

ONTARIO—A Province With a Concrete Foundation

DO you notice that the big things of Canada are being constructed of concrete? Why is concrete the chosen material for all our big undertakings? The reason is a simple one. Canadians have the mistakes of the rest of the world to profit by.

We are young—our development is the world's last big development. Among countries, Canada is a stripling—a stripling with unusual strength and unusual qualities. These, aided by a knowledge of what to avoid, are going to result in a country to be described only by the one adjective "wonderful."

Now, to have a wonderful country, it is important that the big public undertakings be conceived and executed in a manner that shall ensure **permanence** as well as **beauty**.

And it is "permanence" that Ontario is making sure of when she builds her buildings, her bridges, her highways and her elevators of Concrete.

It is "permanence" that first led our engineers to select concrete for foundations. It was for "permanence" that they later chose it for sidewalks, and then for floors, and for highways and for bridges. To-day, concrete is the material chosen for nearly **all** big structural undertakings.

The superiority of Concrete is so completely accepted, its use so general, that its adoption for even the most difficult requirement no longer awakens an interest. But so important is concrete to our national development that we **should** try to remember how large a part it plays in the building up of our cities and our rural districts.

How many Torontonians, for instance, know that the following important buildings owe their beauty and permanence to concrete.

CANADIAN KODAK
R. S. WILLIAMS & SONS
THE ROBERT SIMPSON CO.
FARMERS DAIRY CO.
W.M. WRIGLY JR. CO.

How many of us ever stop to think that, but for concrete our great Harbor improvements, and our great grain elevators—unsurpassed in size and strength by any elevators in the world, would not have been possible.

With the success of Concrete so amply demonstrated, is it not evident that this, the modern building material — permanent, fireproof, economical — must be the standard material on which to base a permanent Canada.

CANADA CEMENT COMPANY

LIMITED

MONTREAL