

# *Announcing* **IMPERIAL ETHYL GASOLINE** **A new Motor Fuel**

**I**N keeping with that policy which has always guided this Company toward an ever-alert seeking for the latest and best, we will place on the market, on October 2nd, a new and revolutionizing motor fuel.

Leading automotive scientists---after 7 years of research---have developed in the laboratories of the General Motors Corporation, a product called Ethyl Brand of Anti-Knock Compound.

This great discovery is now offered to the motorists of Canada in Imperial Ethyl Gasoline; which is a special grade of Gasoline--with the new and wonderful Ethyl ingredient added.

This Ethyl ingredient endows gasoline with miracle-working qualities. You will notice these qualities immediately you try your first tank-full of Imperial Ethyl Gasoline.

You'll *feel* the difference in your motor on the first hill or when you try a quick get-away in traffic, for this new motor fuel is more powerful than any you have ever used--powerful with a smooth, sure rhythm that gives a new thrill to driving. And no matter how badly your motor has "knocked" before--either on hills or when you tried a fast "pick-up"--*Imperial Ethyl Gasoline makes it absolutely knockless.*

The Ethyl ingredient brings about these amazing results by maintaining the rate of combustion. Every time the spark flashes, a powerful, sustained explosion results. Power waste -- as indicated by engine "knocks"--is eliminated.

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 it stands alone as a new discovery.

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.

To those who want "knockless" engine performance, coupled with a new wealth of engine power and quick starting we recommend a trial of Imperial Ethyl Gasoline--truly the most important and amazing motor fuel discovery of the past twenty years.

The price of Imperial Ethyl Gasoline is 4 cents per gallon above the regular Premier price--and well worth it.

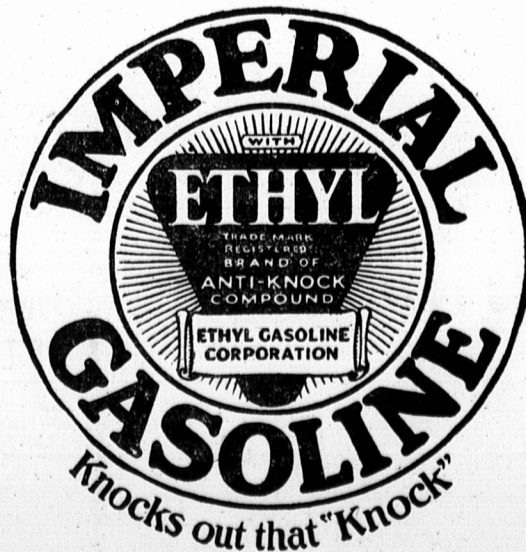
**CAUTION!**

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.

*For Sale Oct. 2<sup>nd</sup>  
only at Pumps  
displaying  
this Sign.* →



**IMPERIAL OIL LIMITED**