



No Ruts on this or any other Concrete Road

The roadway shown in the illustration is a typical one of its kind. You can see one just like it in almost any Canadian community. Take a look at the one nearest you. You will see a big double rut down the centre, made by the vehicle driven there to escape the soft, oozy surface on either side.

THERE'S a reason for that double rut down the centre. A Macadam road when originally laid, **must** be constructed with a high "crown," so that the water may drain off properly on either side.

A Concrete road, you'll notice, is **not** built that way. True, it has a slightly sloping surface, a certain amount of "crown," but very little is necessary, because a concrete surface drains so much more easily than dirt.

The high crown of the Macadam road forces all vehicles to drive in the centre of the road. From the very day the roadway is ready every wagon takes the middle of the road; and every one that follows, follows in the ruts thus started. The result is that you have two narrow strips of surface carrying the total traffic that passes over that road. Everybody takes to the ruts.

Now see what happens when the road is of concrete. The slope, or crown, of a concrete road is so imperceptible that there's no need to keep to the centre. Vehicles, therefore, use the entire width of the road. The traffic is **distributed** over the whole surface.

When you drive along a concrete pavement, you'll find no ruts whatever. Concrete doesn't give them a chance to get started.

Concrete roads are not an experiment. They have been proven the best, and in the long run, the cheapest of all roads.

Wind and rain, instead of making mud-pools and ditches, only serve to keep them clean enough to serve as a pathway for pedestrians.

For further information, Address:

PUBLICITY DEPARTMENT
CANADA CEMENT COMPANY, LIMITED
MONTREAL

CONCRETE roads save the public money, their cost of maintenance is so low. Concrete roads are within the reach of every community—the first cost is very little more than that of a good Macadam road: the ultimate cost is infinitely less.



The cost of maintaining 33 miles of concrete road in Wayne County, Michigan, does not exceed \$6.00 per mile per year.

It costs Peel County, Ontario, \$900.00 per mile to maintain Macadam roads for the same period.

You Can't Wear Ruts in a Concrete Road

CONCRETE is the ideal pavement for either town streets or country highways.

Concrete is "rut proof."

TO realize what this means, it is only necessary to compare a piece of dirt or Macadam roadway with one that is built properly of concrete.



Driving in the Rut. Where else can you drive?

Concrete roads save the farmer's money, by allowing him to haul bigger loads, in faster time; they are never impassable when he wants to hurry in with a load of produce to catch his prices.