

At last!

a real cold weather gasoline

It is no trick to make a gasoline that will start quickly. But to make such a gasoline without sacrifice of power and mileage, has long been a problem that has baffled the best brains in the oil industry.

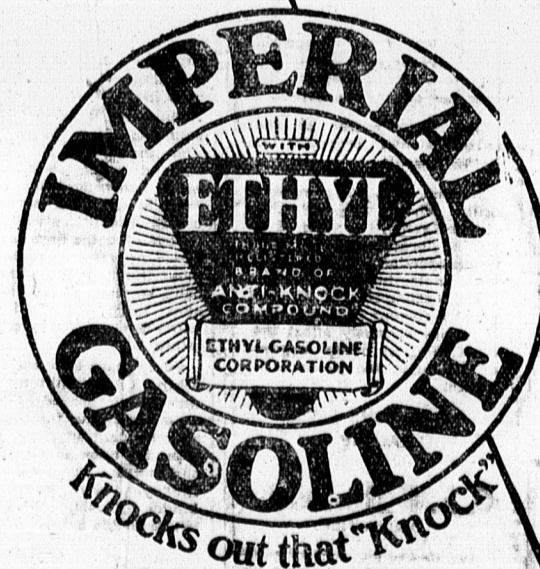
The discovery of Ethyl Brand of Anti-Knock Compound -- after 7 years' research in the General Motors Laboratories -- has enabled us to solve the problem.

We produced a very special grade of quick-starting gasoline. We added this Ethyl ingredient. We thus achieved a gasoline that, while "light" enough to explode the moment the spark jumps, gives more power and longer mileage than any winter gasoline heretofore made or sold in Canada. And in addition, it makes your motor absolutely knockless. 4 cents more per gallon -- but emphatically worth it.

Fill with Imperial Ethyl. In the first mile it will show its superior acceleration. On the first hill it will reveal its truly remarkable climbing performance. On the first cold morning it will prove its readiness in starting.

You will come to it some day soon -- why continue to miss the driving thrills, the real motoring satisfaction, you can get by filling with Imperial Ethyl.

IMPERIAL OIL LIMITED



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