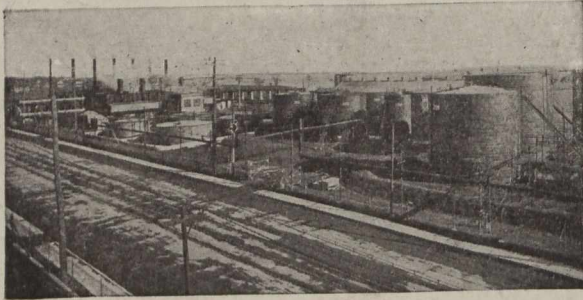


ASPHALT FOR EVERY TYPE OF ROAD

"Imperial Canadian-made Asphalts are immediately available in any quantity."



Part of Our Montreal East Refinery

IMPERIAL
CANADIAN MADE
ASPHALT

WHATEVER may be the particular paving problem in your community, there is an Imperial Canadian-made Asphalt that will economically and successfully solve it while at the same time embodying the many desirable features in modern road construction."

"The facilities of Imperial Oil Limited for the production of high-grade, uniform asphalts are unsurpassed. Our big modern refinery at Montreal East, which we have recently enlarged, is engaged in refining large quantities of all kinds of Imperial Asphalts."

"Our own fleet of tank steamers insures a steady supply of the finest Mexican asphaltum crude from which Imperial Asphalts are made. In addition, quick delivery to any part of the Dominion is made possible through the large number of our tank cars now in commission."



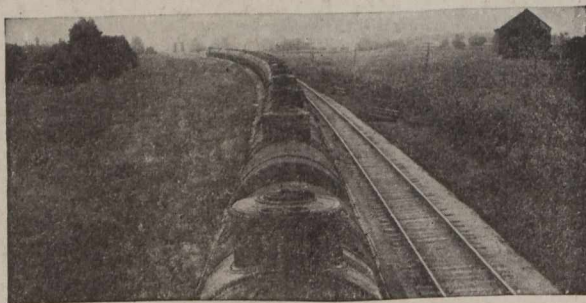
"Besides being Canadian-made and easily obtainable, each Imperial Asphalt is without a peer for the type of road work for which it is made."

"For use in large cities and on main highways where traffic is dense, heavy and varied, there is no better type of pavement than Hot-Mix Asphalt (Sheet Asphalt, Bitulithic, Warrenite or Asphaltic Concrete) made from Imperial Paving Asphalt. Hot-Mix Asphalt is the ideal pavement for every traffic requirement; permanent, dustless, resilient, free from bumping joints, easily and economically maintained and may be laid on any substantial foundation."

"Penetration Asphalt Macadam—Bituminous Macadam, asphalt type—made with Imperial Asphalt Binders, is a thoroughly practical type of road for suburban areas and small towns. It is inexpensive and easy to construct, dustless, economical, and can be laid over old or new macadam, crushed stone, gravel or cement concrete foundations."

"In districts where macadam, gravel or earth roads must continue to withstand increasing traffic wear, pending the time of more substantial construction, the application of Imperial Liquid Asphalts will make an elastic 'traffic mat' that not only prevents dust, but increases the traffic carrying capacity of the road many, many times. Imperial Liquid Asphalts are not make-shift road oils, but scientifically-refined liquid asphalts."

"Our Road Engineers and Experts will be glad to advise or assist you in all matters of road construction and paving. Their services are free."



Tank Cars Carrying Imperial Asphalts

Road Engineering Department

IMPERIAL OIL LIMITED

Imperial Oil Building

Toronto, Ontario