

## Better Roads—Better Profits

CONCRETE roads have proved to be the best. Once laid, they are there for a generation, no matter how heavy the traffic. Some so-called "good roads" need so much repairing that the maintenance expense in a few years amounts to as much as the roads cost originally.

The cost of repair and upkeep on a concrete road is practically nothing.

The first cost of a concrete road is not high. In most cases it comes close to that of good macadam.

To gain some idea of just what this kind of real "good road" may mean to you, ask yourself these questions:

**How many pounds can you haul when the roads are good?**

**How many pounds can you haul when they are bad?**

**How long does it take you to make a trip to market over good roads?**

**How long does the trip take over bad roads?**

**How many trips have you made over bad roads this year?**

**How many more trips would you have made, if the roads had been good?**

Have you estimated what poor roads have cost you—in time of men and teams wasted,—in inability to get to town when market prices were high—in trouble and inconvenience—and in actual taxes for repairs that temporarily made a poor road better, but that never gave you a real good road?

Concrete roads mean more profitable marketing for your crops, the saving of your horses, more convenience for your family, increased value for your land, and full value for the money you pay in road taxes.

The story of the concrete road is interesting. Every Canadian farmer ought to know it.

*Write now for free literature on concrete roads.*

**Canada Cement Company Limited**  
Montreal, Que.

