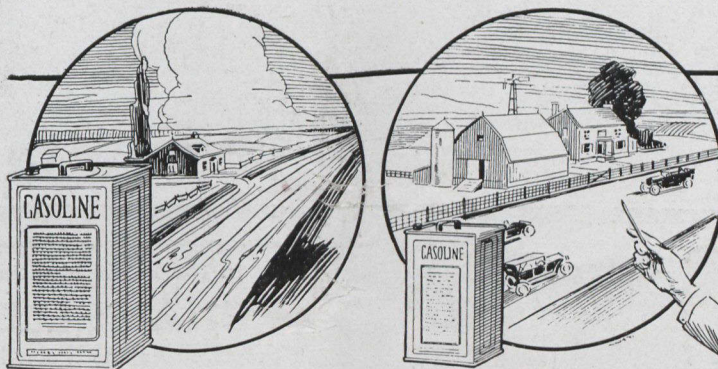


CANADIAN MUNICIPAL JOURNAL

AND REVIEW OF CIVIC IMPROVEMENT

IMPERIAL
CANADIAN MADE
ASPHALT

"Imperial Asphalts are refined from the best Mexican Asphaltum crudes. They are made in Canada and shipped through the Dominion in metal packages or specially equipped tank cars."



No Community Can Afford Poor Roads

IF ONE considers only the great saving that good roads will make for motorists by reducing fuel costs, no community can afford poor roads. The relative sizes of the cans above, show graphically the reduced cost of motor fuel on highways surfaced with Imperial Hot-Mix Asphalt.

"Only poor roads or poorly-constructed roads are expensive. Good roads, like Hot-Mix Asphalt roads, means prosperity to any community. They reduce upkeep expenses of motor vehicles enabling them to give many years more of service, and greatly increase the carrying capacity of horse-drawn as well as motor vehicles. They increase traffic and business. With them, farms lose their isolation, and property values increase in rural communities adjacent to them and in all cities, towns and villages through which they pass.

"Hot-Mix Asphalt pavements are dustless, non-glaring and practically noiseless. Their construction costs are reasonable and they can be very easily, inexpensively and perfectly repaired, when repairs eventually become necessary. In Imperial Hot-Mix Asphalt pavements the surface takes all of the wear. The foundation base is a permanent investment.

ROAD ENGINEERING DEPARTMENT

IMPERIAL OIL LIMITED,

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