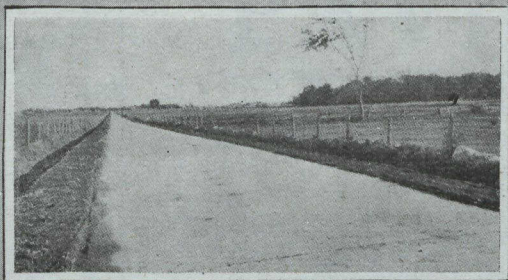


The Road  
of the Past

The Road  
of the Future



# Let's Make it "The Road of To-day"

Why wait? Why delay the righting of this great wrong? Every poor road in Canada directly affects the welfare of our Country—and every individual Canadian. Every rock and rut in the old-style road is a menace—an obstacle to progress. Every uneven surface in it represents waste of taxpayers' road money. Every bit of "rough going" in it is a source of so much needless wear-and-tear upon motor cars and trucks and vehicles in general. Consider in contrast.

## Permanent Highways of Concrete

Our photographs show a typical, old-style road—the road of the **Past**—and alongside it, a typical Concrete Highway—the Road of the **Future**.

We say: "Let's have those Concrete Highways to-day—in the immediate present—not in the dim and distant future." "But," you say: "What have I to do with it? How can I help?"

Listen. The surest way for us to have the right kind of roads—not just here and there, but all over Canada—is for everyone to "boost" for them.

And you cannot intelligently "boost" for Concrete unless you

have the facts. They are contained in our Concrete Road Books, copies of which will be sent to you free of all charge if you'll send a post card to us, asking for them.

We have gathered fact upon fact. Facts that account for Concrete's superiority—facts to support every claim for Concrete—facts as to its freedom from "ruts" and "waves"; its permanence; its low maintenance cost.

We'll have to do some energetic boosting for Concrete, if we are to have a properly-paved Canada. But first let us get the facts.

Write for them, to

**Canada Cement Company, Limited** 9 Herald Bldg.  
MONTREAL

# Concrete for Permanence