

# The Best Good Road—

Any road to be *best* must embody to the fullest extent the factors of quality, economy and permanence, which create satisfaction.

## Quality

The quality road must be—easy riding over the full width—easy to maintain—sanitary—suitable for both automobiles and horses, and present a pleasing appearance.

## Economy

The economical road must be constructed at a relatively low cost and be cheaply maintained. Funds should be devoted to building more good roads instead of resurfacing and repairing old roads.

## Permanence

The permanent road must be able to stand up under the most severe traffic strain and have long life. It must be built of a material that cannot be blown away by the wind, washed out by rain or ground out by wheels.

## Satisfaction

The satisfactory road must satisfy every one using it every day in the year. It brings markets nearer, increases property values and per capita wealth, it creates pride in the community and gives the greatest advantages.

All of these factors are summed up in their highest degree of development in the road that

## —is built of Concrete

Concrete approaches nearer to the ideal for road construction than does any other material.

Concrete has a relatively low first cost, minimum of maintenance and long life under any kind of traffic. It permits of a low crown, has a smooth non-slippery surface, is clean and easy of traction. It increases property values, community pride and the satisfaction of every one using it.

If you are interested in good roads let us send you our new, free booklet "Concrete Roads"

**Canada Cement Company Limited**  
779 Herald Building, Montreal



*Visit Our Exhibit at the Good Roads Congress,  
Sohmer Park, Montreal, March 6 to 10, Inclusive*