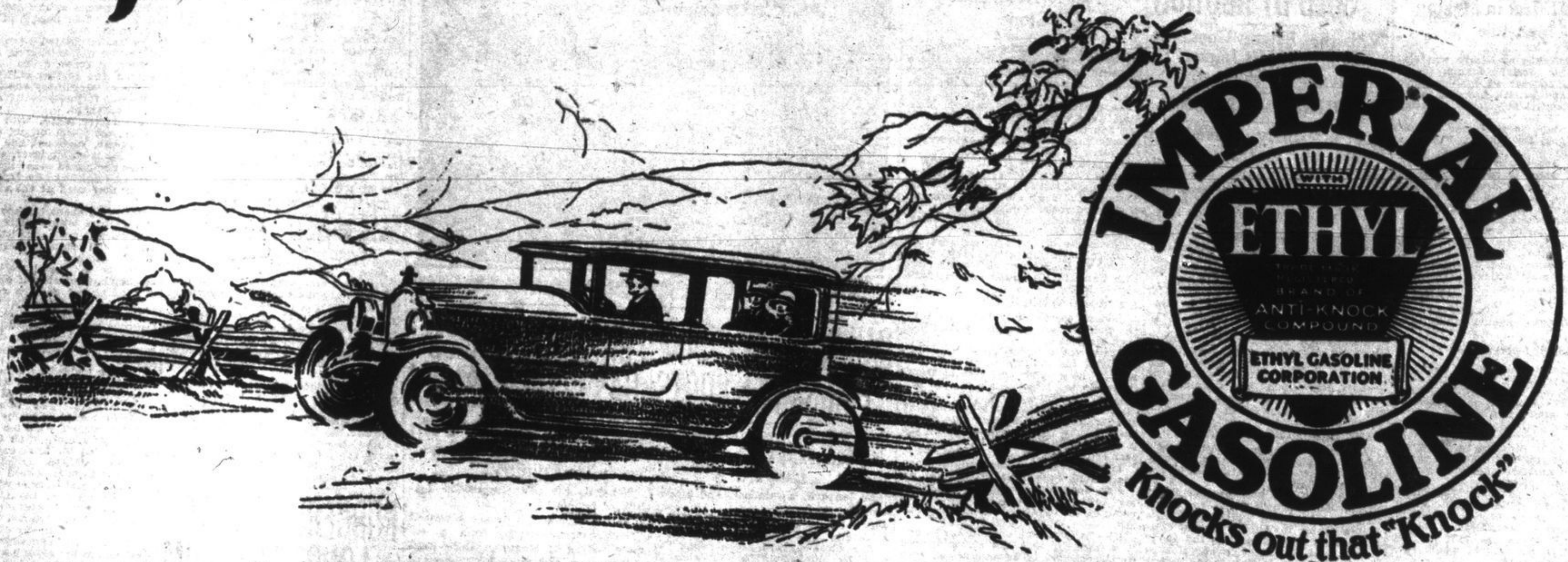


Tomorrow We Offer



A NEW AND ENTIRELY DIFFERENT TYPE OF GASOLINE

IMPERIAL Ethyl Gasoline—on sale now for the first time—is science's latest and greatest contribution to the comfort and satisfaction of car owners.

It is the answer of the combined resources of the petroleum and automotive industries to the fifteen-year old problem of producing a motor fuel that will bring out the true power and efficiency of the modern automobile engine.

Imperial Ethyl Gasoline is an epochal achievement—fully as important to the motoring world as such notable discoveries as the balloon tire and four-wheel brake.

You do not need to be an expert or a scientist to measure the miracle of power and improved engine performance revealed in your car when you drive it on Imperial Ethyl Gasoline.

You *feel* the difference *immediately*, because this wonderful new fuel is better than the best gasoline you have ever used.

Imperial Ethyl Gasoline unleashes all the latent power of your car—enables it to streak up the stiff hills "on high"—gives your engine a quiet rhythm and instant response—makes your motor absolutely knockless—gives you quicker starting than you've ever experienced.

Imperial Ethyl Gasoline is a unique and wonderful product—obtained by combining "Ethyl Brand of Anti-Knock Compound" with a very special grade of gasoline. The Ethyl ingredient is a product developed by seven years of research in the laboratory of the General Motors Corporation.

No other gasoline ingredient compares with Ethyl Brand of Anti-Knock Compound. Manufactured by the Ethyl Gasoline Corporation, this remarkable product cannot be successfully imitated. It cannot be duplicated. It is absolutely unique and stands alone as a new discovery.

Ethyl Brand of Anti-Knock Compound increases the efficiency of gasoline because it controls the rate of combustion. Every time the spark jumps a powerful sustained explosion results. Power waste—as indicated by knocks—is eliminated.

The introduction of Imperial Ethyl Gasoline at this season is particularly timely. Nights are getting cool—Winter will soon be here. Imperial Ethyl gives the motorist entire freedom from those troubles which he has formerly encountered with the approach of cold weather.

It's well worth the 4c. per gallon more we charge for it.

IMPERIAL OIL LIMITED

CAUTION!

Do not confuse this wonderful new fuel with the many so-called "Anti-Knock" Gasolines on the market. And do not be misled by other gasolines purposely colored red to resemble Ethyl.

Our well-known Premier Gasoline has as much "Anti-Knock" quality as any gasoline made or sold in Canada with the sole exception of Imperial Ethyl Gasoline. The latter is more than a gasoline—it's a motor fuel of super-efficient qualities.

For your protection, no dealer or service station will be permitted to sell Imperial Ethyl Gasoline through any pump that does not conspicuously display the official Imperial Ethyl Trade-Mark as reproduced in this advertisement.