

(The above is a cut-away of New Hampshire's 14.7 mile modern Asphalt highway.)

Durable ASPHALT Pavement scientifically engineered from the ground up

...for lower initial costs... quicker, easier, economical maintenance for low future taxes

There's much more to modern Asphalt paving than meets the eye.

There is the famous heavy-duty Asphalt *surface* everyone knows. A comfortable, smoother-riding surface. A safe surface... because textured Asphalt pavement is highly skid-resistant. Glare-absorbing... easy on the eyes. Quiet... easy on the nerves.

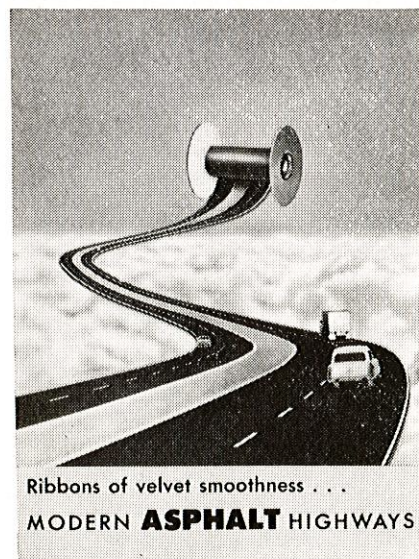
And the foundation beneath this rugged surface is a triumph of road-building science. Built-up layers that spread the load... absorb the pounding of heaviest traffic. Scientifically-

designed layers that help make Asphalt pavement the last word in rugged durability.

As for economy... with modern Asphalt construction you can save from up to 10% and sometimes as much as 50% on paving costs alone! *Get one mile free in every ten*!* Maintenance? Costs no more... and often less!

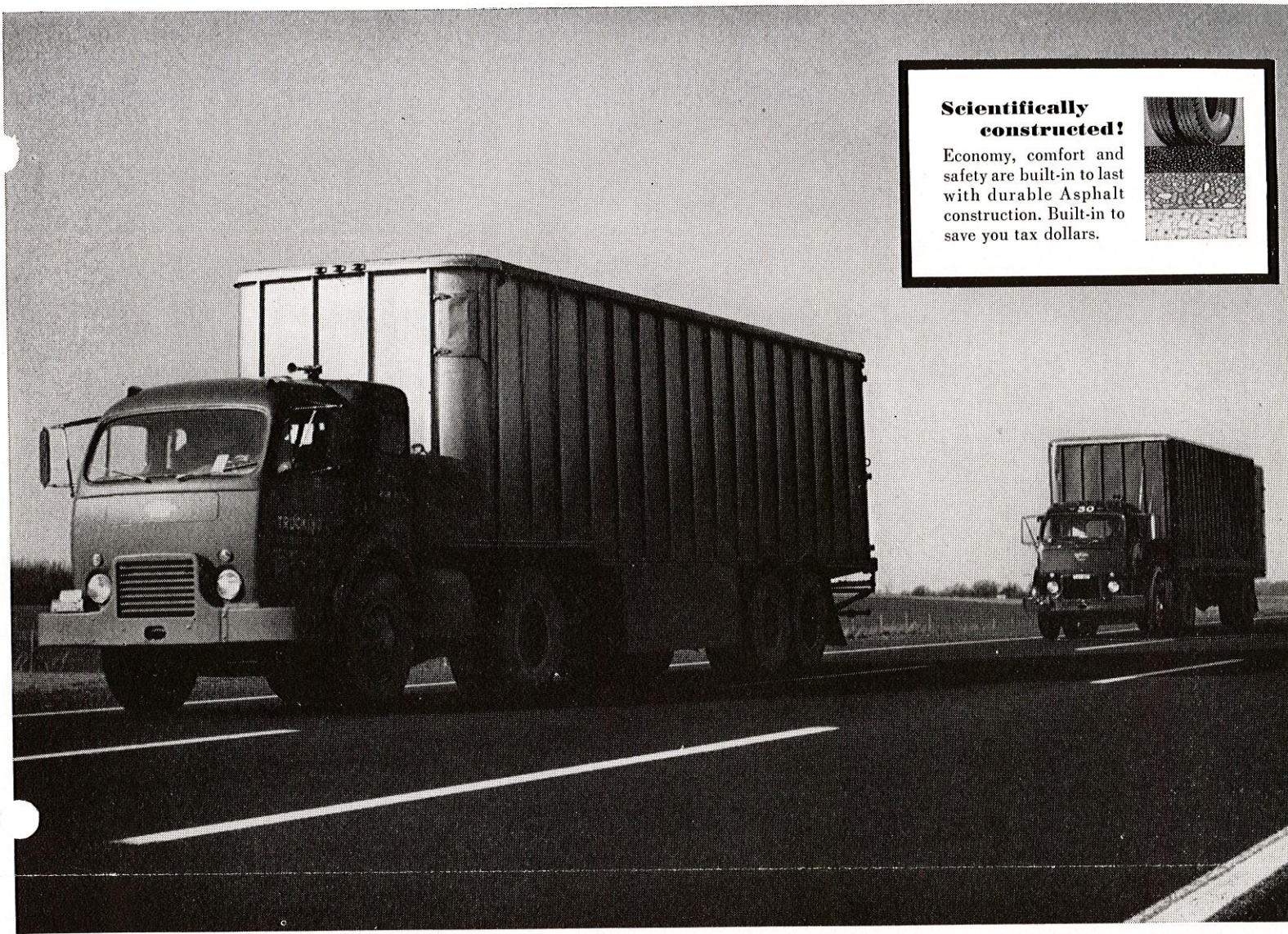
So speak out now for modern Asphalt paving. Help get *your* state to practice Asphalt-Economy before seeking higher taxes for road construction.

*Examples on request.



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**WISCONSIN BITUMINOUS
PAVING ASSOCIATION**



**Scientifically
constructed!**

Economy, comfort and safety are built-in to last with durable Asphalt construction. Built-in to save you tax dollars.



Modern ASPHALT Highways mean better trip time

Cut down trip time and you build up profits. That's basic.

That's why so many fleet-owners want new multi-lane highways that permit easy passing, less congestion.

Modern Asphalt construction means more miles of wider, heavy-duty roads per tax-dollar. It means smooth riding. Less wear on the equipment. Less fatigue for the driver.

It's safe, skid-resistant . . . wet or dry. Glare-resistant . . . easier on the driver's eyes. And lane markings stand out clearly day

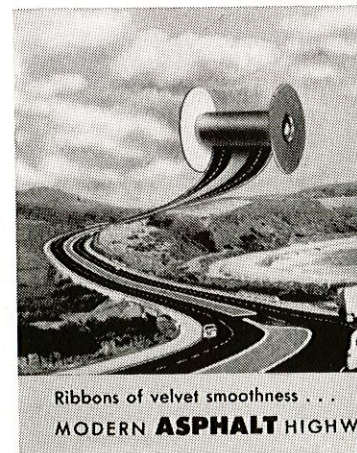
and night on Asphalt highways.

In winter, snow and ice melt quicker on Asphalt pavement. And de-icing chemicals never harm Asphalt surfaces.

Maintenance, when necessary, is done quickly, easily . . . at low cost. The road is open to traffic soon . . . sometimes within hours . . . reducing annoying, time consuming detours.

So speak out for modern Asphalt construction. It will pay you in faster trip time . . . more profits for you!

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Ribbons of velvet smoothness . . .
MODERN **ASPHALT** HIGHWAYS

More miles of rugged roads for your tax money

WISCONSIN BITUMINOUS
PAVING ASSOCIATION

KEEP YOUR ROADS IN THE **BLACK**



Economical modern ASPHALT construction saves in first cost, holds down maintenance costs, puts brakes on rising highway-user taxes

The over-all cost of highway construction is up. Up over 6% since road-building began under the new Federal-Aid highway program. And may go even higher.

This suggests a good hard look at the cost of highway construction . . . particularly paving.

Modern Asphalt pavement saves in several ways over other types. *In initial costs . . .* it gives a bonus of one free mile in every ten.* And sometimes even more!

It saves time . . . for Asphalt construction is quicker, easier. Keeps all costs at a minimum. New roads are opened to traffic sooner, too, and congestion is relieved faster.

*Examples on request

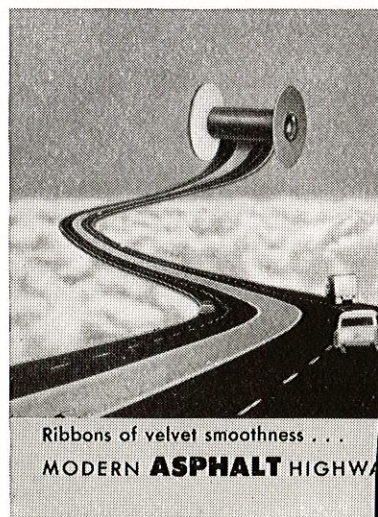


Modern Asphalt construction is a triumph of road-building science. Built-up layers spread the load . . . absorb shock and pounding without cracking. Economy, comfort and safety are built-in to save tax dollars.

On maintenance. Rugged, heavy-duty Asphalt pavement costs no more to maintain. Often less!

The known economy and rugged durability of modern Asphalt construction were never more important to America's road-building plans than they are now. In addition to economy, modern Asphalt pavement is smoother-riding because it's joint-free, it absorbs glare and makes lane markings highly visible day and night. And its safe, textured surface provides high skid resistance for surer traction.

If you want to keep *your* roads in the black, keep taxes down, here's your chance to do something about them. Get all the facts today. Write for a free copy of "... From the Ground Up."



Ribbons of velvet smoothness . . .
MODERN ASPHALT HIGHWAYS



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PAVING ASSOCIATION**



Off to school

... the smoothest way is on a modern ASPHALT highway

Your children probably have good safe school buses. Good safe drivers.

Now make sure they have good safe roads.

Smooth-riding Asphalt pavements assure their comfort and safety.

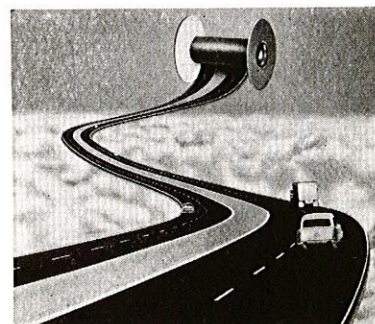
Yours, too. On top of this, they often give you, the tax payer, one mile FREE in every ten.* Because they cost from 10% to 50% less to build—and *no more* to maintain. For the facts, write for new booklet "... From the Ground Up."

*Examples on request



Triumph of road-building science

See these scientifically built-up layers in a modern Asphalt highway. They spread the load and absorb shock and pounding without cracking. They're surfaced with rugged traction-textured, skid-resistant Asphalt pavement.



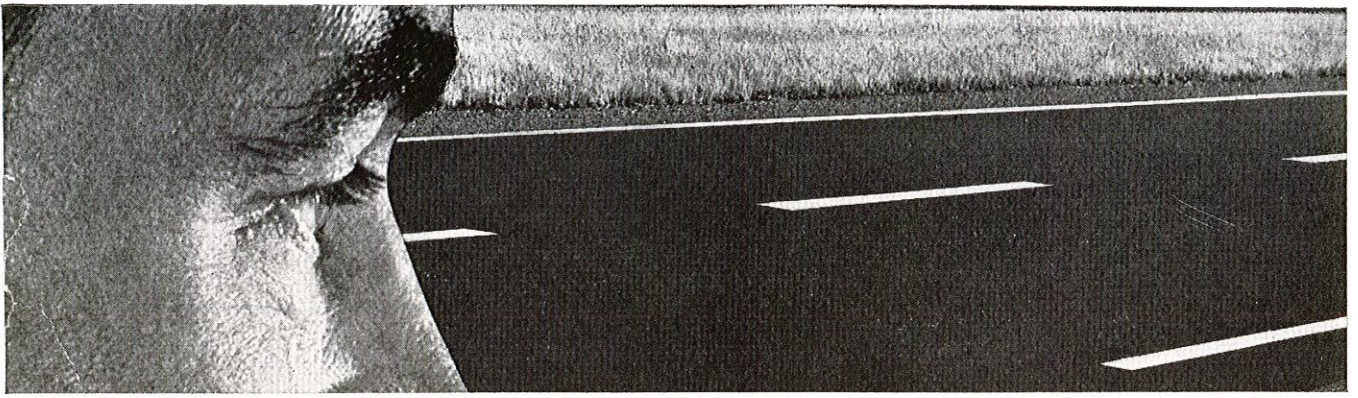
Ribbons of velvet smoothness . . .

MODERN ASPHALT HIGHWAYS

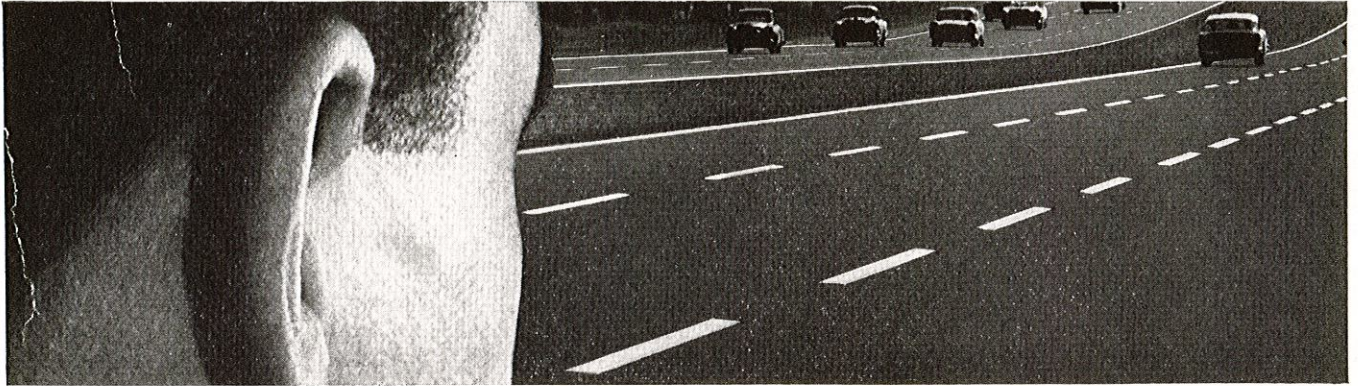
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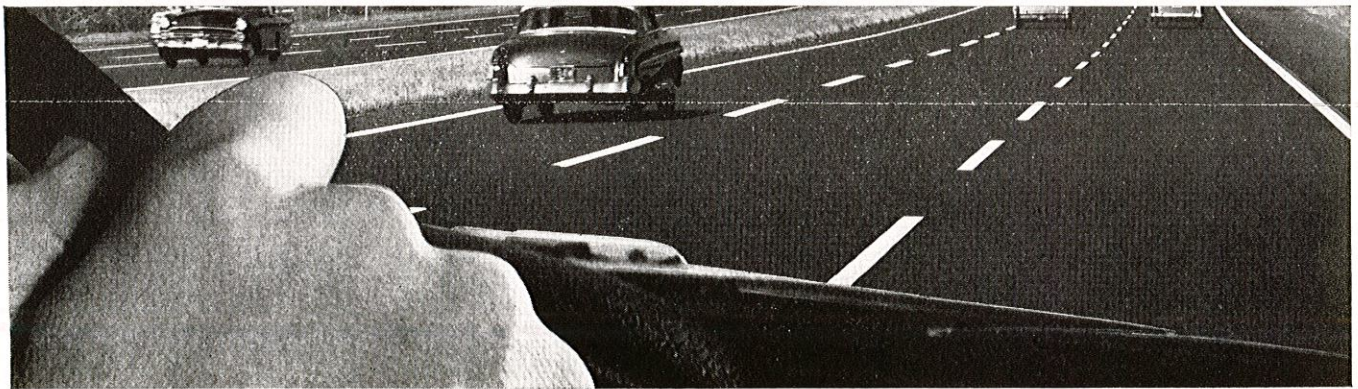
**WISCONSIN BITUMINOUS
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SEE the difference



HEAR the difference



FEEL the difference
...on smoother-riding ASPHALT highways

Your eyes tell you. Your ears tell you. The feel of the wheel tells you . . . the very second your car glides onto a modern Asphalt highway. What a difference! *What a relief!*

Glare subsides at once. No "thump, thump, thump." You feel safe . . . you *are* safe . . . for modern Asphalt highways are traction-textured for high skid-resistance.

But there is a big difference you *can't* see, hear or feel. It's the *ruggedness . . . the durability . . .* of modern Asphalt pavement.

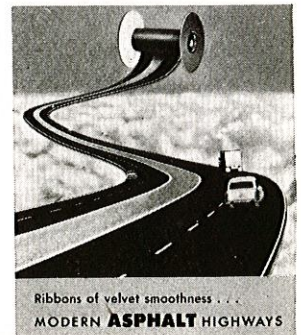
This ruggedness goes deep. Its foundation is the unique layer-upon-layer construction

that "locks" surface to subbase; and builds up the strength and resilience that make modern Asphalt pavement *last . . .* as no other type of pavement does.

Engineered for rugged wear



Modern Asphalt construction is a triumph of road-building science. Its built-up layers spread the load . . . absorb shock and pounding. Comfort and safety are built-in to last. And Asphalt pavement economy will save the nation billions of dollars in taxes.



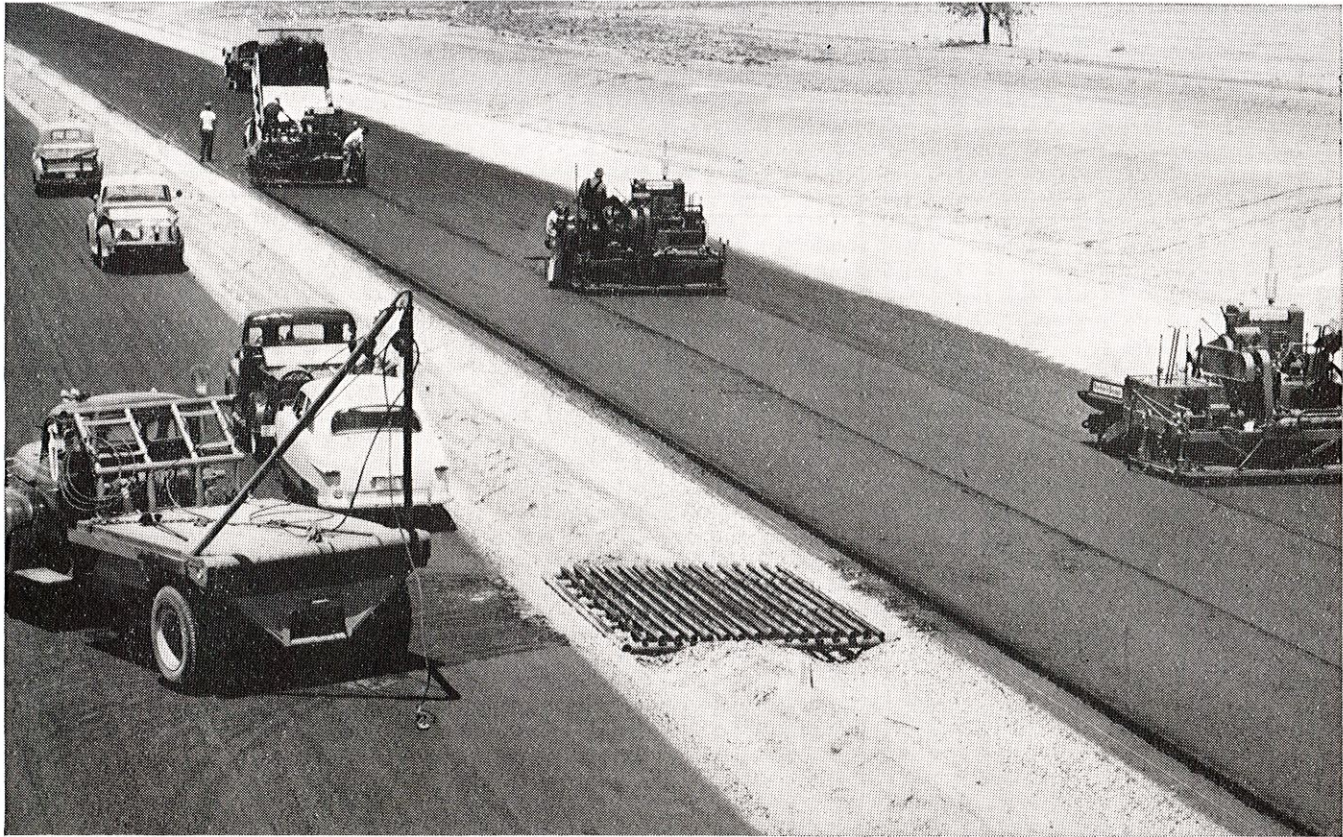
Ribbons of velvet smoothness . . .
MODERN ASPHALT HIGHWAYS

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**WISCONSIN BITUMINOUS
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Highway Costs Rising—Already **up 4%!**



America's Grand Plan needs the economy of Modern **ASPHALT** construction

The Federal Highway program is barely under way. Yet, construction costs already have gone up 4%, according to official figures.

But here's good news! Savings from durable Asphalt construction . . . savings from low, quick and easy maintenance . . . can go a long way toward keeping the costs of *your* much-needed new roads within your ability to pay.

Experts say that *3 billion dollars* in original costs alone can be saved on the Interstate System with modern Asphalt pavement. And a substantial part can be realized by *your* state . . . your community.

SMOOTH-RIDING, SAFE HIGHWAYS ARE YOURS, TOO

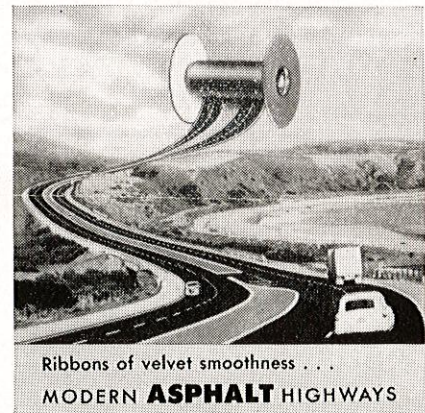
Yes, at lower cost to the taxpayer, Asphalt pavement provides more, better and wider highway. With smooth-riding, tough, resilient, skid-resistant surfaces. Glare absorbent pavement that is easier on the eyes. Lane markings that are easier to see day and night.

No wonder that four out of five miles of paved roads in the U. S. are surfaced with Asphalt!

So, speak out for Asphalt pavement *now!* You won't have to worry about getting it, either . . . when the time comes. For, unlike some other construction materials, **Asphalt is in plentiful supply.**

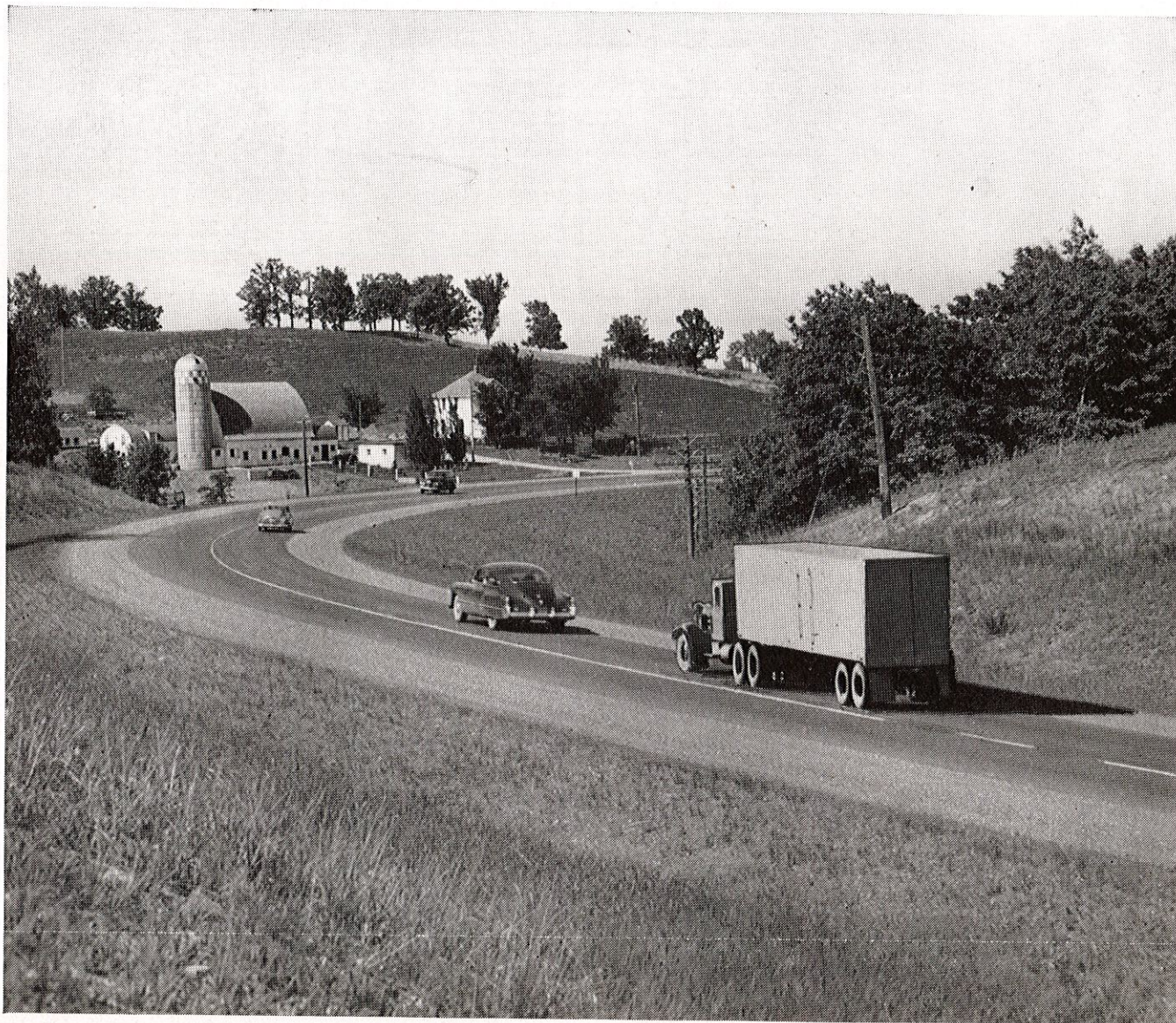


MODERN ASPHALT CONSTRUCTION is a triumph of road-building science. With built-up layers that spread the load . . . hug the earth . . . absorb shock and pounding without cracking. Layers topped off with smooth-riding yet textured skid-resistant modern Asphalt pavement. Economy, comfort and safety are built in *to last* . . . with this modern durable Asphalt construction. Built in to save you tax-dollars. Write for the informative new booklet, "... From the Ground Up."



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Don't let farm-to-market roads take you “for a ride”!

As a business man, Mr. Farmer, you'll want the answer to this: *“Will the new roads . . . to be built under the 1956 Highway Act . . . give you the most for your tax dollar?”*

They *will* . . . if they are Asphalt-constructed!

With Asphalt Construction you get *low first cost*. Reduced “Mortgage” on future taxes. For Asphalt pavement provides *minimum-maintenance*. And when future loads and traffic volume increase . . . you just add more width or another Asphalt course.

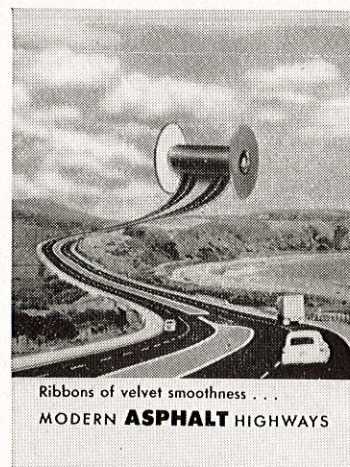
Modern Asphalt roads are engineered from the ground up to give *rugged wear*

. . . for generations. Smooth-riding, quiet . . . they reduce driving fatigue. Help prolong the life of your equipment. Glare absorbing . . . they're easy on the eyes. Skid resistant . . . they help you drive safely. In winter, snow and ice melt quicker, the way ahead is clear, faster. And Asphalt surfaces are not harmed by de-icing chemicals, either!

Choose pavement wisely. Send for the new booklet, “... From the Ground Up.”

Scientifically constructed!

Economy, comfort and safety are built-in *to last* . . . with durable Asphalt construction. Built-in to save you tax dollars.



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The Asphalt Institute salutes the Girl Scouts of the U.S.A. who celebrated their 45th birthday about a month ago.

... the smoothest way is a modern **ASPHALT** highway

more miles of wider, up-to-date roads for your tax dollars. See why. Write for the new booklet, "... From the Ground Up."

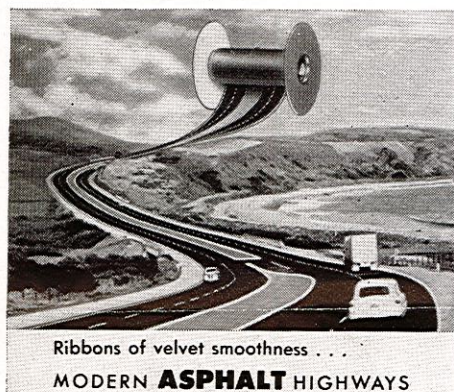


Engineered for rugged wear!

Modern Asphalt highways are scientifically constructed from the ground up for today's and tomorrow's heavy traffic. And these durable, dependable Asphalt highways provide more miles per taxpayer-dollar.



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Ribbons of velvet smoothness ...
MODERN **ASPHALT** HIGHWAYS

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ROOM 710-ONE WEST MAIN STREET
MADISON 3, WISCONSIN**