



*Newman Street Winnipeg
—length 10,032 ft., width
24 feet, total yardage 24,-
768 feet, paved with Im-
perial Asphalt.*

PERMANENT—

*Imperial Asphalt withstands
extreme climatic conditions.*

“ONE of the outstanding features of any community is the condition of its roads and streets. Good roads spell prosperity. Active business, equitable property values, health and pleasure are all encouraged according to the serviceability of roads and streets.

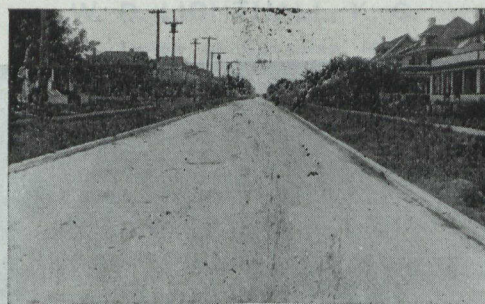
“The universal choice, then, of Asphalt, particularly by large cities, is significant. Canadian cities from coast to coast have laid miles of Asphalt roads for years past. They have themselves proved its excellent qualities and are now continuing their road improvement program by laying more and more Asphalt.

“Our two illustrations show Newman and Strathcona Streets, Winnipeg, both of which were recently laid with Hot-Mix Asphalt made with Imperial Paving Asphalt. The total yardage of these two streets is 69,304 yards and the work was all done by the Winnipeg City Construc-

tion Department, under the capable direction of City Engineer W. P. Brereton.

“Winnipeg has insisted for several years on this grade of Imperial Asphalt. They have proved conclusively that besides insuring all the fine qualities of high-grade Asphalt it successfully withstands the guelling test imposed by heavy city traffic and the very wide range of temperature experienced in Winnipeg.

“All Imperial Asphalts are refined in Canada from the best Mexican Asphaltum crudes. We can deliver to any part of the Dominion, either in specially-equipped tank cars or in metal packages.”



*Strathcona St., Winnipeg, length 18,049
ft., width 24 ft., total yardage 44,536
ft., paved with Imperial Asphalt.*

ROAD ENGINEERING DEPARTMENT

Imperial Oil Limited - - - Toronto, Ontario

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