



EVERYWHERE asphalt is the popular choice. There is an asphalt that will give all the advantages desired at moderate cost on every type of road, whether city and town streets, interurban highways or country roads.

Hot-Mix Asphalt made with Imperial Paving Asphalt is ideal for city streets and provincial highways. It stands up under great stress, resists the ceaseless grind of heavy traffic and gives a traction surface unequalled for cleanliness, permanence and economy of maintenance.

Imperial Asphalt Binders are specially prepared for Penetration Asphalt Macadam. The uniform appearance and lasting qualities of this type recommend it for towns, interurban highways and country roads.

Imperial Liquid Asphalts are for country roads and less-traveled streets. They prevent dust on macadam, gravel and earth roads and form an elastic asphaltic film coat on the surface of the gravel and macadam roads which increases their traffic-carrying capacity many times and greatly lengthens their life.

All Imperial Asphalts are produced in our Montreal East Refinery from the best Mexican asphaltum crudes. They can be delivered anywhere in Canada in specially equipped tank cars or in packages.



IMPERIAL ASPHALT

Proved through the Ages

IMPERIAL PAVING ASPHALTS

FOR
HOT-MIX ASPHALT PAVEMENTS

IMPERIAL LIQUID ASPHALTS

FOR DUST PREVENTION AND FOR MAINTENANCE
OF MACADAM, GRAVEL AND EARTH ROADS

IMPERIAL ASPHALT BINDERS

FOR
PENETRATION ASPHALT PAVEMENTS

ROAD ENGINEERING DEPARTMENT

Imperial Oil Limited . . . Toronto Ontario