



Concrete Roads are Economical Roads

ALL experience proves that roads requiring continual costly maintenance are expensive roads regardless of their first cost.

The experience of communities which has given Concrete Roads a trial is equally positive in proving that the Concrete road shows true economy in ultimate low cost.

One feature of the economy of a Concrete Road is its elimination of power and fuel waste as proved by traction tests with automobiles and motor trucks. One such test established the fact that a gallon of gasoline will carry a vehicle twice as far on a Concrete Road as it will on an earth road. Think what Canada's million motor vehicles would save in gasoline alone if they always travelled on Concrete.

Concrete roads are especially desirable in suburban areas. The one shown here links St. Catherines and Port Dalhousie. It was constructed in November, 1919. Already the adjoining property owners are beginning to realize that this kind of road improvement means increased land values. Already the farmers of that neighborhood are able to appreciate what it means to be able to reach their markets quickly and in all seasons. To make travelling quick, safe, easy, clean and comfortable—as a road like this invariably will—is to add to farm acreage values, to extend neighborhood limits, and to make city and country near neighbors.

A Concrete Road is a practical economy from every standpoint—an investment in efficiency that is certain to pay dividends in health, happiness and increased prosperity to those who build and use it.

Canada Cement Company Limited
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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.