

DON'T EXPERIMENT

“Imperial” “Canadian-Made” Asphalts—
Paving and Mixing Asphalts, Binders, Road
Oils, and Re-Surfacing Asphalts—conform
to specifications which advanced road-building
practice has shown to be most efficient

IMPERIAL CANADIAN MADE ASPHALT

99.8% PURE

A road built with “Imperial” Asphalt is not an experiment—it is a certainty. You do not have to pay for “experience.” Every shipment of “Imperial” Asphalt is analyzed by our chemists before it leaves the still, and exceeds most advanced specifications in percentage bitumen, imperviousness and resistance to water, ductility and cementitious value.

Our Asphalt Department is in charge of an experienced road-building engineer who will gladly furnish prices, analyses, etc., on request.

THE IMPERIAL OIL COMPANY

Limited

BRANCHES IN ALL CITIES