

Co-partners in a sound INVESTMENT

Farmer and City-Dweller

When they both investigate the matter, find they have a big common need—good roads. Investigating further, they find they are also in accord as to the material of which these roads should be built. It is unquestionably CONCRETE.

The man-in-the-city and the man-on-the-farm are getting together on the road question. They are finding out that what is good for the one is good for the other. They are both beginning to realize that their greatest common need for greater prosperity is the building of more

Permanent Highways of Concrete

All Canadians will ultimately have to awaken to the true facts about Roads. They must eventually realize that our great national road waste is a criminal folly—that the money that now goes into the repairing of old-style roads would build hundreds of miles of Concrete Pavement which needs practically no repairs.

Modern traffic conditions, with the introduction of motor car and motor truck, are forcing these facts on our attention. Why, then, wait until we have thrown away more thousands? Why not at once arouse a nation wide interest that will result in the converting

of our present wasteful, rut-filled, short-life roads into the hard, clean, durable roads which Concrete alone can give us.

A Pavement of Concrete is the only kind that will resist the wear of heavy motor traffic. It has a hard, even surface that is durable as nature's own rock. No holes or ruts will appear in it, no matter how heavy the traffic. It cannot turn to mud in Winter or even in the trying Canadian Spring. It cannot become a dusty road in Summer.

Is it any wonder that farmer and city-dweller always agree to invest their money in Concrete Roads, when the true road facts are brought to their attention?

Concrete Facts About Concrete

We will send to anyone who asks us, several interesting books on the subject of Concrete Highways, supporting our claim to the following advantages:

1. Concrete Roads endure.
2. Concrete Roads have even surfaces.
3. Concrete Roads are devoid of ruts.
4. Concrete Roads are free from dust.
5. Concrete Roads are quickly cleaned by rain.
6. Concrete Roads help to keep down the cost of living, by reducing the hauling cost of farm produce.
7. Concrete Roads are reasonable in first cost, low in maintenance cost, and cheapest in final cost.
8. Concrete Roads ensure least wear-and-tear on vehicles and harness; also they are easy on horses because of even gritty surface.
9. Concrete Roads reduce the possibility of accident, because of their non-slip, non-skid, hole-proof surface.
10. Concrete Roads give service 365 days in the year—they are always "navigable" even in the depth of Winter and in the Spring.

CANADA CEMENT COMPANY
38 HERALD BUILDING MONTREAL



Concrete for Permanence

'Bull Dog' London Concrete Mixer No. 6

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LONDON CONCRETE MACHINERY CO. Dept. B. London, Ontario, Concrete Machinery

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Hon. G. H. Ferguson, Minister of Lands, Forests and Mines

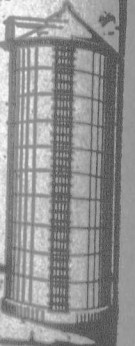
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