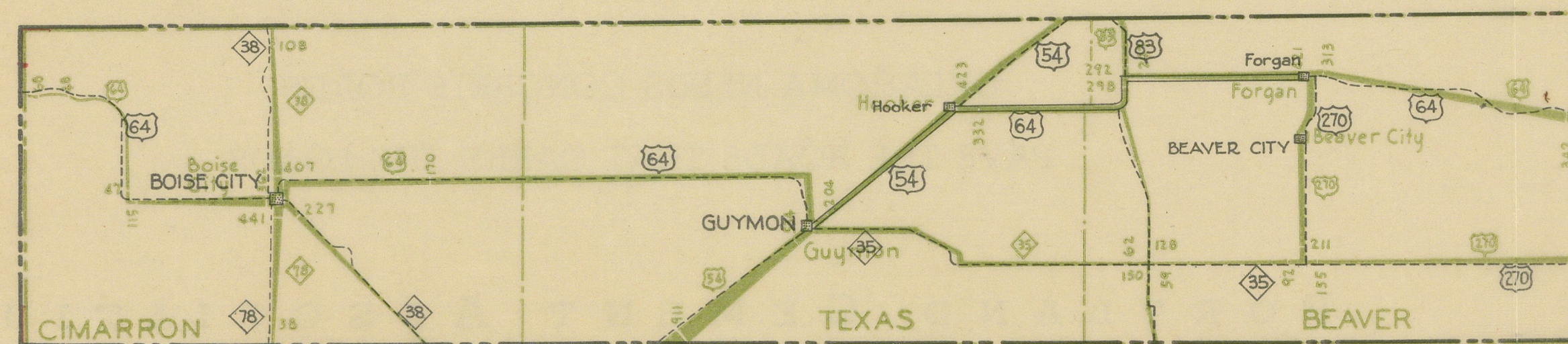
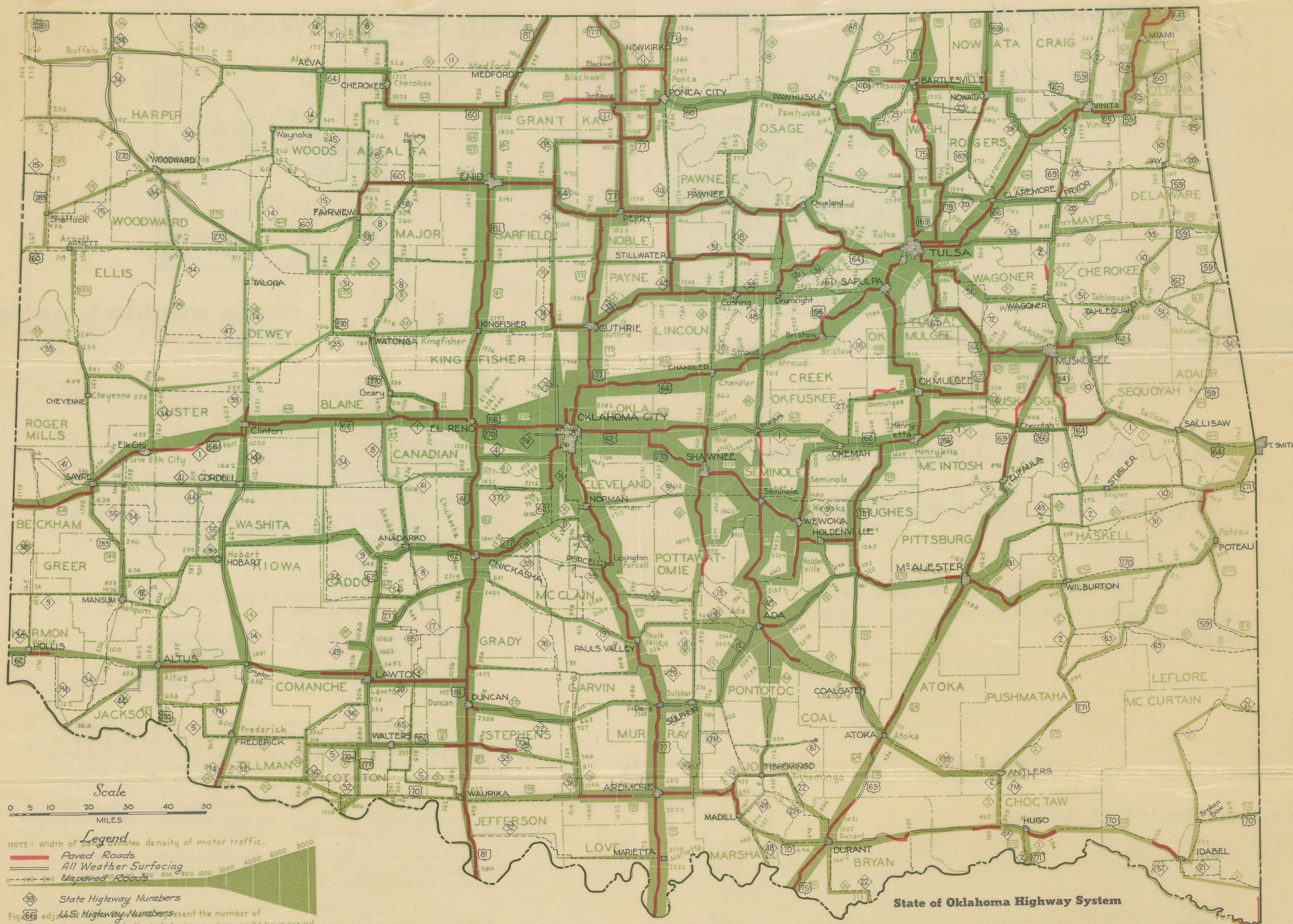




TRAFFIC DENSITY ON OKLAHOMA STATE

This map of the Oklahoma state highway system clearly shows the need for modernizing the roads and closing gaps in the state's highways.

The red lines indicate existing high-type pavement, the open lines indicate secondary surfacing, and the broken lines, unpaved roads.

Many important centers are without first-class road connections with neighboring com-

munities. Heavy traffic is forced to travel over roads that are incapable of handling it, either with or without excessive, costly and burdensome maintenance.

Under the proposed new highway program, pavement should be extended where most needed and Oklahoma motorists provided not only with better roads, but with freedom from excessive upkeep costs.

OKLAHOMA NEEDS CONCRETE ROADS

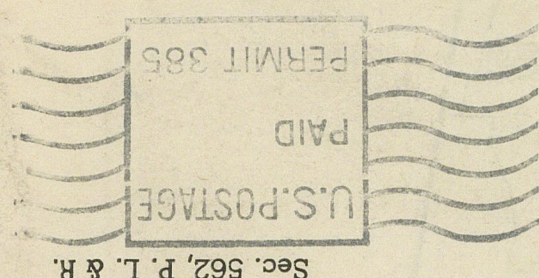
Washington, D.C.

1011 H. O. Kelly,

McAlester, Okla.

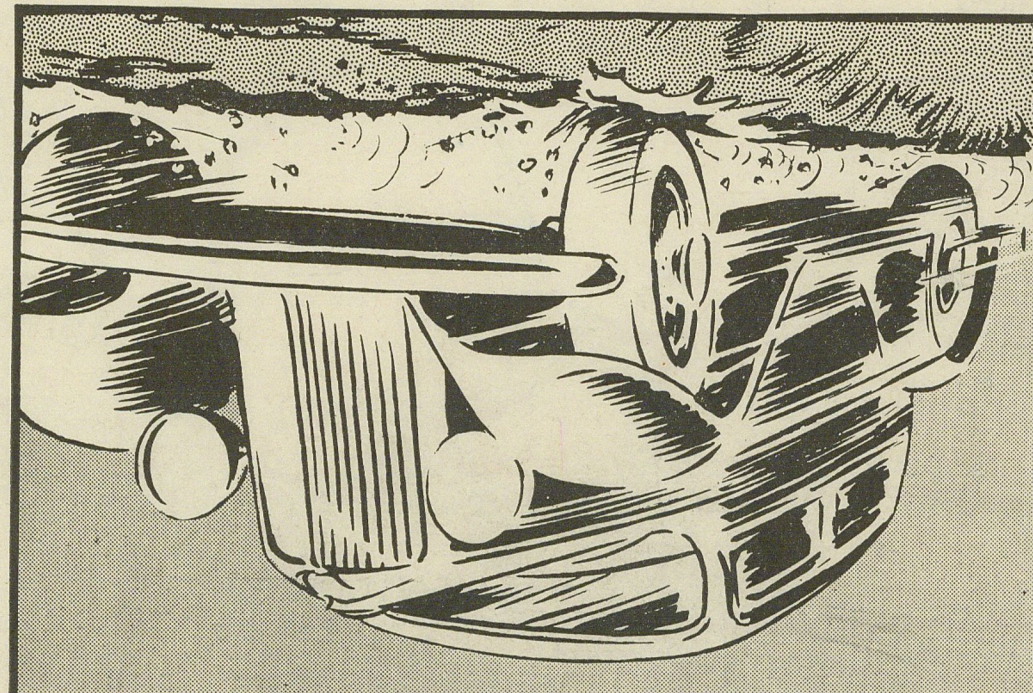
Wilburn Cartwright

Address changed by official orders



PORTLAND CEMENT ASSOCIATION
1421 First National Bldg.
Oklahoma City, Okla.

Your car DESTROYS poor roads—and poor roads
destroy YOUR car. Concrete roads stay good—
and save your car.



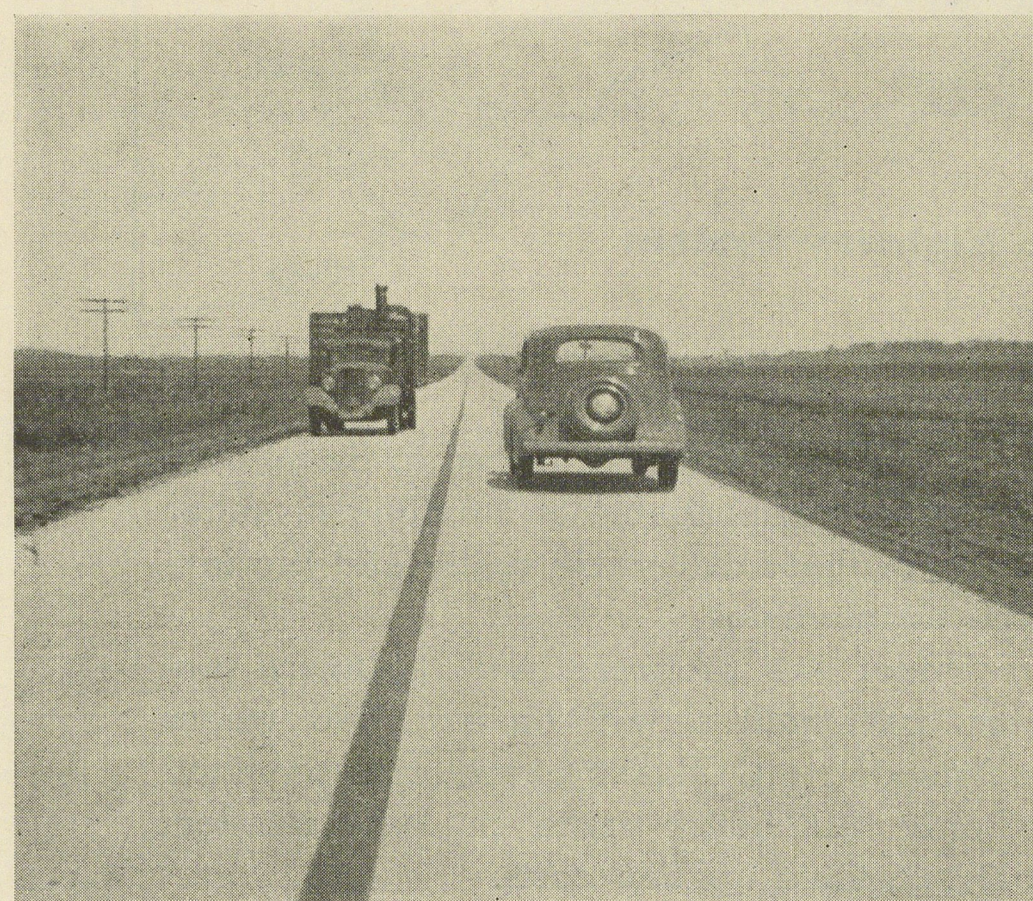
OKLAHOMA NEEDS CONCRETE ROADS

Pave the Roads That Carry the Loads

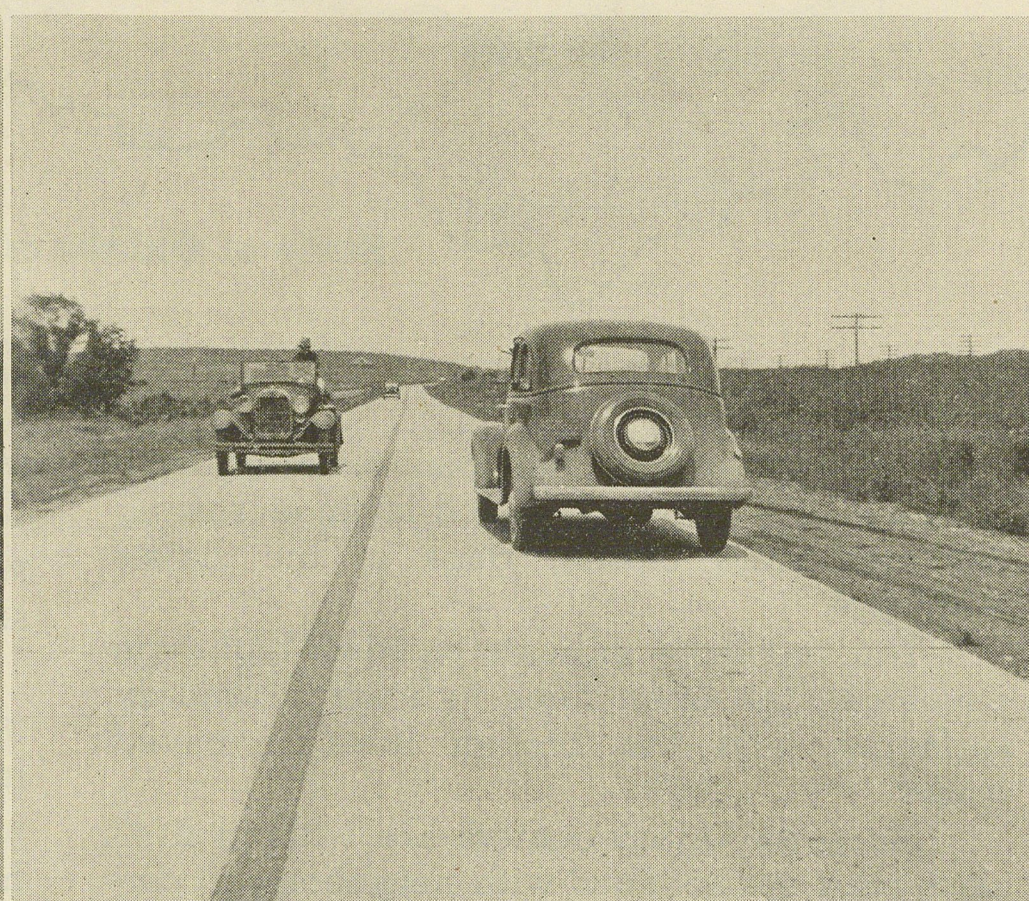
"YOU pay for good roads whether
you have them or not, and you pay less if you have them, than if
you have not."

—Thos. H. MacDonald, Chief, U. S. Bureau of Public Roads

Concrete Roads Such As These



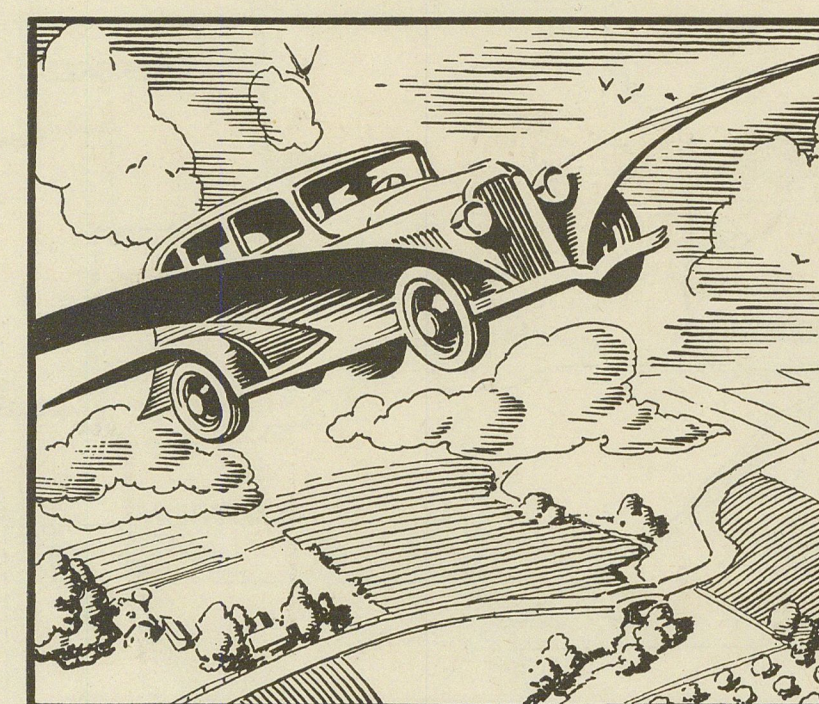
U. S. 69 four miles southwest of Vinita



U. S. 69 ten miles north of McAlester

are safe night and day, rain or shine—and pay Dividends to the State in lowered maintenance and reconstruction costs—and to the motorist in savings in gas, tires and car repairs.

If Your Car Had Wings —



roads wouldn't matter!

BUT lacking wings, that car of yours must still use the roads. And the kind of roads which Oklahoma builds is a matter of vital importance to you.

The Oklahoma legislature has made available to the State Highway Commission \$35,000,000 of road construction funds to be spent in the next three years. Added to this sum will be Federal Aid and state funds making a total of approximately \$50,000,000 for highway and bridge construction during that time.

For the first time in its history, Oklahoma has sufficient funds to complete the more important sections of the state highway system. Hundreds of miles of gaps on the main highways need concrete pavement and a great percentage of the secondary system is badly in need of all-weather surfacing.

The enclosed maps show:

- (1) The present condition and types of surfacing on the state highway system.
- (2) The number of cars, trucks and buses now being carried on all sections of the state system.

NOTE THE UNPAVED GAPS ON THE IMPORTANT HEAVILY TRAVELLED HIGHWAYS.

Note the number of miles on the state highway system on which high type paving is needed because of the heavy traffic these roads now carry. Note the tremendous amount of traffic entering and leaving the larger cities and towns of the state indicating the imperative need of modern traffic relief, by-pass and wider roads in and around these centers.

It is to your interest that this program of highway construction be carefully planned. The important roads in the state, that serve the majority of the people, **SHOULD BE PAVED WITH CONCRETE.**

This will save the state hundreds of thousands of dollars in maintenance and reconstruction costs and pay to the motorists large dividends in reduced operation and transportation costs.

Look at the maps — Visualize your highway completed — Then let the Highway Commission know that you want concrete pavement on the main highways in your locality.

OKLAHOMA NEEDS CONCRETE ROADS

PAVE THE ROADS THAT CARRY THE LOADS

✓
P O R T L A N D C E M E N T A S S O C I A T I O N

1421 First National Building

Oklahoma City, Oklahoma