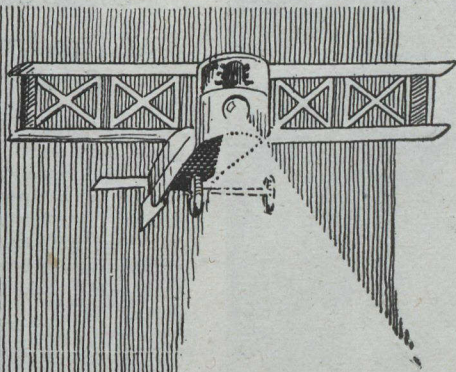


# You'll find the traffic on the good pavement every time



**I**f you could fly over the country in an aeroplane and see all the roads of the country-side, you would be impressed by the fact that traffic does not follow the *most direct line*. It follows the *best roads*, even though it has to take a roundabout way to pass over them. A two-mile trip

## CONCRETE PAVEMENTS

provide highways over which traffic of all kinds can pass safely and rapidly *at all seasons*. Its cost, over a period of say, twenty years, is less than that of building and maintaining old-fashioned roads. Every farmer, every motorist, every business man—in fact every taxpaying citizen—is *directly interested* in the character of the roads to be built in Canada.

over a good road is *shorter*, in time of travel, than one mile over a bad Road. Heavier loads can be hauled: better speed can be made, and there is less "wear and tear" upon horses and vehicles.

We have published an interesting booklet—"Concrete Roads." Write for copy, and post yourself upon the facts.

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

