



The Dawn of a New Prosperity

The advent of the New Year and victorious peace means much for the future growth and development of Canadian industries.

To its share in helping to promote immediate reconstruction and expansion Imperial Oil Limited is devoting its best efforts. To do this, it stands in a particularly favorable position, its factories are situated in many provinces of the Dominion. Its products are varied and of the highest quality.

Imperial Lubricants and Imperial Fuel Oils are contributing to scores of Canadian manufacturing plants.]

Motorists have long recognized Polarine Lubricants and Premier Gasoline as standards of excellence.

Polarine and other Imperial Lubricants; Royalite Coal Oil and Silver Star Kerosene are favourably known wherever farm tractors and farm gas engines are employed.

Imperial Asphalts are essential in road and street improvement and maintenance, as well as in the manufacturing of roofing and for many other purposes.

Imperial home specialties are lightening the labours and increasing the comforts of hundreds of thousands of Canadian homes.

To the whole country, then, we offer our service, as wide in variety as it is in geographical scope.

REFINERIES

Sarnia, Ontario

Halifax, Nova Scotia

Ioco, British Columbia

Regina, Saskatchewan

Montreal, Quebec

IMPERIAL OIL LIMITED

Power Lubrication Heat Light

Branches in all Cities

