



Constructing Penetration Road with Standard Asphalt Macadam Binder "B" Ville St. Pierre, near Montreal, Que.

STANDARD

MEXICAN

ASPHALT MACADAM BINDERS

The penetration method of road construction has found great favor because of its low initial cost, ease of construction and ability to withstand heavy and fast traffic. The maintenance cost of roads of this type is almost negligible; roads constructed with Standard asphalt macadam binder have successfully withstood the heaviest kind of traffic for over four years and have shown no signs of disintegration.

Municipalities contemplating road construction will find this Company unusually well equipped for making prompt deliveries of asphaltic road materials at any point in Canada.

For analyses, prices and any further information address our nearest office.

THE IMPERIAL OIL COMPANY,
Limited
BRANCHES IN ALL CITIES

