

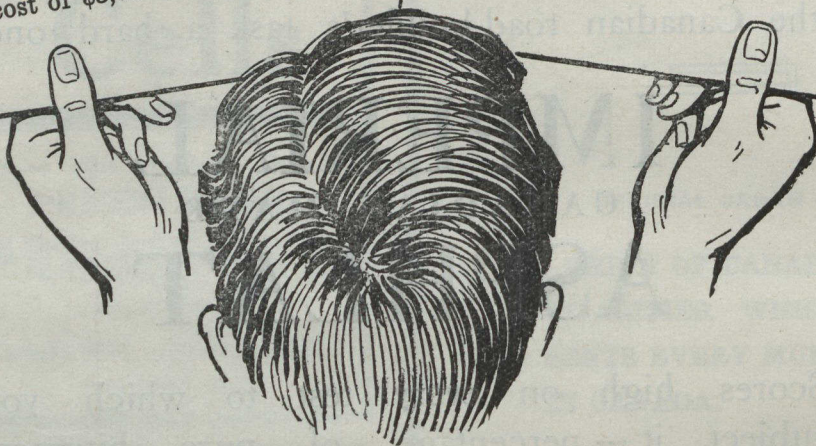
# What You get for Your Road Money

## The Old Way

1. Issue of 20 to 40 years bonds.
2. Construct some type of road costing \$6,000 to \$10,000 per mile.
3. After second year spend \$400 to \$800 per mile per year for maintenance.
5. Reconstruct the road at the end of 5 to 8 years at a cost of \$3,000 to \$5,000 per mile.

## The Concrete Way

1. Issue 20 year Bonds.
2. Construct a permanent concrete road at \$12,000 to \$16,000 per mile.
3. Maintenance charges \$25 to \$50 per mile per year.
4. At the end of the life of the 20 year bonds having a road that is still in good condition.



THE first glance at the above figures shows how your road money should be used to get the most out of it--by the "Old Way" it is just spent--by the "Concrete Way" it is invested.

Concrete is the all-year road, making travel in spring and winter as easy as at any other time of the year.

Its benefits are universal. It saves time and money for the farmer and adds to the value of his farm. It benefits the merchant by extending his market. It benefits the "ultimate consumer" because it enables him to get fresh country produce promptly and at the lowest prices. It benefits the automobile owner by saving wear and tear on his car. In fact concrete roads in town and country promote the general prosperity of the entire community.

Read again the comparison above. Then ask yourself, "Shall I allow my money to be spent in building old fashioned, fast wearing roads, or shall I insist on it being invested in durable and economical roads of CONCRETE."

*If you are interested we will send you, without cost, full information on concrete roads. Address.*



## Canada Cement Company Limited

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