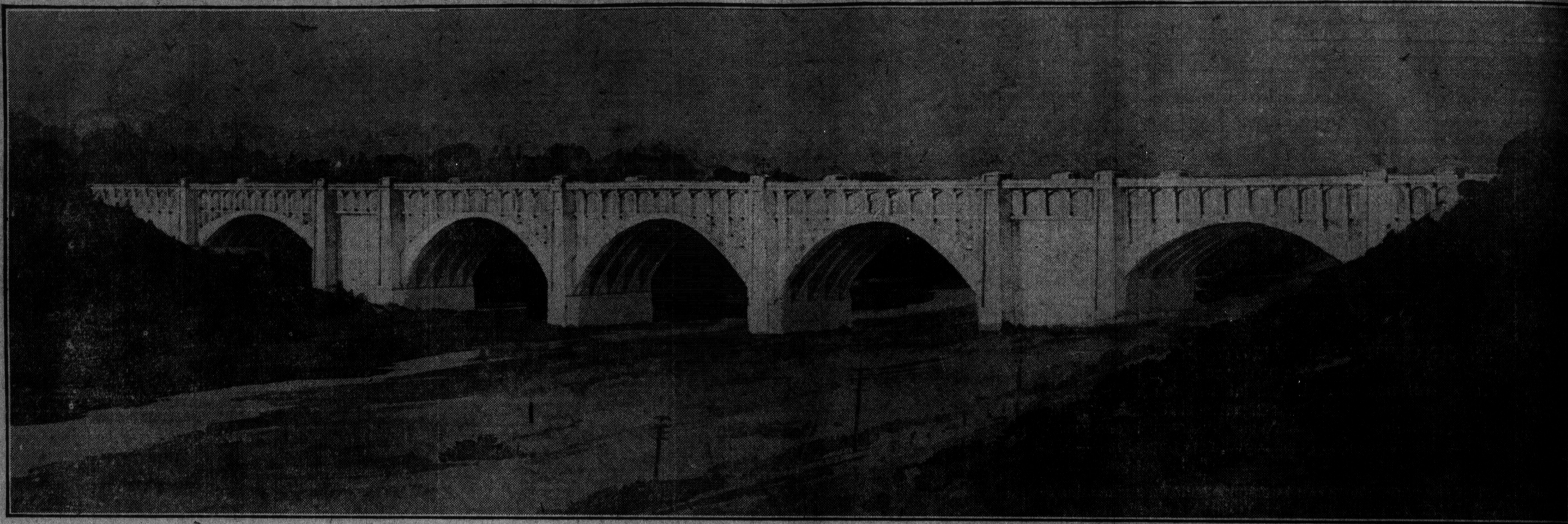


Shall Bloor Street Viaduct Be of Permanent CONCRETE?

The public of Toronto should know the facts regarding the building of the Bloor Street Viaduct before construction work commences. The relative merits of Concrete and Steel structure should be carefully weighed, and the contracts placed only after the city has ascertained it is getting the fullest possible value for the money expended.



Designed by James, London and Hertzberg, Toronto, in association with Walter J. Francis, C.E., Montreal, and Dr. T. Kennard Thompson, C.E., New York—All native Torontonians.

Does Rosedale Want the Roar of a Steel Viaduct?—Riverdale Would Suffer, Too!

Even with the small span of the Rosedale Ravine bridges, the limited heavy traffic creates noise that is almost intolerable to nearby inhabitants. It is so with all-steel viaducts; the metal carries and intensifies the sound. The traffic on the Rosedale Ravine bridges is at no time as heavy as it will be on the new highway that the Bloor Street Viaduct will create.

Bloor Street Viaduct will be called upon to carry as much or more traffic than is found on King Street East. Imagine the incessant rumble and rattle of this over the long spans of the Bloor Street Viaduct. What will homes be worth near the Rosedale and Riverdale entrances to the viaduct in the midst of such noise?

Concrete eliminates all rumbling. An automobile crossing a concrete viaduct is as inaudible as on the city streets. The clatter of horses' hoofs will be the same as on a street in the city, which is unobjectionable to dwellers within a few yards. The great point is that a good concrete structure deadens the sound; steel carries and intensifies it.

A Concrete Viaduct is Far the Handsomest

There can be no question of the superiority of concrete as far as looks go. The massive strength, the gleaming whiteness, the sweep of line and form—all favor concrete. Those who have seen the massive Walnut Lane Bridge, near Philadelphia, towering above the valley of the Wissahicon can appreciate the loss of beauty had this mighty span been constructed of steel.

The stone viaducts for which Europe is famous—London Bridge, the bridges of the Seine, the Brig o' Balgonie—imagine them made of American trussed steel. Why should the beauty of our ravines not be enhanced by a beautiful concrete structure?

Important Railroad Viaducts Built of Concrete

No viaduct has to bear heavier or more constant traffic than the railroad viaducts. These viaducts are built only after the most careful research and experiment by foremost engineers. Railroad viaducts today are built of concrete. Notable examples are to be found throughout America, among which may be mentioned:

Delaware River Concrete Viaduct, Slateford, Hopatcong Cut-off; five 150-foot spans, two 120-foot spans, and two 33-foot spans; carries two tracks.

Charles River Viaduct of Boston Elevated Railway; total length 1,739 feet; five 122-foot spans, one 128-foot span, four 98-foot spans, one 70-foot twin rib construction; designed for train of 50-ton cars.

Paulins Kill Viaduct, D.L.&W. Railway; approximately 1,100 feet long; five 130-foot spans, two 100-foot spans, 115 feet in height.

Penn Street Viaduct at Reading, Penn.; 1,350 feet long, 80 feet wide.

Walnut Street Viaduct, Des Moines, Iowa; six-arch reinforced concrete bridge; 503 feet long, 82½ feet wide; over Des Moines River.

These are but a few examples of the vast number that might be cited.

Concrete Construction Would Save Much Time

The time taken to construct the Bloor Street Viaduct must be taken into consideration. By having the construction of concrete at least one year's time will be saved. Toronto would have the use of the viaduct at least one year earlier, besides saving money, supporting local labor, and having a far better job in every way.

Shall TORONTO Build the Viaduct or the United States of America?

If the plans for the steel viaduct were to go through most of the money the taxpayers will pay for it would find its way into the United States. To the United States would we have to go for much of the structural steel; little of it can be made in Canada.

It is no shame that Toronto has not the men and means to make in it entirely a steel viaduct for Bloor Street. It would be a lasting shame to Toronto to pay more for a steel viaduct, when a noble, permanent concrete structure can and should be erected by all home labor.

A Concrete Viaduct Will Be a "Made-in-Canada" Viaduct

Build the viaduct of concrete and every bag of cement can be produced in Ontario; every load of stone from our own quarries; every hour of labor will be put in by Toronto labor—it will be absolutely unnecessary to go outside the city to find workmen fully competent to carry on all construction work under the direction of Toronto engineers.

Three million feet of lumber will be required in the construction work of the viaduct for forms and false work. Here again Canada is to the front. Our own country furnishes every foot of this lumber, and Toronto carpenters, union men, at 55 cents per hour, will find employment erecting this 3,000,000 feet of lumber work.

Bloor Street Viaduct, built of concrete, will find work for hundreds who might otherwise be a charge on the city. It offers employment sufficient to keep hundreds of Toronto families in honest, independent comfort. It will be a lasting monument to Toronto labor.

Concrete Costs \$150,000 Less Than Steel Viaduct—And There Will Be a Big Saving Every Year on Cost of Maintenance

With all the unquestionable advantage that concrete offers, one wonders what steel has in its favor. It is certainly not in the matter of cost, for Bloor Street Viaduct BUILT OF CONCRETE would cost \$150,000 less than Bloor Street Viaduct built of steel. The municipal economy that must be practiced at this time demands that this \$150,000 be saved, especially when it insures the best viaduct that can possibly be built.

A steel viaduct requires constant attention. A concrete viaduct is permanent. There is practically no cost for maintenance. The first cost represents the total expense.

Concrete is as Permanent as Stone—Stone Viaduct in Rome Erected 2056 Years Ago Still in Use—Concrete Cheaper Than Stone

The dome of the Pantheon in Rome was constructed entirely of concrete, it being well known that the Romans used concrete prior to 509 B.C. In the 2,000 years of its existence this dome has never been repaired.

Ponto Rotto was built in Rome 142 years before the Christian era. The viaduct is in use today. Concrete is as permanent as stone and is much cheaper for the purposes of building. It has been demonstrated repeatedly with steel viaducts that the yearly cost of repairs and maintenance is a big item of expense.

Concrete Hardens and Strengthens With Age

Think of the future. Twenty-five years hence what is to be the condition of Bloor Street Viaduct—a tremendously busy thoroughfare, carrying a large proportion of the tremendous traffic of a city of two million inhabitants, as Toronto will doubtless be in twenty-five years?

Of what shall the viaduct be—of concrete, which will be growing stronger with every passing year, or of steel, with constant fight against rust, the eternal inspection of members to locate danger spots, a yearly expense, and the ultimate replacement by concrete?

Concrete Viaduct Guaranteed

The lowest bidders on concrete are Messrs. Jones, Girouard and Co., Limited, contractors of unquestioned financial responsibility, and with much practical experience. The contractors are prepared to give a bond for the full cost of the viaduct, and to guarantee it for five years after completion.

Your Personal Interests Demand That the Viaduct Be Built of Concrete

ONTARIO CONCRETE ASSOCIATION