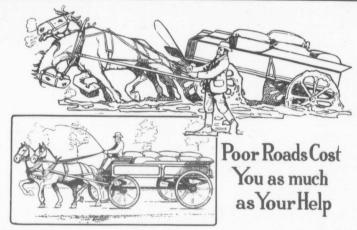
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SEVERAL thousand Minnesota farmers figured up the various losses they suffered in a year as the result of poor roads. They made the astonishing discovery that these losses came to a total large enough to pay for all their hired help!

The roads in this Minnesota district are not by any means the worst roads in America. They might be called good roads if compared to some that are only too well known. But they are bad enough to cause the loss of more than half a million dollars yearly to the farmers who have to use them.

Read The Story These Figures Tell

Loss	because	of	longer routes to town	\$61,994	01
**	**	6.6	slow progress in hauling	75,627	64
**	316	**	extra trips	158,607	34
**	**	**	specific reasons (perishable goods spoiled, good markets	100,001	
n	issed, ho	orse	s ruined, etc.)	220,574	16
Loss	because	of	inability to haul manure	91,925	00
Т	otal Loss			608 728	15

The average loss to each farmer was found to be \$150.

He lost \$1.70 for every acre farmed. He lost 13 cents every time he carried a ton of produce over one mile of bad roads.

He lost one-tenth of his total crop. He paid as much for bad roads as he did for his hired help.

He paid enough to pay off his mortgage in three years and leave something over-

And all this in addition to his regular road tax, which was spent in the hopeless task of making a poor road good by repairing it.

Have you figured up what poor roads are costing you?

Try it, and in the meantime write for information about

Concrete Highways

ONCRETE has solved the good roads problem—solved it in a way that means neither high taxes nor makeshift methods. Write to-day for the booklet "Concrete Highways," and other free literature that fully explains why concrete is the best and most economical material, for country highways as well as for city streets.

Concrete Roads Department

Canada Cement Company Limited