

First— The Pavement

THE motorist wants to get over the ground. He wants distance without nerve-wracking, car-wrecking jolts. Speed with comfort, a perfect road with attractive surroundings is the ideal.

But first the automobilist wants a pavement on which he can cover the distance. He wants an even, durable surface that is always the same, regardless of season or weather. That surface is assured when the road is concrete-paved.

After that, the motorist wants refreshing shade and appealing scenery. Trees and shrubs planted along the highway enhance the natural beauty of the country bordering the road. The clean, white surface of concrete, mottled with patches of cool shade and lined with green foliage, adds to the joy of motoring, increases the lure of the open road, attracts the tourist from far and near.

Methods for beautifying the highways are suggested in this booklet. For detailed advice on roadside planting, consult your state or national forestry service, or local landscape gardener.

For help in building the pavement, address our nearest District Office, listed below. The advice of our engineers is yours, without cost or obligation.

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete

District Offices at

Atlanta	Des Moines	Kansas City	New York	Salt Lake City
Birmingham	Detroit	Los Angeles	Parkersburg	San Francisco
Boston	Helena	Memphis	Philadelphia	Seattle
Chicago	Indianapolis	Milwaukee	Pittsburgh	St. Louis
Dallas	Jacksonville	Minneapolis	Portland, Oreg.	Vancouver, B. C.
Denver		New Orleans		Washington, D. C.