



Extending Our System of Concrete Highways

This typical concrete road-building scene is now a familiar sight throughout Canada. But notwithstanding the many miles of Concrete-paved roads, there is a still-unimproved balance that is quite large enough to occupy our road engineers for a long time to come.

There is no work more vital—none upon which our unskilled labor might, to better advantage, be employed.

Roads that were "good enough" for a bygone generation, require constant and heavy maintenance expense under the new conditions brought about by truck haulage. It is evident that the economical course is to rebuild, using a material capable of withstanding the strain of the heavy, fast-moving truck.

Concrete is measuring up to the demands of modern conditions.

It is a desirable choice wherever permanence and low maintenance cost are sought.

Our illustrations show the building of the River Front Road at Sandwich East, Ontario. The contractors for the work are Merlo, Merlo & Ray, of Walkerville.

Canada Cement Company Limited

Herald Building Montreal

SALES OFFICES:

Montreal

Toronto

Winnipeg

Calgary

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.