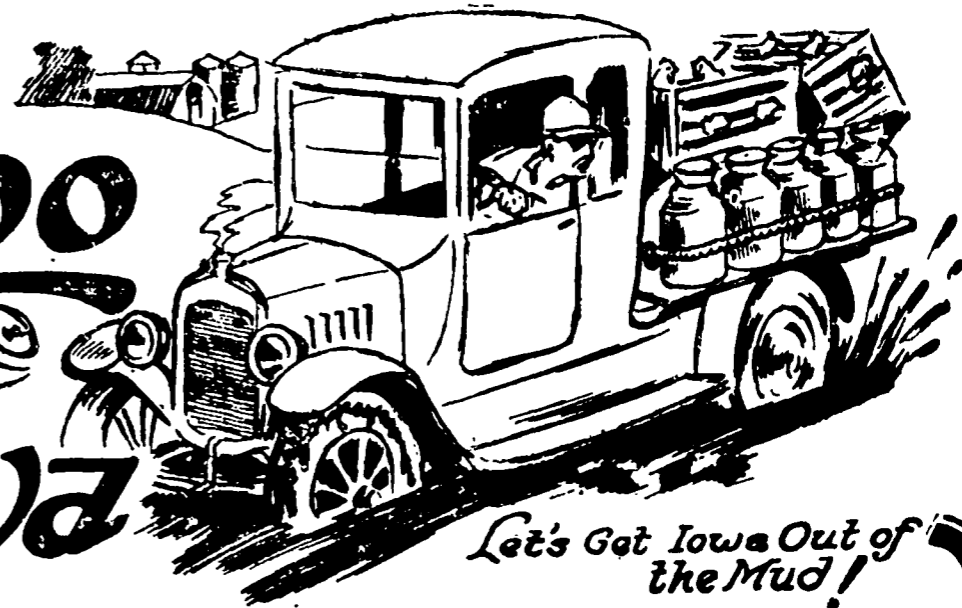
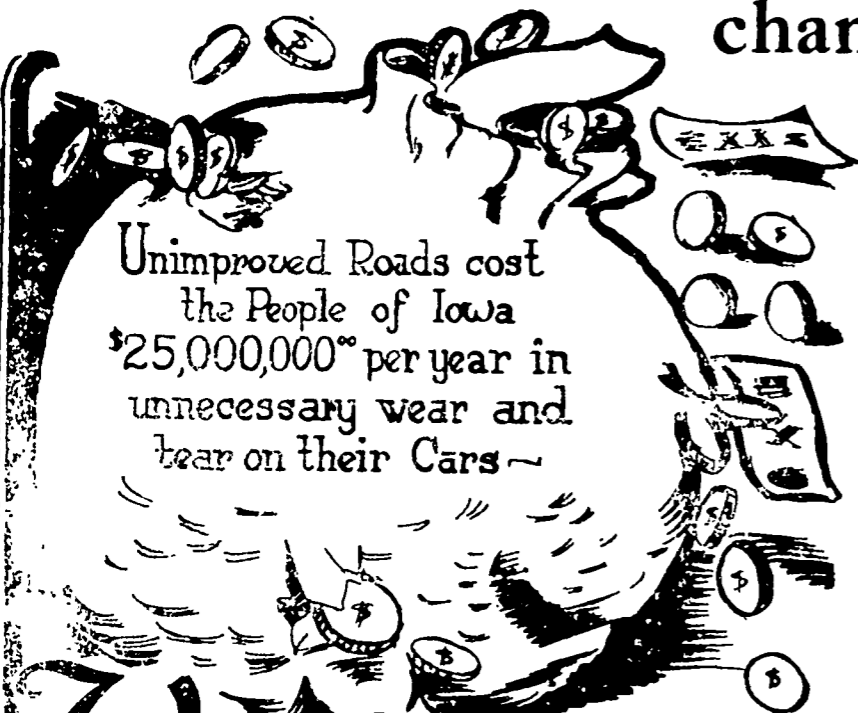


# Help Save \$200,000,000.00 for the People of Iowa



Here Is a Message of Vital Concern to Every Farmer--Every Merchant and Manufacturer--Every Citizen of Iowa!  
Read It All From First Word to Last!



Unimproved Roads cost the People of Iowa \$25,000,000 per year in unnecessary wear and tear on their Cars~

Fourteen years ago there were only 10,000 motor vehicles in the entire state of Iowa. Today there are 60 times as many—more than 600,000! And the million mark is only a few years off!

To keep pace with our tremendous automotive growth and the progress of other states in this section of the Middle West, it is imperative that Iowa, at this time, adopt an economical, comprehensive, statewide program for improvement of its highways.

It has been clearly shown that the people of Iowa are losing \$25,000,000 a year through increased consumption of gasoline and oil, and unnecessary wear and tear on their cars, in driving over unimproved roads.

On a "pay-as-we-go" basis, it will take from 16 to 30 years to complete the improvement of our primary and secondary roads.

Under the program suggested by the Iowa Good Roads Association—printed in full below—it will be possible to complete the improvement of the 6,660 miles of the state's primary road system in six years after funds are available, and also to drain and bring to grade the 11,000 miles of the county road system in eight years.

Since we are now suffering an unnecessary loss of \$25,000,000 a year, the people of Iowa will save \$200,000,000 by completing road improvements in eight years instead of sixteen years.

Under this program approximately 3,500 miles of the primary road system—connecting every one of the 99 county seats in the state—will be paved, and the remaining 3,100 miles of the primary system will be surfaced with gravel or sand clay. In addition, the 11,000 miles of the county road system will be drained and brought to grade.

Unimproved roads are **EXTRAVAGANCE**—since they increase the cost of transportation. Good roads are **ECONOMY**—since they save the people of the state far more than they cost.

Under the program suggested by the Iowa Good Roads Association—printed in full below—it will be possible to complete the improvement of the 6,660 miles of the state's primary road system in six years after funds are available, and also to drain and bring to grade the 11,000 miles of the county road system in eight years.

## We Can Have Good Roads In Iowa Without Adding a Cent To Your Property Taxes~

**THREE STEPS**—As the most practical and economical way to secure a state-wide system of good roads for Iowa in the shortest possible time, the Iowa Good Roads Association advocates that these three steps be taken—

- 1—PLACE OUR PRIMARY ROADS UNDER STATE CONTROL.
- 2—ENACT A GASOLINE TAX OF TWO CENTS A GALLON.
- 3—SUBMIT AN \$85,000,000 SERIAL BOND ISSUE TO A VOTE OF THE PEOPLE IN NOVEMBER, 1926.

**STATE CONTROL**—Iowa is now receiving \$2,000,000 a year from the Government as Federal Aid. Under the Federal law, effective Nov. 9, 1926, Iowa will lose this Federal Aid unless our primary road system is placed under state control for construction and maintenance.

Iowa pays its full share of Federal taxes, and will continue to pay in the future, even if we refuse to accept Federal Aid funds by failing to comply with the federal law. Without state control, the present generation will not get a connected, state-wide system of improved roads. And it should be remembered that our primary roads are our principal "farm-to-market" highways, carrying approximately 80 per cent of our total ton traffic. **LET'S GET ROADS THAT START SOMEWHERE AND GO SOMEWHERE.**

**\$85,000,000 BOND ISSUE**—To secure improvement of Iowa's roads in the shortest possible time, we recommend an issue of serial bonds in the sum of \$85,000,000 to be issued as needed and to be retired, both as to principal and interest in fifteen years **without adding a cent to real or personal property taxation.** This very desirable end can be accomplished by using primary road funds for payment of bond principal and interest, without any additional taxation. This bond issue will make it possible to abolish the present 12½ per cent assessment against property abutting on paved roads, and to refund approximately \$3,000,000 that has been already paid by property owners for paved roads.

It is no longer a question of whether we can afford to issue bonds and build roads. It is rather a question of how long we can afford NOT to build roads to carry our traffic. As citizens of Iowa, we are now taxing ourselves an enormous sum each year for poor roads. By issuing bonds we can complete a system of good roads eight years sooner than without a bond issue. We will thus save eight times \$25,000,000—or the tremendous total of \$200,000,000.

A bond issue for good roads means dollars and cents to YOU. It means greater prosperity—progress—convenience—economy—for the ENTIRE STATE OF IOWA.

**GASOLINE TAX**—Thirty-seven states now have a gasoline tax, imposed as the fairest and most equitable means of providing funds for road improvement work. A tax of two cents a gallon on gasoline used in motor vehicles would provide an annual revenue of approximately \$4,500,000 in Iowa. Of this amount, we recommend that one-third—estimated at \$1,500,000—go into the primary road fund each year, and the remaining two-thirds—approximately \$3,000,000—be apportioned to the various counties for improvement of county roads, greatly expediting this important work.

## Urge the Legislature To Help Provide Good Roads for Iowa

Following out this suggested program, there are three vital things the Legislature will be asked to do at its session, starting in January, to insure good roads for Iowa.

The Legislature will be asked to amend the present law and place the primary road system under state control for construction and maintenance, thereby complying with the federal law, retaining Federal Aid and insuring a comprehensive, connected, state-wide system of improved roads.

The Legislature also will be asked to enact a gasoline tax of two cents a gallon. Then those who use the highways pay for their improvement. Such a gasoline tax would cost the average motorist only a small fraction of the loss he now sustains annually in driving over unimproved roads.

In regard to the \$85,000,000 bond issue, the Legislature has no authority to issue bonds. But it has power to authorize a vote by the people at the general election in November, 1926, on the bond proposition. It seems reasonable to expect that the Legislature will give the people an opportunity to approve or reject the bond issue two years hence, after having had due time to study and analyze the question.

If you favor this program—which means money saved for you and greater prosperity for Iowa—tear the coupon from this advertisement and mail it to your senator or representative, properly signed. That will let him know how you stand on the question of Good Roads, and will help him decide his course of action when it comes time to vote on these important issues. **MAIL THE COUPON TODAY!**

*This Advertisement donated to the Cause of Good Roads by the Newspaper in which it appears~*

Mail Today To Your Senator or Representative

(Name of Your Senator or Representative)

(His Address)

I am in favor of a system of good roads for Iowa.

As one of your constituents, I urge that you support a program such as is proposed by the Iowa Good Roads Association; that you vote to submit the proposed \$85,000,000 serial bond issue to the people at the general election in 1926; that you vote for a tax of two cents a gallon on gasoline used in motor vehicles; and that you also vote to place the primary road system under state control.

(Your Name)

(Your Address)

### Platform of the Iowa Good Roads Association

706 Hippee Bldg.,  
Des Moines, Iowa.

Make the primary road system and roads now hard-surfaced a system of state roads wholly under the supervision of the state for both construction and maintenance.

Do away with the 12½ per cent special assessment against abutting property for paving, and refund approximately \$3,000,000 already paid for paving by property owners.

Pay principal and interest on primary road bonds, if any out of the primary road fund.

Complete the draining and grading of the 11,000 miles of the secondary, or county, road system.

Hard-surface approximately 3,500 miles of the primary road system. This mileage to be carefully designated so as to form a network of highways covering the entire state and connecting every one of the 99 county seats. Surface the remaining 8,100 miles of the primary system with gravel or sand clay.

Increase available funds for this work through the passage of a two-cent per gallon gasoline tax; two-thirds of this gasoline tax money to be set aside for secondary roads, and one-third for primary road work.

Ask the General Assembly to submit to the people at the general election in November, 1926, a bill to authorize the issuance of \$85,000,000 of federal bonds to be used in paving the federal interstate highways of this state, or such other part of the primary system as may be designated by the General Assembly upon the recommendation of the State Highway Commission.

Pay the principal and interest, and retire these bonds from the primary road fund (made up of automobile license fees, federal aid and one-third of the proposed gasoline tax) and WITHOUT THE IMPOSITION OF ANY OTHER TAX.