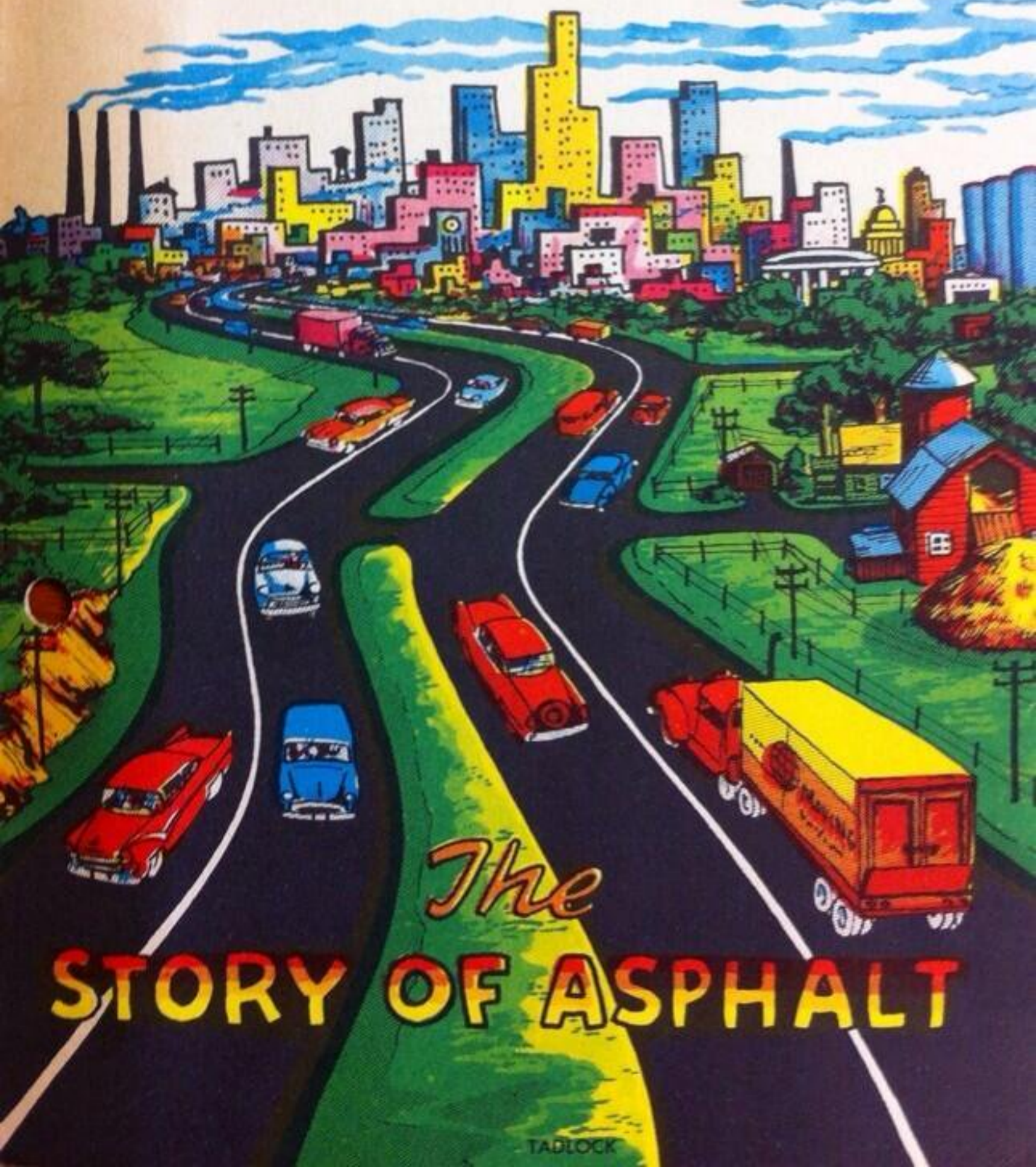


WISCONSIN BITUMINOUS  
PAVING ASSOCIATION  
ROOM 710-ONE WEST MAIN STREET  
MILWAUKEE, WIS.

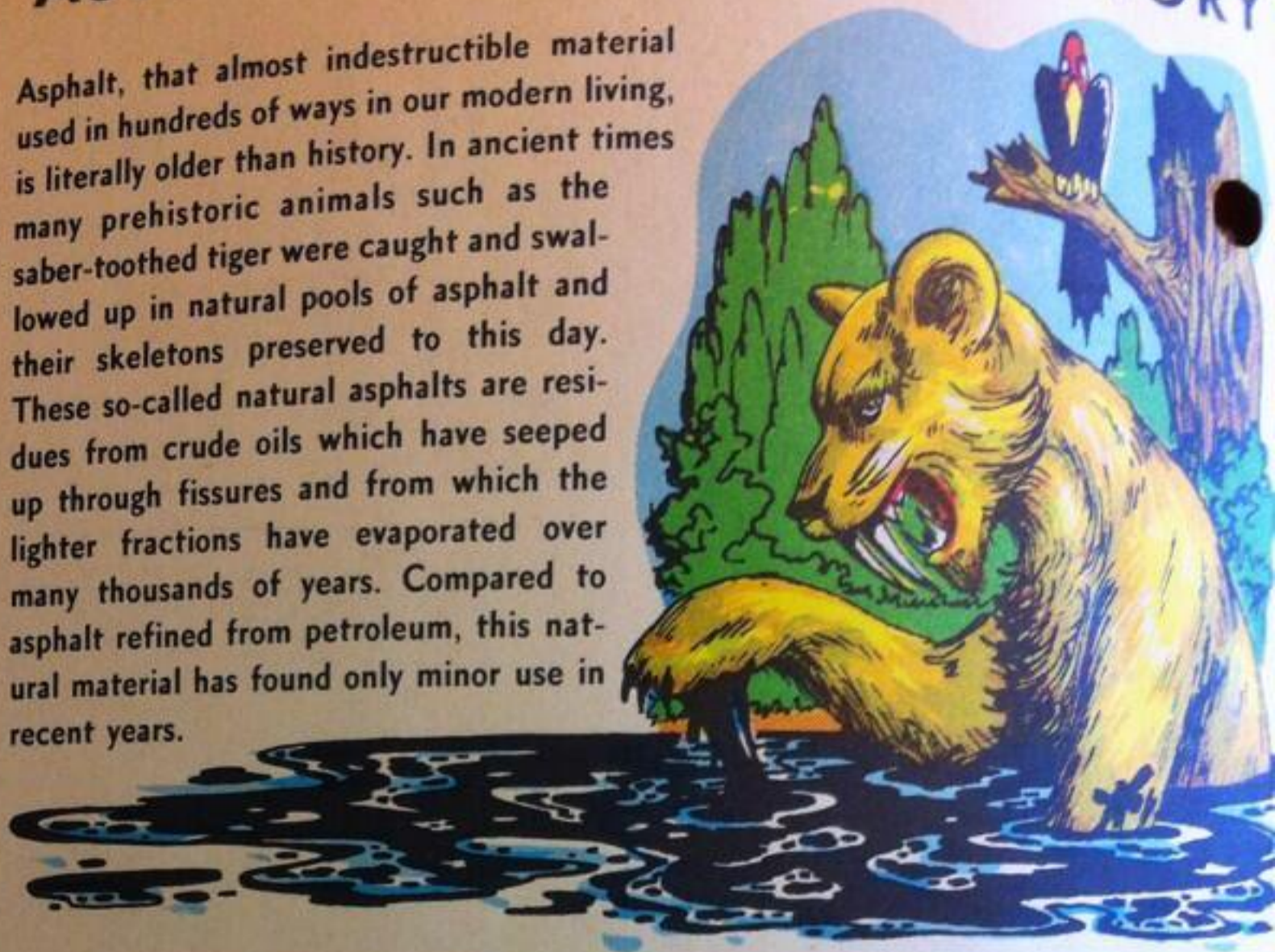
# MAGIC CARPET



*The*  
**STORY OF ASPHALT**

# ASPHALT—OLDER THAN HISTORY

Asphalt, that almost indestructible material used in hundreds of ways in our modern living, is literally older than history. In ancient times many prehistoric animals such as the saber-toothed tiger were caught and swallowed up in natural pools of asphalt and their skeletons preserved to this day. These so-called natural asphalts are residues from crude oils which have seeped up through fissures and from which the lighter fractions have evaporated over many thousands of years. Compared to asphalt refined from petroleum, this natural material has found only minor use in recent years.



## Asphalt Used in Noah's Ark



Asphalt is an excellent waterproofing material. The Bible tells us Noah used it to seal his famous Ark.

# Oldest Cementing Material



In the ancient eastern Mediterranean countries, the “cradle of civilization,” man cemented his building blocks in place with the Asphalt he found in Asphalt pools. Actually, the ancient art of masonry construction developed around this strong mortar.

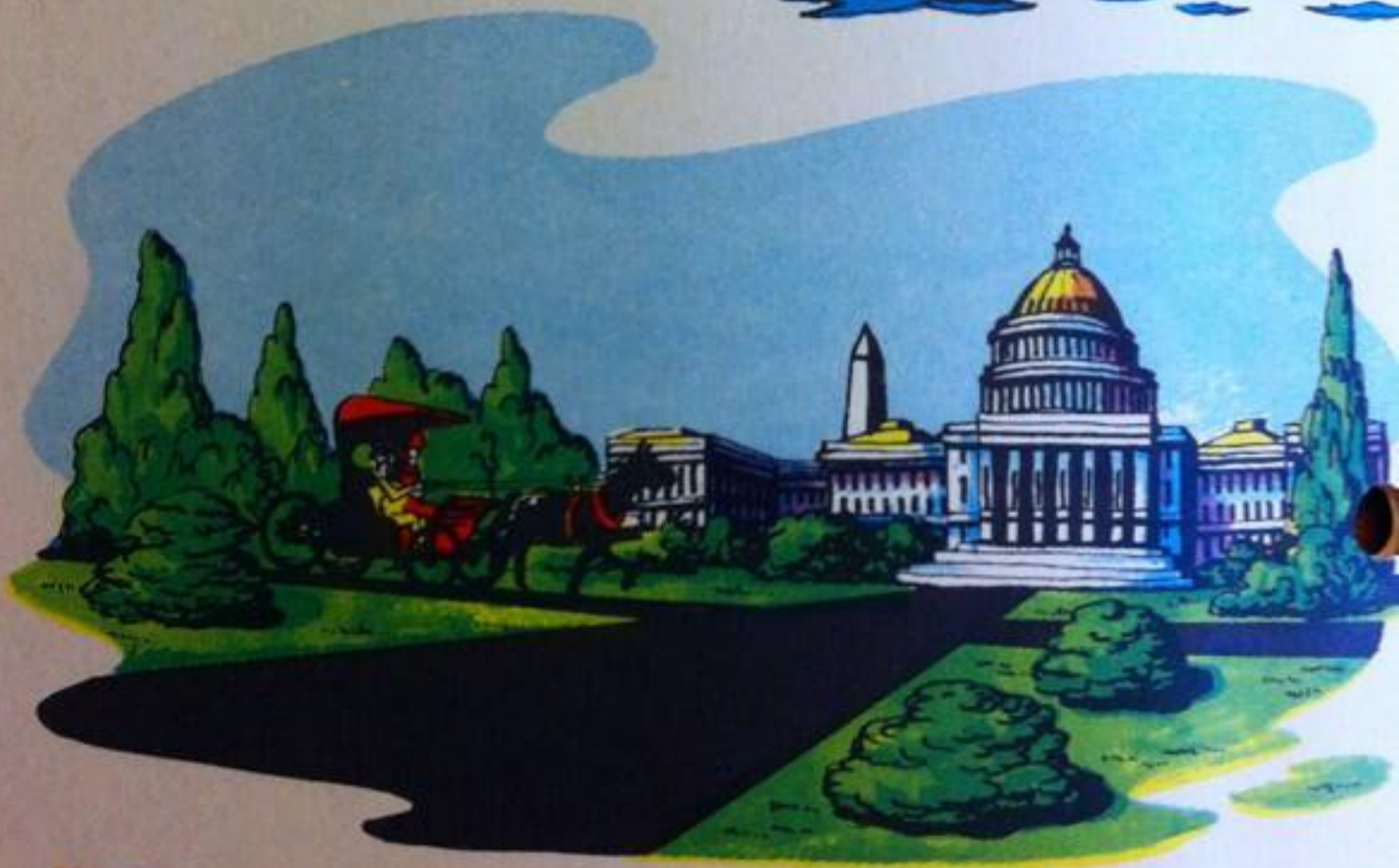
## Infant Moses “Floated” in Asphalt



Everyone knows the Bible story of Moses in the bulrushes. That story also tells us the basket in which Moses lay was made waterproof with Asphalt.

## Columbus Discovers New Caulking Material

Christopher Columbus, fearless admiral of the seas, dropped anchor in 1498 off the shores of an island he named "La Trinidad." According to his own log he "careened his galleons and caulked their storm-racked seams with a natural waterproofing substance." He had discovered Trinidad's now-famed natural Asphalt Lake.



## "The Magic Carpet" for Nation's Capital

Asphalt from the same Trinidad Lake was mixed with sand and used in 1876 to pave a modern-type street in Washington, D. C. The street was Pennsylvania Avenue in front of the Capitol.



## SOMETHING OLD UNDER THE SUN

A French philosopher once wrote: "The more things change, the more they remain the same." Man has come a long way since King Nebuchadnezzar reigned in Babylon long ago. Yet, nature's oldest product—Asphalt—is still mortaring the building blocks of our high-speed civilization. The next time you go motoring notice the many miles of brand new asphalt pavements you travel on—smooth and quiet and easy on the eyes. Here is the Magic Carpet that will carry you right into the Twenty-first Century.

Asphalt—out of the past to serve America today and tomorrow.

